



外语类慕课建设的思考： 以内容依托式课程为突破口

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北京外国语大学



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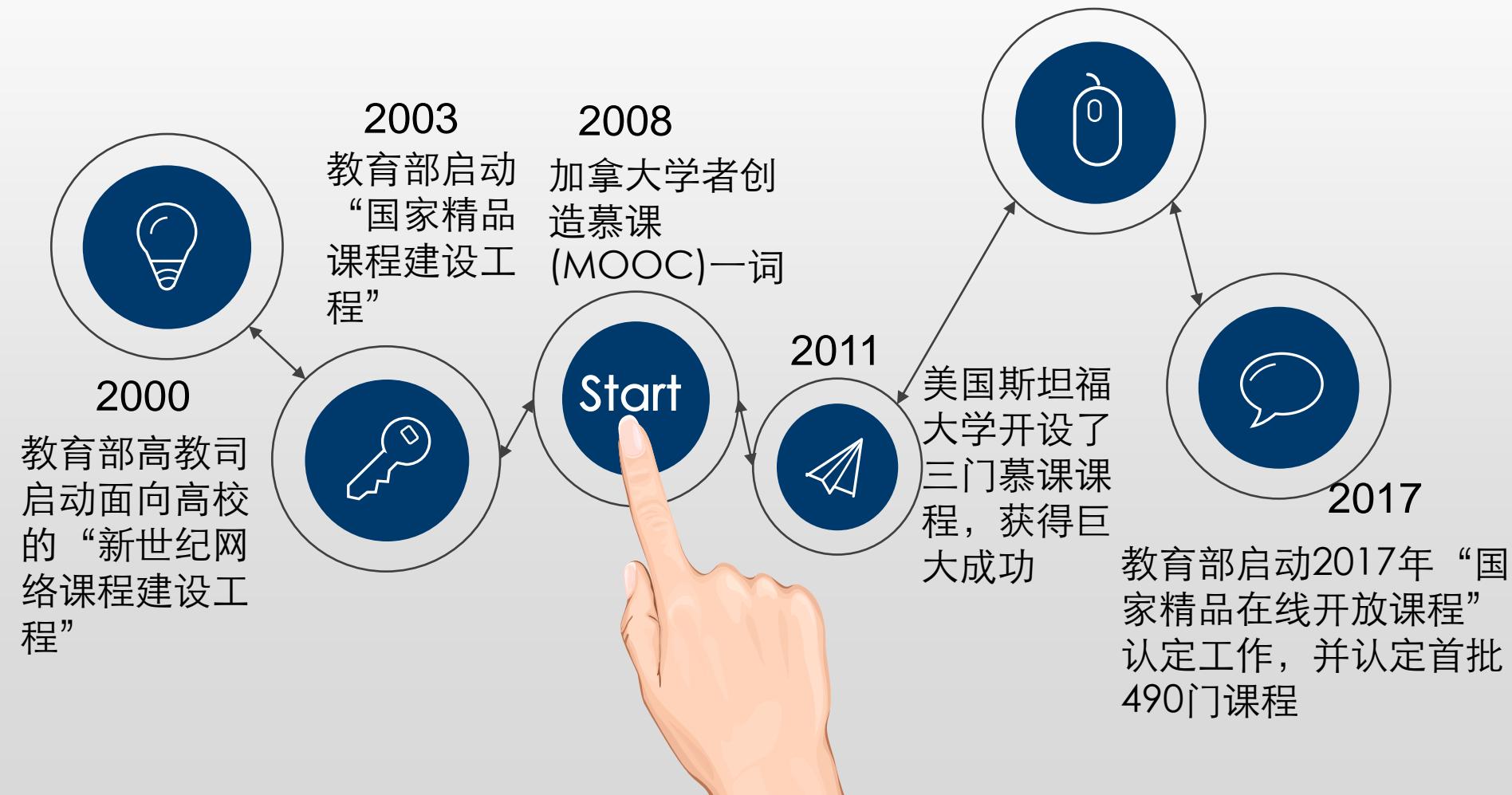
背景与现实



