**上 海 建 桥 学 院**

SJQU-QR-JW-013（A0）

综合英语（4）课程教案

周次 1 第1次课 学时2 教案撰写人 陈文飞

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| 课程单元名称 | Unit 1 Advertising |
| 本次授课目的与要求To understand the usage of new words ,phrases & text ; To understand the meaning of the text & comprehension;To complete the exercises attached to the text |
| 教学设计思路1. To help students get ready for the new semester
2. To familiarize students with the new book
 |
| 本次教学重点与难点**Key Points and Difficult Points in Teaching**1. The new words & expressions in the text 2. The story and features of the *text*  3. The exercises attached to the text |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| （可添页）**I. Teaching Content**1.Warm up (5 minutes)2.The teaching arrangements and requirements (25 minutes)3.New words & Brainstorm for the text(50 minutes)**II. Time Allotment** 2 periods of 40minutes | AnalysisDiscussion; Multi-media |
| 课外复习、预习要求及作业布置1. Follow the English learning official accounts and prepare for corresponding exercise in the next class;
2. Review vocabulary and Text I;
3. Exercises on P8-11
 |
| 课后反思 | Through learning the new vocabulary, students will understand the text better. The vivid brainstorming part will arouse students’ interest in knowing more about the text and the introduction of background information can also help students to understand the unit better. |

**上 海 建 桥 学 院**

综合英语（4）课程教案

周次 1 第2次课 学时2 教案撰写人 陈文飞

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| 课程单元名称 | Unit 1 Advertising |
| 本次授课目的与要求To understand the usage of new words ,phrases & text ; To understand the meaning of the text & comprehension;To complete the exercises attached to the text |
| 教学设计思路1.Guide students to contribute in the group work and help them to illuminate their idea in their presentation;2.Have the students to grasp the main idea of the text;3.Ask the student to finish exercises by themselves after class and check in class |
| 本次教学重点与难点**Key Points and Difficult Points in Teaching**1. The new words & expressions in the text 2. The story and features of the *text*  3. The exercises attached to the text |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| I. Warming up activities 10 mII. Explanation of Text I (1) 30 mIII. Exercise attached to the text 30 mV. Group Presentation: 10 m   | AnalysisDiscussion; Multi-media |
| 课外复习、预习要求及作业布置1.Follow the English learning official accounts and prepare for corresponding exercise in the next class;2.Review vocabulary and Text I;3. Prepare the discussion: The Most Effective Advertising Media |
| 课后反思 |  |

**上 海 建 桥 学 院**

综合英语（4）课程教案

周次 1 第3次课 学时2 教案撰写人 陈文飞

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| 课程单元名称 | Unit 1 Advertising |
| 本次授课目的与要求To understand the usage of new words ,phrases & text ; To understand the meaning of the text & comprehension;To complete the exercises attached to the text |
| 教学设计思路1.Guide students to contribute in the group work and help them to illuminate their idea in their presentation;2.Have the students to grasp the main idea of the text;3.Ask the student to finish exercises by themselves after class and check in class |
| 本次教学重点与难点**Key Points and Difficult Points in Teaching**1. The new words & expressions in the text 2. The story and features of the *text*  3. The exercises attached to the text |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| I. Warming up activities 10 mII. Exercise attached to the text 30 mIII. Discussion: The Most Effective Advertising Media 20 mIV. Dictation: 20 m | AnalysisDiscussion; Multi-media |
| 课外复习、预习要求及作业布置1.Follow the English learning official accounts and prepare for corresponding exercise in the next class;2.Review vocabulary and Text I;3. Preview Text 2 |
| 课后反思 | By reading the text in class, students’ reading skills and comprehension ability are expected to be improved. Through discussing the text structure, students are expected to understanding writing techniques of a narration. However, more practice of grammar should be suggested. |

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综合英语（4）课程教案

周次 2 第4次课 学时2 教案撰写人 陈文飞

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| 课程单元名称 | Unit 1 Advertising |
| 本次授课目的与要求To understand the usage of new words ,phrases & text ; To understand the meaning of the text & comprehension;To complete the exercises attached to the text |
| 教学设计思路1.Guide students to contribute in the group work and help them to illuminate their idea in their presentation;2.Have the students to grasp the main idea of the text;3.Ask the student to finish exercises by themselves after class and check in class |
| 本次教学重点与难点**Key Points and Difficult Points in Teaching**1. The new words & expressions in the text 2. The story and features of the *text*  3. The exercises attached to the text |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| I. Warming up activities 10 mII. Explanation of Text 2: 40mIII. Exercise attached to the text: 20IV. Dictation: 10 | AnalysisDiscussion; Multi-media |
| 课外复习、预习要求及作业布置1.Follow the English learning official accounts and prepare for corresponding exercise in the next class;2.Review Text2;3. Finish the exercises attached to Text 2 |
| 课后反思 | Through revision, students are expected to comprehend the text better. |

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综合英语（4）课程教案

周次2 第5次课 学时2 教案撰写人 陈文飞

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| 课程单元名称 | Unit 1 Advertising |
| 本次授课目的与要求To understand the usage of new words ,phrases & text ; To understand the meaning of the text & comprehension;To complete the exercises attached to the text |
| 教学设计思路1.Guide students to contribute in the group work and help them to illuminate their idea in their presentation;2.Have the students to grasp the main idea of the text;3.Ask the student to finish exercises by themselves after class and check in class |
| 本次教学重点与难点**Key Points and Difficult Points in Teaching**1. The new words & expressions in the text 2. The story and features of the *text*  3. The exercises attached to the text |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| I. Warming up activities 10 mII. Explanation of Text 2: 30mIII. Translation: 20 mIV. Dictation: 20 m | AnalysisDiscussion; Multi-media |
| 课外复习、预习要求及作业布置1.Follow the English learning official accounts and prepare for corresponding exercise in the next class;2.Review Text2;3. Preview the Extended Activities |
| 课后反思 | Through explanation, discussion and practice, students are expected to learn the grammar and use the new vocabulary better. |

