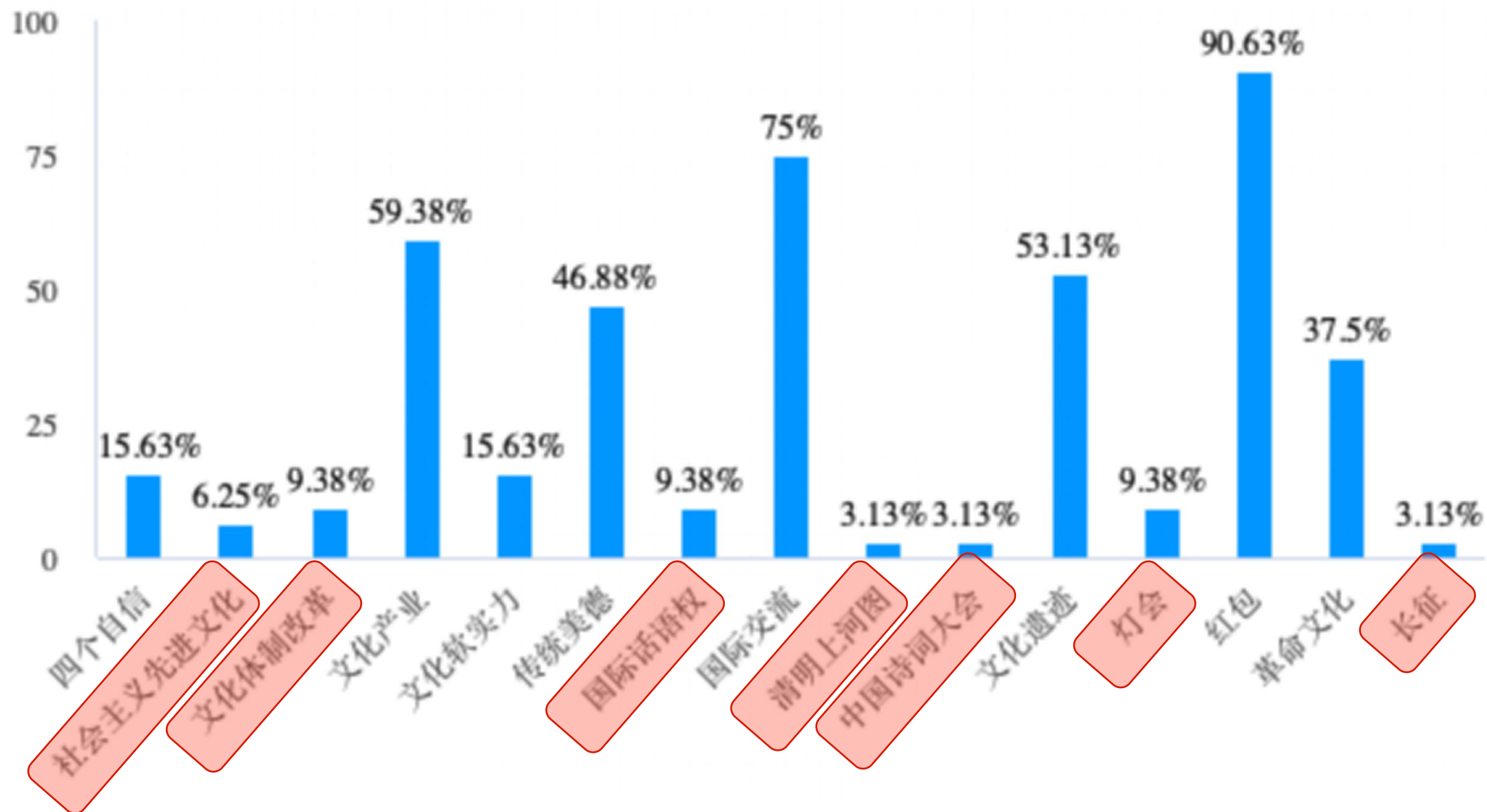


The 2023 FLTRP Star Teacher Contest





Teaching Design

Learning Objectives

Language

- Learning culture-loaded vocabulary
- Tailoring a speech to audiences

Skills

- Investigating audience traits
- Achieving an effective address

Knowledge

- Enriching the understanding of Chinese culture
- Knowing its unique and shared cultural features