在线教育(E-Learning)及慕课(MOOC)的发展

2012-今

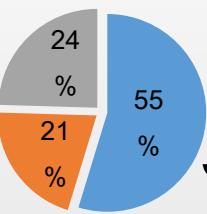
慕课风暴：三大慕课平台edX、Coursera和Udacity相继创立；国内著名高校纷纷推出自主慕课平台



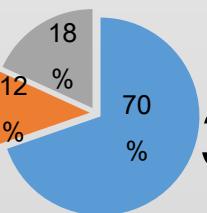
主要在线学习平台中国教师/大学外语类慕课课程比例



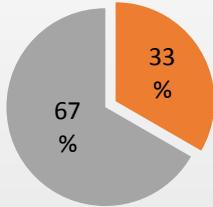
3.8%
53/1380



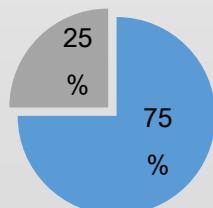
2.2%
33/1522



0.4%
3/760



4.7%
4/86



语言技能类
专门用途类
文化通识类

统计截至2018年3月18日止

外语类慕课课程建设面临的挑战



外语类院校数量较少，外语学科在多数综合高校中不属于主干学科，慕课建设缺乏资金和技术支持；综合性课程平台的限制

相比其他学科，传统模式下的外语教学需要师生大量的互动与操练，教师提供实时、个性化的反馈很重要

外语教师对计算机和网络技术有畏难情绪；人文社会科学领域慕课课程在我国主流慕课平台上仅占20%左右

作为非英语母语者，外语教师可能担心自己的语言质量不够过硬，不愿录制教学视频课程

解决方案

内容依托式教学 (Content-based Instruction)



将外语教学建立在学科教学或主题的基础上，将外语学习与内容学习相结合，即外语作为学习的手段而非学习目的



补充传统教学模式

数字化时代碎片化学习、学生主动探究、教师有效引导、线上线下混合式教学

产出导向 (Product-oriented Approach)



外语学习需要真实情景，将被动语言知识转化为主动知识与技能，再转化为用语言做事的能力，提高学生积极性和内驱力，提升学习效果

解决方案



中国高校外语慕课联盟
CHINA MOOCS FOR FOREIGN STUDIES

由致力于推动中国外语语言与文化慕课课程发展的外国语院校、各类大学外国语教学单位等自愿组成的、非营利性的全国性社会组织，目前共有97所成员院校。



中国高校外语慕课平台

中国高校外语慕课联盟的慕课平台，是高校专属的外语在线课程平台。汇聚国内外各高校优质课程，实现跨校课程共享和学分互认。运用云计算、移动互联、人工智能等新兴技术推动教育革新，打造中国高等外语教育领域语种最全、质量最优的一流国际化慕课平台。



《大众传媒与媒介素养》慕课的建设

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课程描述

Course Description



In the world today, information often comes to us through commercial mass media. Media is a powerful tool of education, socialization, and indoctrination that influences our understanding of the world and the way the world functions. It affects how we perceive others and ourselves. Media culture permeates the fabric of our daily lives.

This course will ask students to critically examine and analyze the media projects of others, especially those they find in the real world around them. Through a variety of experiences, this course will help students make sense of and control their media environments, as well as develop a critical approach to understanding and creating media.

课程目标



Increase students' knowledge and understanding of the mass communication process and the mass media industries



Increase students' awareness of how they interact with those industries and their content to create meaning



Help students become more skilled and knowledgeable consumers of media content



Improve students' overall English proficiency

课程架构



课程导入：阐明目标

对本单元的简要介绍；本单元学习目标；热身练习

视频微课：切割知识点

三个视频微课，涉及相关大众传媒行业的发展简史及运营特点，每单元均有一个微课专门讨论某一媒介素养技巧

练习：及时反馈，激发动力，定制化学习

形式多样，基于微课视频+相关视频或新闻报道，客观题为主，每单元有两道在线讨论题（包括媒介素养实操题）：必答题+选答题(Bonus)

复习总结：强化印象

术语闪卡，总结反思题

练习示例



Watch the CGTN news about a new bookstore in China and the following discussion. Then answer the questions based on the story.

Read an excerpt of the following news story about video streaming in China from the CNN. Then answer the questions based on the news.

