《英语演讲》 课程教案

编 号：_____

授 课 题 目	Supporting your ideas	教学课型	理论课
首次授课时间		学　时	1
教学场所	固定座位教室□　移动座位教室□　智慧型互动教室□ 实验(实训)室□　校外实践基地□　户外□　　其它□		

教学目的:

知识目标：

At the end of the class, students can:

know the importance of supporting ideas with convincing information; 了解使用有力辅助信息来论证自己观点的重要性

understand how to distinguish different types of examples, statistics and testimony respectively; 理解如何区分各种例证、数据和证言

master the tips for effectively using examples, statistics, and testimony in a speech; 掌握如何在演讲中有效地使用例证、数据和证言

能力目标：

At the end of the class, students can:

develop the skill of supporting ideas with examples, statistics, and testimony; 培养使用例证、数据和证言来论证观点的能力

develop the ability to think critically, express ideas clearly and work together; 培养批判性思维、清晰表达及团队协作能力

思政目标：

At the end of the class, students can:

have persuasive communication for better interpersonal relationship; 有效说服他人并改善人际关系

promote harmony and advocate correct values. 促进社会和谐、倡导正确价值观

教学重点、难点：

Key points:

understand how to distinguish different types of examples, statistics and testimony respectively 理解如何区分各种例证、数据和证言

master the tips for effectively using examples, statistics, and testimony 掌握如何在演讲中有效地使用例证、数据和证言

Difficult points:

develop the skill of supporting ideas with examples, statistics, and testimony 培养使用例证、数据和证言来论证观点的能力

课程思政：

The chapter is to introduce how to support your ideas and how to make your ideas clear and convincing. In fact, a great number of speakers have no idea about how to support an idea when they need to give a speech. Consequently, it's important for them to be acquainted with how to support their ideas with convincing information, including examples, statistics, and testimony.

This lecture has something to do with persuasive communication. So I decide to combine supporting your ideas with enhancing interpersonal relationship and promoting harmony and correct values through persuasive communication.

这个主题与有效说服有关。因此，我决定将通过有效说服来将改善人际关系、促进社会和谐、倡导正确价值观这一思政元素融入到授课内容里。

First, I want students to understand that it is important to support ideas with convincing information in a speech through appreciation and analysis.

首先，我想让学生通过鉴赏与分析，了解演讲中使用有力辅助信息来论证自己观点的重要性。

Second, I want students to learn how to support ideas with examples, statistics, and testimony, so that they can enhance interpersonal relationship, promote harmony and advocate correct values through persuasive communication.

其次，我希望他们能够通过课堂活动，掌握如何有效使用例证、数据和证言来论证观点，从而实现有效说服、改善人际关系、促进社会和谐并倡导正确价值观。

教学方式和手段：

1. Blended teaching（混合式教学法）： It is a combination of online teaching with classroom teaching. Use online teaching platform to offer learning materials, assign pre-class learning tasks and organize online discussion for related moral education; in the classroom, the focus is mainly put on checking students' master of skills.

2. Flipped-classroom teaching method（翻转课堂教学法）：Before the class, a video clip is offered on the online platform to guide students so as to help them understand what to learn; in the class, students' understanding of the skills to be learned will be checked and they will learn the skills in detail and do further discussion and other activities on related topics.

教学过程：

(1) Pre-class arrangement 课前安排

1) Learning guidance（学前导读）: Questions are offered to guide students to locate the key points of what they are going to learn:

1. Is supporting your ideas important in a speech?

2. How to effectively support your ideas?

2) Online brainstorming: Students are required to watch the video clip "Greatest Success Story" by Jack Ma

线上头脑风暴：要求学生观看马云的视频《最伟大的成功故事》

Questions for brainstorming:

Do you think Jack Ma's speech convincing?

在你看来，马云的演讲是否有说服力？

What information has Jack Ma used to support his ideas?

马云使用了哪些信息来论证他的观点？

Assessment (peer assessment):

Students are to evaluate others' replies from two perspectives: ideas and expressions, and grade them online. The criterion is as follows:

Scale	Description
0-1	The ideas are unrelated to the task, and only isolated words are used.
2-3	The ideas are relevant but are limited and not sufficiently developed; a limited range of vocabulary is used and there are noticeable errors in spelling and grammar.
4-5	The ideas are relevant and well-developed; a wide range of vocabulary is used and there are only minor errors in spelling and grammar.

(2) In-class arrangement: 课中安排 (15')

1) Checking students' pre-class preparation and peer assessment 检查学生课前预习作业，查看生生互评结果并进行点评 (1')

Teacher's comment:

All of you have finished the pre-class exercise. According to the result of peer

assessment, XX students are among the top in terms of their answer. Well-done! Through pre-class preparation, we know that supporting your ideas is especially important in a speech, and has a bearing on its success or failure. Then how to effectively support your ideas in a speech? Let's learn more about the topic in this session.

2) Lead-in 导入 (4')

Ask students to watch the video clip of Steve Jobs' speech at Stanford University

Questions:

What ideas have Jobs conveyed in his speech? Are you convinced by his ideas? How does Jobs support his ideas?

Possible answers: 可能的答案

Jobs tells us the story of connecting the dots.