Values

- Developing local sentiment
- Cultivating international vision



so-called “empire”.”? (91)

~~This is not just my own opinion, but also~~ Subjective as my patriotic sentiments may seem, they find hard evidence proved in by historical facts. As we all know, from the 18th century to the 20th century, Western countries pursued modernization eagerly through imperialism, brutally colonizing and exploiting other nations and their resources. In contrast, China has ~~went on~~ chosen a totally completely different way. We have learned from our ancestors that “peace is of paramount importance”; we have also learned the cruelty of wars from the horrible memory such as the Opium War and Anti-Japanese War. Therefore, China has set off down its own path to modernization, featuring peaceful development and mutually beneficial cooperation. (101)

During China’s journey towards modernization, peace is the first thing that China has been seeking. In 1954, our Premier Zhou Enlai put forward the Five Principles of Peaceful Coexistence. Over the years, China has firmly adhered to the principles and ~~sticked~~ stuck to the independent foreign policy of peace. Also, we have made a solemn pledge to the whole world that we will never seek hegemony or commit any act of expansion, and thus try to safeguard the peaceful environment, which serves as the foundation of modernization for all nations. (90)

Mutually beneficial cooperation is another critical thing that China values a lot. China has collaborated with many countries and shared its development gains with the world. For example, the hybrid rice invented by Yuan Longping has fed the nation and also boosted filled

Valpro. 第二段意在对比东西方实现现

Ningyang Chen 这个思路很清晰！

Ningyang Chen The original sentence is fine, yet

Ningyang Chen 2023年九月11日

... it is fine, but I am concerned that it may ... or pleasant feelings among foreign national judges (if there would be any), as this sounds a little too straightforward to be congenial and friendly as a peace-loving country claims to be. 没有比较没有伤害，不过这样的对比未免有点太直露了，有可能伤害外籍评委（如果有的话）的感情。。。而且 western countries 的帽子太大，打击范围有点广。。。个人觉得你之前那稿里比较委婉隐晦的论证更友好一些。

答复 解决

Valpro. 用中国外交的论断是

Ningyang Chen 我个人觉得这里力度很

Ningyang Chen 本刚威党袁隆平水稻杂交是专

Teaching Design

Session 1 (2 credit hours)



understanding
your target audience



connecting with
your audience

Session 2 (1 credit hour)



student representatives'
delivery of speeches



cross-group feedback
and teacher comment

Session One

Before class

In class

After class

Reading the body part of Unit 3 (pp. 42-55);

Interviewing two international students;

Writing up a 3-minute speech on contemporary Chinese culture;

Videotaping the delivery of the speech and **uploading** the video.

my speech script

A. Purpose

Do I know my audience well?

Do I have a clear purpose?

Is my purpose tailored to audiences' interests, needs and attitudes?

B. Central Point

Do I paint a clear picture of my focus?

Do I give an overall explanation of it?

Will the audience have a general understanding of it after hearing my speech?

C. Main Points

Do I make the focus accessible to the audience?

Will the audience have enough background information to understand my speech?

Do I display the main features of the focus?

Will the audience be able to visualise the focus?

Do I showcase the cultural significance of the focus?

Will the audience be able to appreciate its significance?

D. Conclusion

Do I make the audience understand and enjoy the topic?

Will the audience be encouraged to explore it further?

Session One

Before class

In class

After class

Revising and expanding the speech to 5 minutes;

Preparing the delivery of the speech.

Making Your Voice Heard

- 1** Prepare a 5-minute speech on the transformation and innovation of Chinese culture at the **International Public Speaking Competition*** (see Task for the unit). Here are some suggestions to help you prepare for it.

Step 1

Analyze your audience by using the tips on Page 48 to decide the topic and content of your speech. You need to make your speech appealing to your audience according to your audience's characteristics, their impressions and understandings of Chinese culture.

