**上 海 建 桥 学 院**

SJQU-QR-JW-013（A0）

英语阅读（2）课程教案

周次 1 第1次课 学时2 教案撰写人 臧玉洁

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| 课程单元名称 | **Unit 1 Text A : Advertising** | |
| 本次授课目的与要求  The students should be able to:   1. Be familiar with the main idea of the text 2. Know the basic types of adverting, advertising media and considerations in choosing media. 3. Retell the text in their own words 4. Use the useful words and phrases properly | | |
| 教学设计思路  The way of teaching this lesson presents as follows：  1. Warm-up questions and lead-in  Use some pictures, videos, etc. to introduce the background information to help comprehension  2．Ask-and-answer activity  Ask students some questions related to the text before reading   1. Ask the students to do the exercises independently 2. Explain the important words and phrases of the text   5. Group discussion about the three ads the teacher presents for further understanding the text. | | |
| 本次教学重点与难点  1. Definition of advertising  2. Types of advertising  3. Considerations in choosing media. | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  1.Requirements of the course ; Methods of Assessment 5’  2.Brief introduction to advertising 10’  3.A definition of advertising 10’  4.Types of advertising 15’  5. Advertising media 15’  6. Considerations in choosing media 15’  7. Vocabulary and summary 10’ | | 1. Explanation and Analysis 2. Discussion   3. Multi-media  4. Exercises |
| 课外复习、预习要求及作业布置   1. Finish the extracurricular exercise ； 2. Preview the key words and phrases in next chapter. | | |
| 课后反思 |  | |

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SJQU-QR-JW-013（A0）

英语阅读（2）课程教案

周次 2 第2次课 学时2 教案撰写人 臧玉洁

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| 课程单元名称 | **Unit 2 Text A Money and its functions** | |
| 本次授课目的与要求  The students should be able to:   1. Understand the main ideas of Text A (Unit Two); 2. Know the functions of money 3. Master the useful structures and words and expressions found in the relevant exercises of the text; 4. Analyze and retell the article in own words | | |
| 教学设计思路  The way of teaching this lesson presents as follows：  1. Warm-up questions and lead-in  PPT will be used to present some questions and answers for the purpose of leading students to considering the history, the nature, the characteristics and the function of money.   1. Ask the students to do the exercises independently 2. Explain the important words and phrases of the text 3. Guessing activity   The teacher presents some idioms related to money and encourages students to guess.   1. Explain the important words and phrases of the text 2. Summary | | |
| 本次教学重点与难点  1. Understand the main idea of an English paragraph and identify the topic sentence ;  2. Good fast reading habit;  3. Passage comprehension. | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  1.Warm-up and background introduction 10’  2. Reading for the text 20’  1) The medium of exchange  2) Other functions of money  3) Different kinds of money  4. Discussion for the main idea of the text 10’  5. Words explanation and practices 15’  6. Guessing activity 10’  6. Summary 15’ | | * 1. Multi-media   2. Lecture;   3. Discussion;   4. Exercises |
| 课外复习、预习要求及作业布置   1. Finish the extracurricular exercise ； 2. Preview the key words and phrases in next chapter. | | |
| 课后反思 |  | |

SJQU-QR-JW-033（A0）

**上 海 建 桥 学 院**

英语阅读（2）课程教案

周次 3 第3次课 学时2 教案撰写人 臧玉洁

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| 课程单元名称 | **Unit 2 Text B Are we headed for the cashless society?** | |
| 本次授课目的与要求  The students should be able to:  1 Know about the concept of electronic banking   1. Understand what is EFTS and its three parts 2. Retell the text in their own words 3. Use the useful words and phrases properly | | |
| 教学设计思路  The way of teaching this lesson presents as follows：   1. Warm-up questions and lead-in   1 ) Can you tell us the functions of teller machine?  2) Do you think our society will become a cashless one?  2. Gigsaw reading  Divide the students into groups to finish the questions based on the text.  3. Discussion about the main idea of the whole text  4. Explain the important words and phrases of the text  5. Summary | | |
| 本次教学重点与难点  1. Concept of the electronic banking  2. EFTS and its three basic parts  3. Reading skills. | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  1.Warm-up and background introduction 10’  2. Discussion about Electronic Banking 10’  3. Gigsaw reading for EFTS 20’  1) Teller machines  2) Point-of -Sale system  3) Automated clearinghouses  4. Discussion for the main idea of the text 10’  5. Words explanation and practices 15’  6. Summary 15’ | | 1. Multi-media 2. Exercises   3. Discussion;  4. Illustration |
| 课外复习、预习要求及作业布置  1.Finish the extracurricular exercise ；  2. Preview the key words and phrases in next chapter. | | |
| 课后反思 |  | |