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综合英语（4）课程教案

周次 2 第6次课 学时2 教案撰写人 陈文飞

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| 课程单元名称 | Unit 1 Advertising |
| 本次授课目的与要求To understand the usage of new words ,phrases & text ; To understand the meaning of the text & comprehension;To complete the exercises attached to the text |
| 教学设计思路1.Guide students to contribute in the group work and help them to illuminate their idea in their presentation;2.Have the students to grasp the main idea of the text;3.Ask the student to finish exercises by themselves after class and check in class |
| 本次教学重点与难点**Key Points and Difficult Points in Teaching**1. The new words & expressions in the text 2. The story and features of the *text*  3. The exercises attached to the text |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| I. Warming up activities 10 mII. Special Use: -ing and –ed adjectives: 20mIII. Practical Reading: Language of Advertising: 20 mIV. Basic Writing : Sentence Writing 1: 30 m | AnalysisDiscussion; Multi-media |
| 课外复习、预习要求及作业布置1.Follow the English learning official accounts and prepare for corresponding exercise in the next class;2.Review Unit 13. Preview Unit 2 |
| 课后反思 | Through revision and doing the extension task, students are expected to apply what they’ve learned in real-life situation. |

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综合英语（4）课程教案

周次 3 第7次课 学时2 教案撰写人 陈文飞

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| 课程单元名称 | Unit 2 Business Communication |
| 本次授课目的与要求To understand the usage of new words ,phrases & text ; To understand the meaning of the text & comprehension;To complete the exercises attached to the text |
| 教学设计思路1. Guide students to contribute in the group work and help them to illuminate their idea in their presentation;
2. Have the students to grasp the main idea of the text;
3. Ask the student to finish exercises by themselves after class and check in class
 |
| 本次教学重点与难点**Key Points and Difficult Points in Teaching**1. The new words & expressions in the text 2. The story and features of the *text*  3. The exercises attached to the text |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| 1. Warming up activities: 10 m
2. Discussion: 10
3. Explanation of the vocabulary: 30m
4. Explanation of Text I (1): 30m

  | AnalysisDiscussion; Multi-media |
| 课外复习、预习要求及作业布置1. Follow the English learning official accounts and prepare for corresponding exercise in the next class;
2. Review vocabulary and Text I;
3. Exercises on P38-41
 |
| 课后反思 | Through learning the new vocabulary, students will understand the text better. The vivid brainstorming part will arouse students’ interest in knowing more about the text and the introduction of background information can also help students to understand the unit better. |

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综合英语（4）课程教案

周次 3 第8次课 学时2 教案撰写人 陈文飞

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| 课程单元名称 | Unit 2 Business Communication |
| 本次授课目的与要求To understand the usage of new words ,phrases & text ; To understand the meaning of the text & comprehension;To complete the exercises attached to the text |
| 教学设计思路1.Guide students to contribute in the group work and help them to illuminate their idea in their presentation;2.Have the students to grasp the main idea of the text;3.Ask the student to finish exercises by themselves after class and check in class |
| 本次教学重点与难点**Key Points and Difficult Points in Teaching**1. The new words & expressions in the text 2. The story and features of the *text*  3. The exercises attached to the text |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| I. Warming up activities 10 mII. Explanation of Text I (1) 30 mIII. Exercise attached to the text 30 mV. Group Presentation: 10 m   | AnalysisDiscussion; Multi-media |
| 课外复习、预习要求及作业布置1.Follow the English learning official accounts and prepare for corresponding exercise in the next class;2.Review vocabulary and Text I;3. Prepare the discussion: Principles to Produce a Magnetic Sales Letter |
| 课后反思 | By reading the text in class, students’ reading skills and comprehension ability are expected to be improved.  |

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综合英语（4）课程教案

周次 3 第9次课 学时2 教案撰写人 陈文飞

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| 课程单元名称 | Unit 2 Business Communication |
| 本次授课目的与要求To understand the usage of new words ,phrases & text ; To understand the meaning of the text & comprehension;To complete the exercises attached to the text |
| 教学设计思路1.Guide students to contribute in the group work and help them to illuminate their idea in their presentation;2.Have the students to grasp the main idea of the text;3.Ask the student to finish exercises by themselves after class and check in class |
| 本次教学重点与难点**Key Points and Difficult Points in Teaching**1. The new words & expressions in the text 2. The story and features of the *text*  3. The exercises attached to the text |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| I. Warming up activities 10 mII. Exercise attached to the text 30 mIII. Discussion: The Most Effective Advertising Media 20 mIV. Dictation: 20 m | AnalysisDiscussion; Multi-media |
| 课外复习、预习要求及作业布置1.Follow the English learning official accounts and prepare for corresponding exercise in the next class;2.Review vocabulary and Text I;3. Preview Text 2 |
| 课后反思 | Through discussing the text structure, students are expected to understanding writing techniques of a narration. However, more practice of grammar should be suggested. |