Step 2

Use examples to attract your audience and help them appreciate Chinese culture through an intercultural perspective (e.g. traditional Chinese medicine's joint efforts to fight against the COVID-19 pandemic with Western medicine, the elements of Chinese folk dances in street dance, the high box office takings of Chinese animations adapted from traditional works in the international market).



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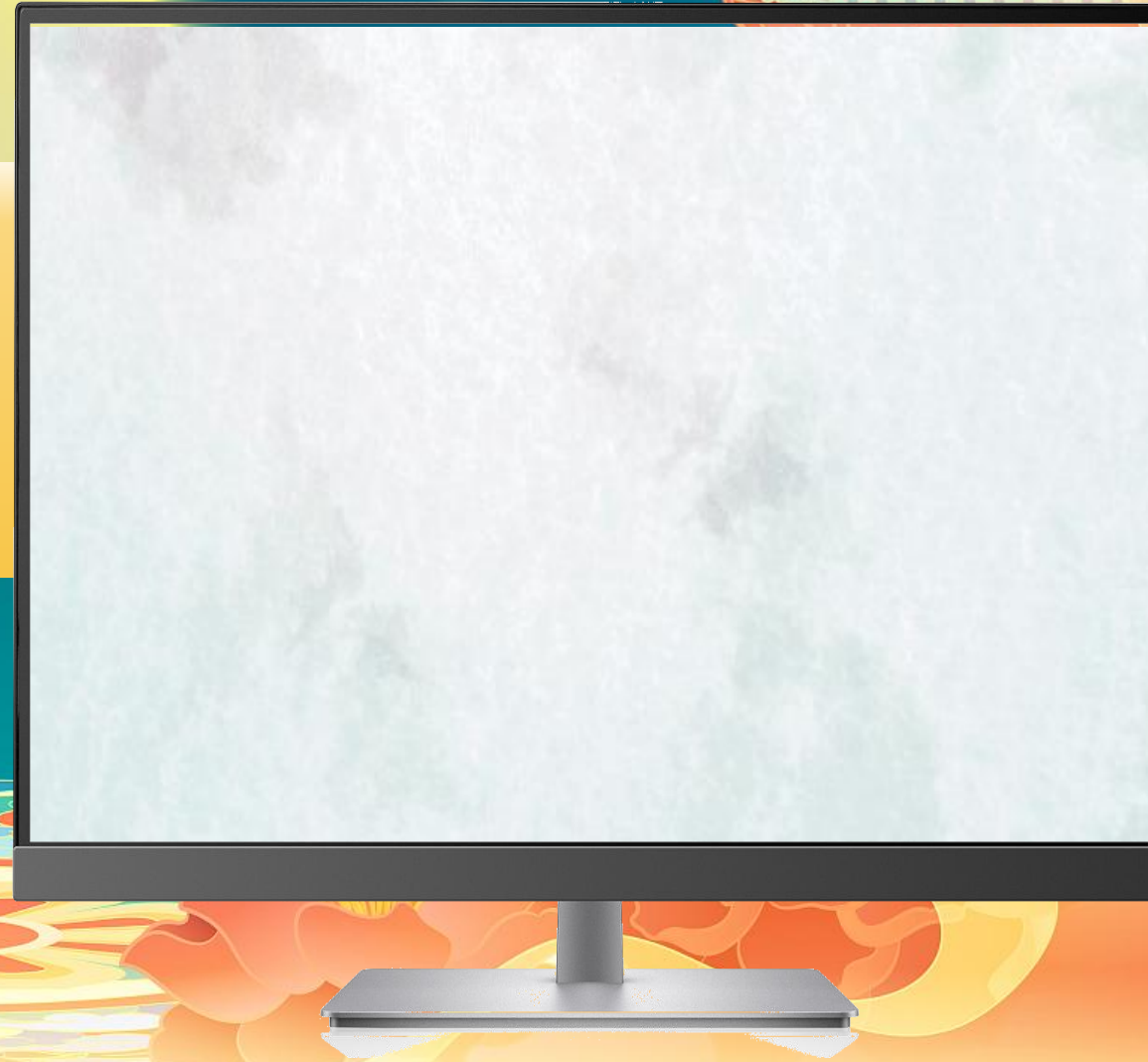


