**上 海 建 桥 学 院**

\_\_\_英语写作（2）\_\_\_\_课程教案

第1周次 第1次课 2学时 教案撰写人：季萍

|  |  |  |
| --- | --- | --- |
| 课程单元名称 | Elements of a Good Business Letter | |
| 本次授课目的与要求  1. To learn the basic elements of a good business letter;  2. To master the layout of a business letter. | | |
| 教学设计思路  To introduce and explain an overall view of business letter, then explain the elements and layout of a business letter. | | |
| 本次教学重点与难点   1. The five principles of a good business letter; 2. The layout of a business letter; 3. The special notations. | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  1. Explain the plan of this lesson in this semester. (15 minutes)  2. Explain 3 functions of business letters. (10 minutes)  3. Explain the basic elements of a good business letter. (20 minutes)  4. Read business letters to distinguish/tell the good from the bad ( 15 minutes)  5. Master the layout of a business letter by studying the samples. (20 minutes) | | 1. Explanation 2. Illustration 3. Discussion |
| 课外复习、预习要求及作业布置  Assignment:  Write an e-mail message to [powerbitz@netexucutive.com,](mailto:powerbitz@netexucutive.com,) the website of a travelling agency, asking for advice and hotel arrangement.  Preview:  Preview unit 2: Promotion Communications | | |
| 课后反思 | As e-mail is more prevalent than traditional business letter, the teacher had better elaborate on the e-mail writing. | |

**上 海 建 桥 学 院**

\_\_\_英语写作（2）\_\_\_\_课程教案

第2周次 第2次课 2学时 教案撰写人：季萍

|  |  |  |
| --- | --- | --- |
| 课程单元名称 | Promotion Communications | |
| 本次授课目的与要求  1. To learn the four elements of a good promotion letter;   1. To master the skill writing sales letters promoting product; 2. To master the skill of writing sales letter promoting a service. | | |
| 教学设计思路  To introduce the four features of a good promotion letter, then illustrate the samples of different promotion letters. | | |
| 本次教学重点与难点  1. The four elements of an effective request letter;  2. The linguistic features of sales letter promoting a product and service. | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  1. Explain the four elements of a good sales letter. (10 minutes)  2. Explain the linguistic features and writing style of sales letters promoting a product. (25 minutes)  3. Explain and discuss the linguistic features and writing styles of sales letters selling services.(25 minutes)  4. Exercises. (20 minutes) | | 1. Explanation  2. Illustration  3. Discussion |
| 课外复习、预习要求及作业布置  Assignment:  Compose a sales letter based on the following advertisement.  Preview:  Preview unit 3: Request Letters | | |
| 课后反思 | The teacher had better ask students to collect various kinds of promotion communications outside the class, then analyze their writing styles and linguistic features. | |

**上 海 建 桥 学 院**

\_\_\_英语写作（2）\_\_\_\_课程教案

第3周次 第3次课 2学时 教案撰写人：季萍

|  |  |  |
| --- | --- | --- |
| 课程单元名称 | Request Letters | |
| 本次授课目的与要求   1. To learn the four characteristics of request letters. 2. To master the skill of requesting detailed information about an advertised product; 3. To master the skill of requesting information about availability of a product. 4. To master the skill of requesting information about advertised service. 5. To master the skill of requesting information about discounts | | |
| 教学设计思路  To introduce the four elements of an effective request, analyzing different kinds of requesting letters. | | |
| 本次教学重点与难点  1. The four elements of an effective request letter;  2. The linguistic features and writing styles of request letter. | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| （可添页）  1. Explain the four elements of an effective request letter. (10 minutes)  2. Explain the linguistic features and writing styles of requesting about an advertised product. (25 minutes)  3. Explain and discuss the linguistic features and writing styles of requesting about availability of a product.(15 minutes)  4. Discuss about how to request about an advertised service. (15 minutes)  5. Discuss about how to request about discount. (15 minutes) | | 1. Explanation  2. Illustration  3. Discussion |
| 课外复习、预习要求及作业布置  Assignment:  Suppose you are working for an import and export company. Write a letter inquiring about the price and payment terms of the product advertised below..  Preview:  Preview unit 4:Response Letters | | |
| 课后反思 | The textbook was composed in 2005, which is over ten years ago. And there has been great changes in business letter writing in the last decade. How to update the information and writing style is what the teacher is concerned about. | |