CNN tech BUSINESS CULTURE GADGETS FUTURE STARTUPS [f](#) [t](#) [g](#) [o](#)

China's big streaming shift: Paying instead of pirating

by Sherisse Pham @Sherisse January 24, 2018: 10:08 PM ET

China's love of QR codes

Not so long ago, China was an oasis for pirated music and videos. CDs and DVDs were easily copied and sold for cheap at roadside markets. If you had a computer and an internet connection, top selling albums and Hollywood movies were widely available for free online.

That's changing. And as is the case with many tech trends in China, it's changing fast.

New technologies and a long-running crackdown on pirated content mean members of the country's growing, smartphone-wielding middle class are increasingly willing to pay to stream videos and music online.

Social Surge - What's Trending

- \$1.00 Toys 'R' Us employees. No job and no severance
- Amazon didn't kill Toys 'R' Us. Here's what did
- Toys 'R' Us is just the latest, nostalgic retailer to die

Mortgage & Savings

offers.lendingtree.com - Access Denied

Error code 16
This request was blocked by the security rules

2018-03-18 08:08:21 UTC
Your IP 43.243.12.77
Proxy IP 45.80.55.89 (ID 4000)

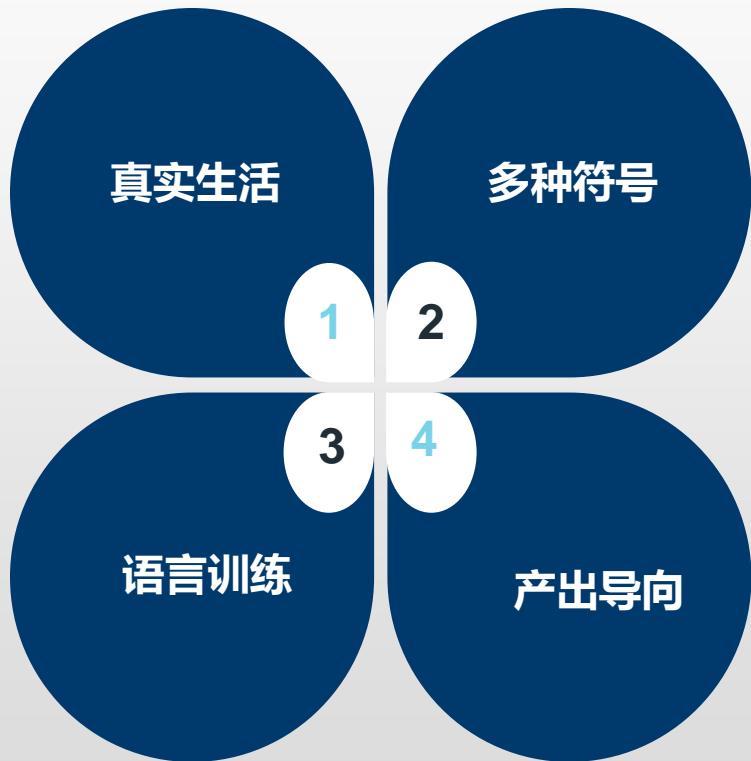
LendingTree Terms & Conditions apply NMLS #1106

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I'm sure you have acquired the skills in detecting fake stories by now. Now, put them into practice and analyze a fake story published in Chinese. First, post the story on the Discussion Board. Then, discuss in English why it is unreliable by analyzing its source, headline, byline, support, date, image, and your personal biases. Try to explain your position in around 300 words. Or, you could read others' posts and comment on their analysis. You may or may not agree with them, but you need to explain your own reasons.



练习设计理念



寓学习于有意义的项目活动中

从视觉传播角度分析电影；
发现日常生活中的植入式广告；
评判网络信息的可靠性；
辨别真伪新闻.....

渗透语言技能训练

设计大量阅读理解、写作和视听说练习；
在主观题评价中，学生语言质量占较大权重

多种符号资源刺激

文字、图片、视频、音频；定期更新

产出导向式的最终评价

最终评价落脚在媒介素养的综合提升；学生根据具体情况，可以选择制作上传短视频或提交项目报告中的任何一种评价方式

慕课建设的舍•得





感谢聆听