口语表现基本信息表

	视频时长	总词数	语速	发音错误
学生 A	185 秒	360 词	117 词/分钟	-
学生 B	181 秒	402 词	134 词/分钟	elite
学生 C	178 秒	472 词	159 词/分钟	resonance, off



The Demo Class



CONTENTS

01

Understanding your target audience

02

Connecting with your target audience

Task for This Unit



Contemporary Chinese Culture

5-minute speech

The International Cultural Festival

Pre-class Activities

1: Interview



2: Speech



Activity 1: Understanding Your Target Audience



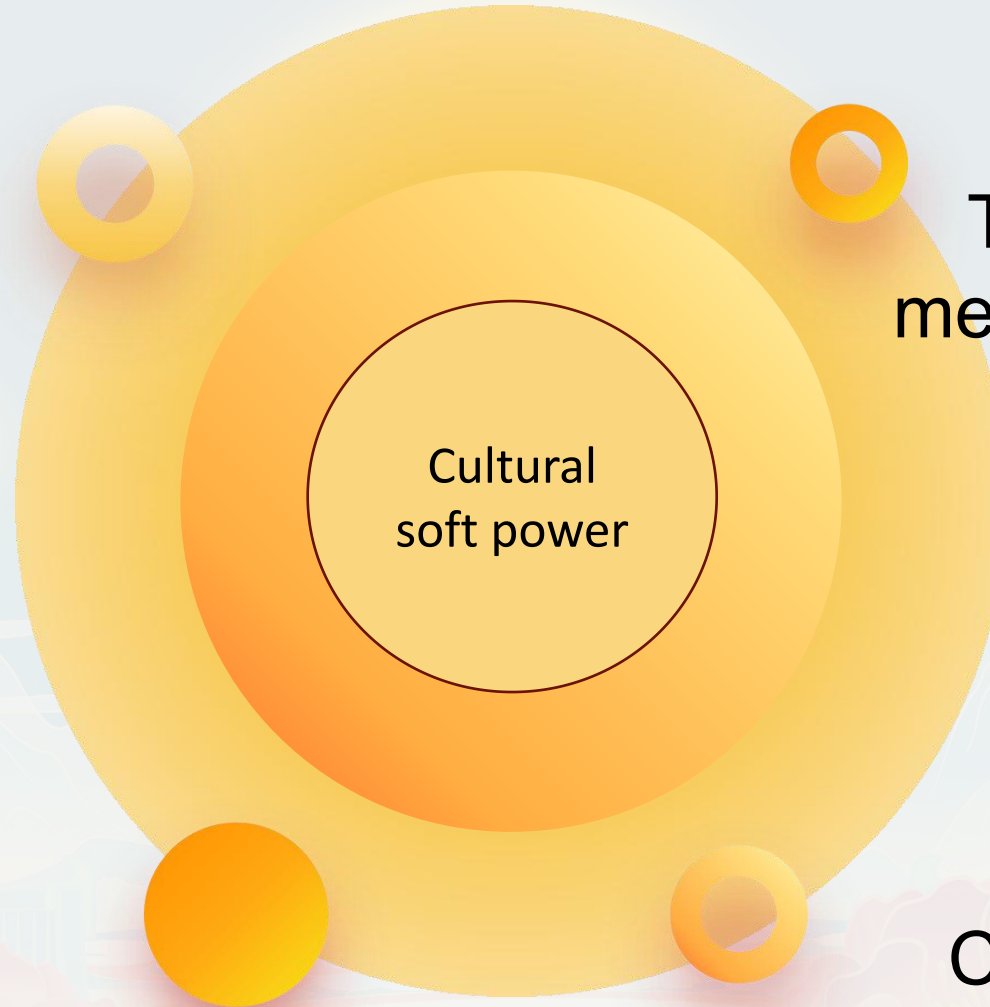
Figure 1: Hotness of topics selected by the whole class



