**上 海 建 桥 学 院**

SJQU-QR-JW-013（A0）

\_英语阅读（3）课程教案

周次1 第1次课 学时2 教案撰写人 张晶晶

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| 课程单元名称 | **Unit 1 Text A : Pricing（1）** | |
| 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 importance of price, and factors affecting price 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 supplementary materials the teacher presents for further understanding the text. | | |
| 本次教学重点与难点  1. Importance of price  2. Factors affecting price | | |
| 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. Warm -up and lead-in question 10’  3. Term study 10’  4. Importance of price 15’  5. Factors affecting price 30’  6. 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. Home reading task: Text B； 2. Preview the key words and phrases in Part B;   Group presentation (2 groups / class); | | |
| 课后反思 |  | |

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\_英语阅读（3）课程教案

周次2 第2次课 学时2 教案撰写人 张晶晶

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| 课程单元名称 | **Unit 1 Text B Pricing （II）** | |
| 本次授课目的与要求  The students should be able to:   1. Understand the main ideas of Texts B (Unit 1); 2. Know the pricing activities that government concerned and the goals of pricing 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 goals of pricing   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 passage and grasp the main idea within the time limit;  2. Good fast reading habit;  3. Predicting skill. | | |
| 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 25’  1)Pricing activities that government concerned  2) Goals of pricing  a) Obtaining a share of the market  b) Achieving a specific return on sales  c) Meeting Competition  3. Discussion for the main idea of the text 10’  4. Words explanation and practices 15’  5. Guessing activity 10’  6. Summary 10’ | | * 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 |  | |

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\_英语阅读（3）课程教案

周次3 第3次课 学时2 教案撰写人 张晶晶

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| 课程单元名称 | **Unit 2 Text A Aspects of Culture (I)** | |
| 本次授课目的与要求  The students should be able to:  1. Understand the main ideas of Texts A (Unit 2);  2. Know about the aspects of culture  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   1 ) Why is cross-cultural study important in global marketing?  2) Tell the class all you know about particular ways of doing things in some culture.  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. aspects of culture  2. 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 cross-cultural activity 10’  3. Gigsaw reading for aspects of culture 20’  1) values  2) customs  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 |  | |