Red tourism



Double 11



Traditional Chinese medicine in the new era



Chinese palace dramas

Activity 1: Understanding Your Target Audience

- Chinese

- Tradition

- Culture



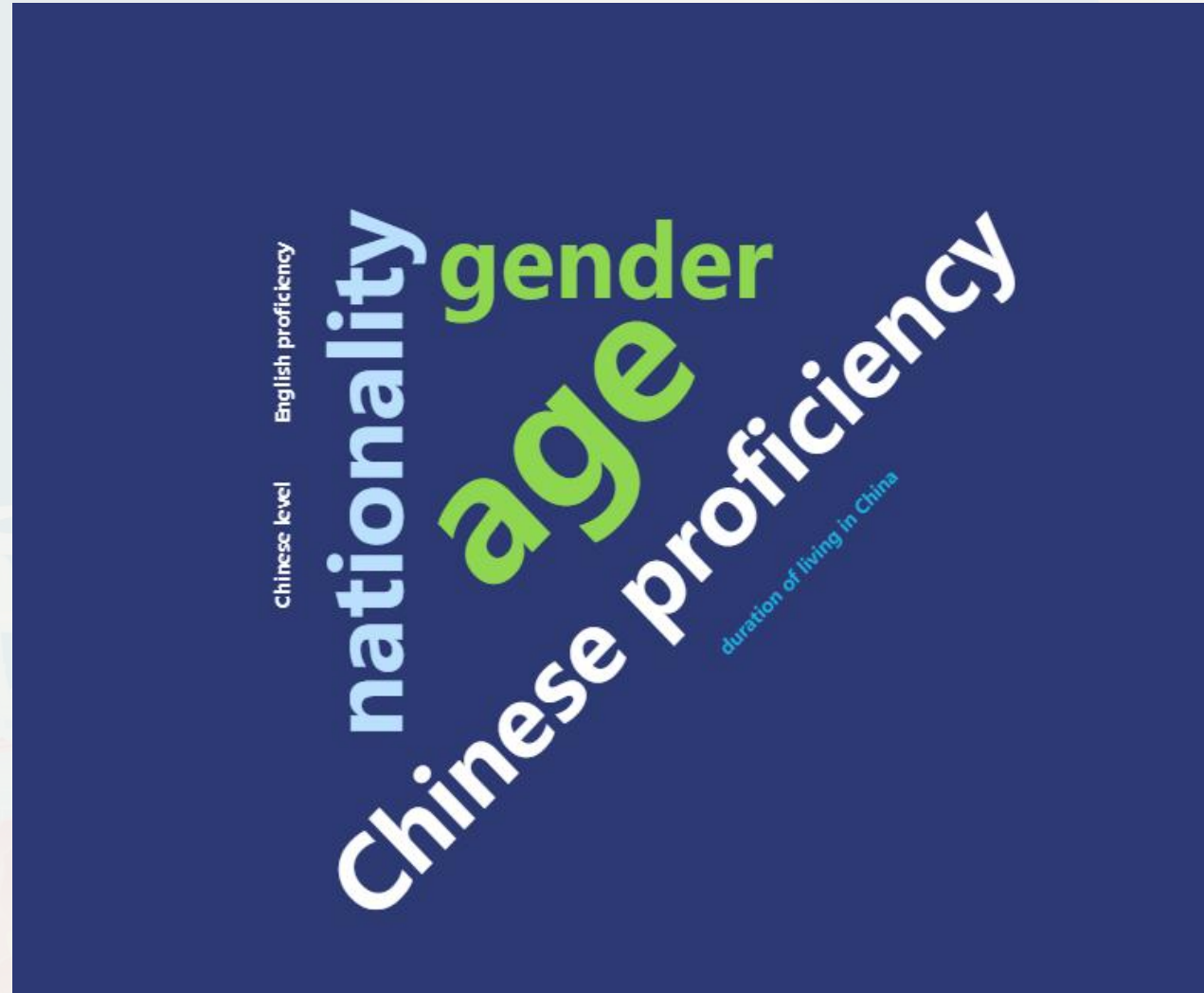
5)

Activity 1: Understanding Your Target Audience



Chinese Palace Dramas
red tourism

Activity 1: Understanding Your Target Audience



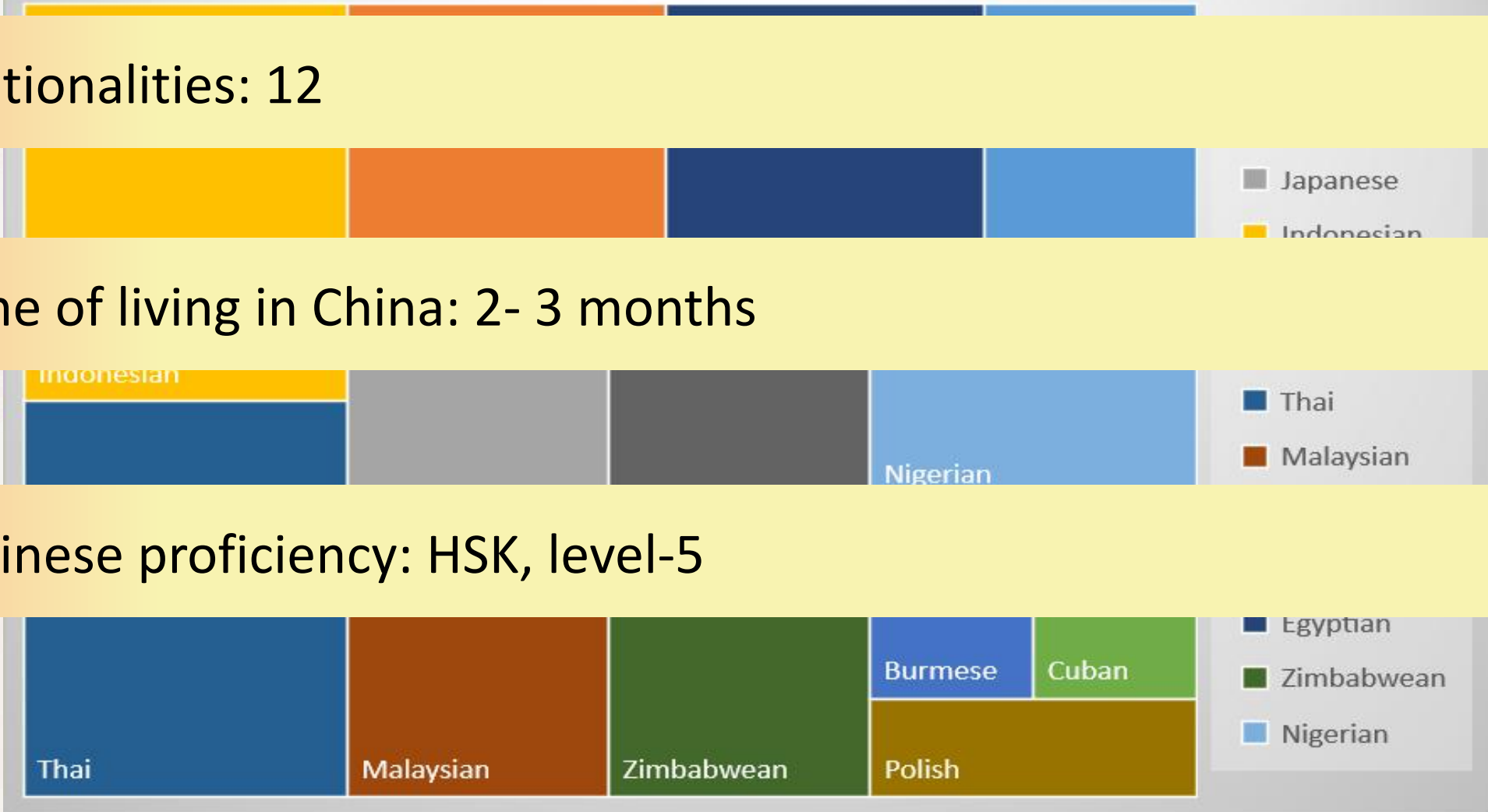
Activity 1: Understanding Your Target Audience

Nationality of the target audience

■ Nationalities: 12

■ Time of living in China: 2- 3 months

■ Chinese proficiency: HSK, level-5



Activity 1: Understanding Your Target Audience

- Watch a video and talk with your partner about the mistake the speaker made.



Activity 1: Understanding Your Target Audience

- Respecting the cultural identity of your audience
- Avoiding the use of impolite expressions (e.g., foreigner)
- Refraining from using offensive examples

Western countries pursued cultural modernization eagerly through **stealing** from other countries.

Activity 1: Understanding Your Target Audience

- Analysis in terms of the conceptual dimension
- Analysis in terms of the demographic dimension
- Analysis in terms of the epistemic dimension

Activity 2: Connecting with Your Target Audience



Activity 2: Connecting with Your Target Audience



Activity 2: Connecting with Your Target Audience

- One of the most striking examples is the use of streaming platforms to broadcast some celebratory activities, like Denghui.
- Also, the wonderful Chinese cuisine served at these Denghui occasions is yyds.

cultural concept



Activity 2: Connecting with Your Target Audience

This process has inspired a revolutionary culture characterized by values and beliefs that sustained us over the years, from the CPC's founding on a boat in Jiaxing, Zhejiang Province, the difficult days of rural mobilization at Jinggangshan, Jiangxi Province in the late 1920s, the efforts of the Long March in the 1930s This is a spirit honed through countless struggles, victories and defeats that have bequeathed to us a resilient spiritual core. (p. 50)

Exemplification

Activity 2: Connecting with Your Target Audience



Activity 2: Connecting with Your Target Audience

An ancient Chinese saying goes, “A long journey can be covered only by taking one step at a time.”

Similarly, there is an Arab proverb which says that the Pyramid was built by piling one stone on another. In Europe, there is also the saying that “Rome wasn’t built in a day.” The Belt and Road Initiative is a great undertaking which requires dedicated efforts. (p. 49)

Analogy

Activity 2: Connecting with Your Target Audience



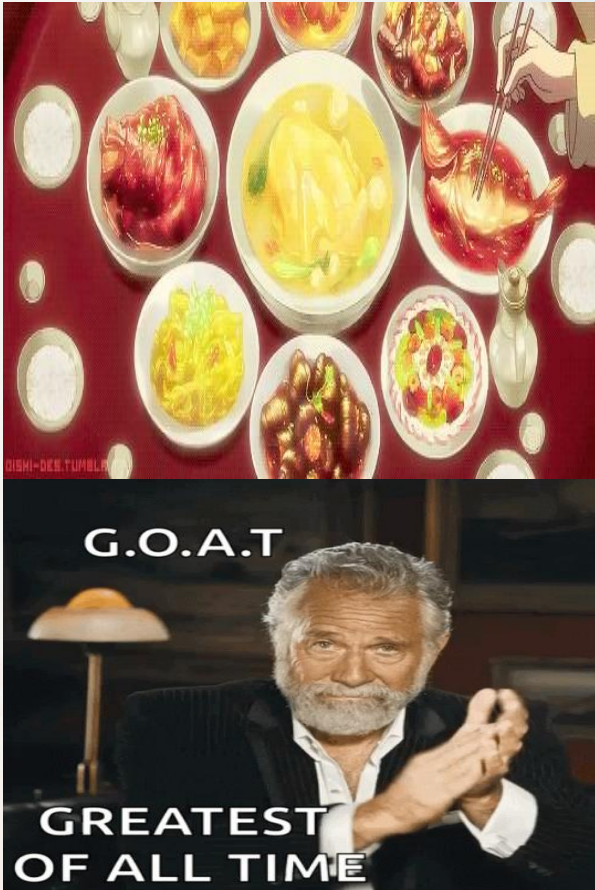
- G1-G3: Introducing Denghui events (exemplification strategy)
- G4-G6: Rendering *yyds* (analogy strategy)

Activity 2: Connecting with Your Target Audience



- Denghui events
 - lantern displays
 - cultural performances
 - folk art demonstrations

Activity 2: Connecting with Your Target Audience



■ Chinese food is

■ *yyds*

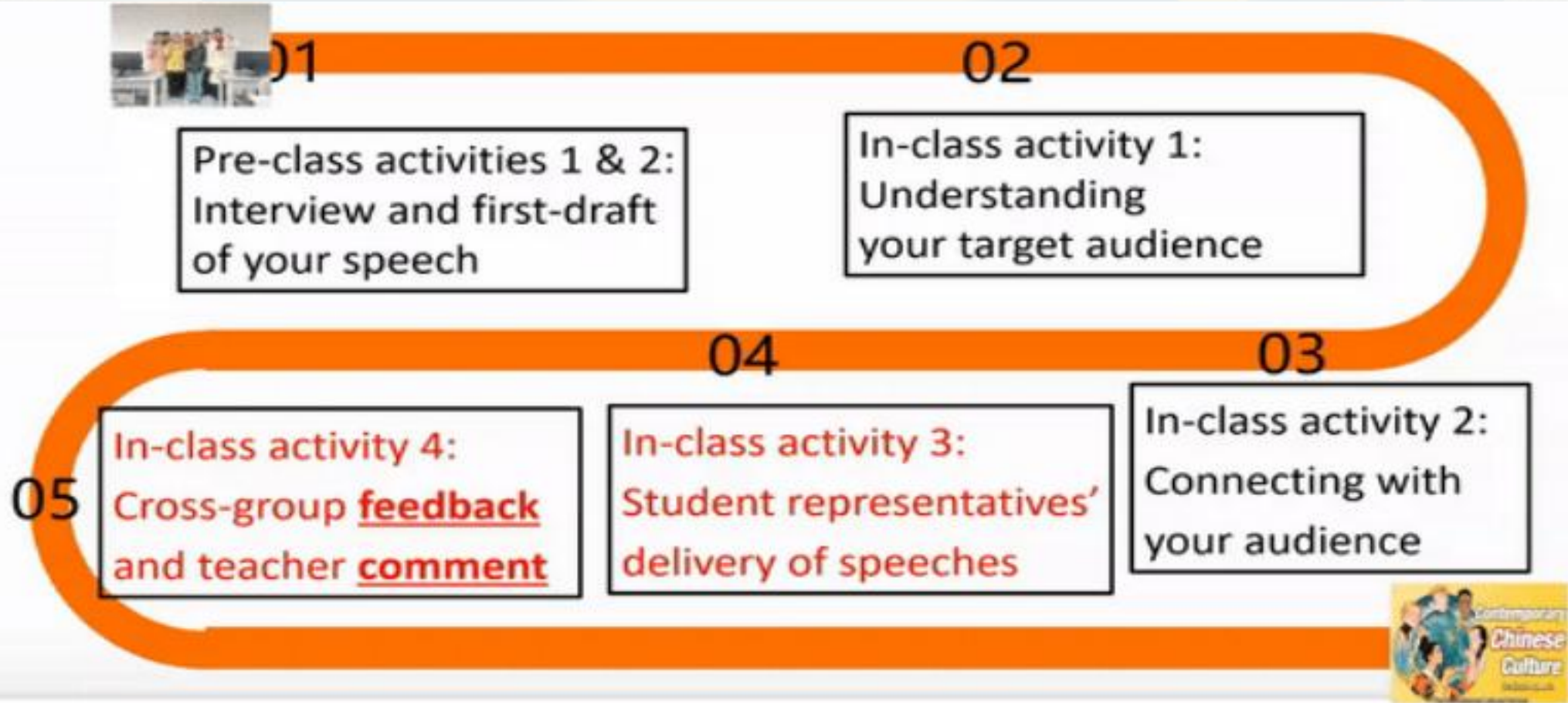
■ *G.O.A.T.*

Group Discussion



Working in groups to discuss how to revise and expand your original speech script, **applying the learnt strategies.**

Next week



Thank You!