I think his idea is very convincing.

He uses examples to support his idea.

Teacher's comment: 教师评价

If you want to support your idea, you need to make sure that the support that you develop for this idea is solid. Considering some of the points about understanding and appealing to your audience can also be helpful in determining what your readers will consider good support and what they'll consider to be weak. Then, what are the tips for effectively supporting your ideas?

3) Explain how to support your ideas in detail (8): 进一步讲解如何论证观点

   Group Reading: Ask students to figure out different types of examples.

I. Examples 例证

1. Types of examples 例证的类型

a. Brief examples: (also called specific instances) a specific case referred to in passing to illustrate a point.

e.g. Knowledge often results only after persistent investigation. Albert Einstein, after a lengthy examination of the characteristics of matter and energy, formulated his famous Theory of Relativity, which now acts as a basis for further research in nuclear physics. Using plaster casts of footprints, fingerprints, and stray strands of hair, a detective pertinaciously pursues the criminal. After years of work Annie Jump

Cannon perfected the classification of the spectra of some 350 000 stars. Investigations into the causes of polio have provided us with the means for prevention and cure of this dreaded disease only after many years of research. As students, we too are determined in our investigation to find, retain, and contribute to the store of human knowledge.

b. Extended examples: A story, narrative, or anecdote developed at some length to illustrate a point which can be used to pull listeners into the speech.

e.g. In the history of Olympic Games, there have been many shining stars. Among them was a European girl. With the lapse of time, her name has faced from memory, yet her unbending spirit shall never perish. It was she who highlighted the Olympic Creed.

In the lead though she had been, she stumbled near the terminus and her leg was injured. Competitors passed her from behind in succession until finally only her weal and lonely figure remained on the track. Doctors came and offered to take her away. Yet she refused. With the only strength left in her, she managed to get up and shuffled feebly to the endpoint with drops of blood along her trail.

But cheers broke out. Though she failed in the race, the girl won applause from people all over the world. It was she who elucidated the Olympic creed of participation. It was she who instilled perseverance in our minds.

c. Hypothetical examples: an example that describes an imaginary or fictitious situation.

e.g. Imagine this: Your father has been stricken with serious heart disease. At the hospital, you learn he has a chance to survive—if he can receive a heart transplant. But there are no heart donors available. Your father is one of the 1.5 million Chinese each year who need an organ transplant but cannot get one because of a shortage of donors.

2. Tips for using examples: 使用例证的注意事项

a. make examples vivid and richly textured

b. reinforce examples with statistics or testimony

II. Statistics 数据

1. Types of statistics 数据的类型

a. Single statistics: it is often used to clarify or strengthen a speaker's point.

b. Multiple statistics: it is often used to show the magnitude or seriousness of an

issue.

2. Tips for using statistics 使用数据的注意事项

a. use representative statistics

b. identify the sources of statistics

c. use statistics from reliable sources

d. round off complicated statistics

e. explain statistics (especially large numbers)

f. use visual aids to clarify statistics

III. Testimony 证言

1. Types of testimony 证言的类型

a. **Expert testimony**: testimony from people who are recognized experts in their fields.

b. **Peer testimony**: testimony from ordinary people with firsthand experience or insight on a topic.

Ex.: Using testimony to support the topic that success often results after tireless efforts.

2. Tips for using testimony 使用证言的注意事项

a. decide whether to quote or paraphrase

b. quote or paraphrase accurately

c. use testimony from qualified sources

d. use testimony from unbiased sources

e. identify the people you quote or paraphrase

read a poem *To Be Your Own Hero* together.

4) Summary and Homework 总结与作业 (2')

Knowledge: importance of supporting ideas with convincing information; distinguishing different types of examples, statistics and testimony respectively; tips for effectively using examples, statistics, and testimony in a speech;

Ability: skill of supporting ideas with examples, statistics, and testimony; ability to think critically, express ideas clearly and work together;

Moral 思政:

to have persuasive communication for better interpersonal relationship; 有效说

服他人并改善人际关系

to promote harmony and advocate correct values 促进社会和谐、倡导正确价值观

Homework:

Prepare and deliver a one-point speech on "Never Give up Your Dream", in which you state your point, back it up with three pieces of supporting materials, and then summarize the point. Be sure to follow the tips for supporting materials presented in this chapter. The speech should be no more than 2 minutes in length. Students are encouraged to work in groups (of 5~6 people), discuss the topic, record their ideas and upload them to the online learning platform.

分小组讨论话题、制定具体方案，然后把小组的观点记录下来并上传到网络教学平台。

Assessment (teacher assessment):

Students are required to present their answers online, which are to be graded by the teacher.

板书设计：

Supporting your ideas

Types of examples

How to effectively use examples

Types of statistics

How to effectively use statistics

Types of testimony

How to effectively use testimony

思考题、作业：

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参考资料：

1.

https://wenku.baidu.com/view/c67ffddeec630b1c59eef8c75fbfc77da36997d9.html

2. "Greatest Success Story" by Jack Ma

3. Steve Jobs' speech at Stanford University

教学后记：

1. Through in-class discussions and analysis, students can have a good command of knowledge objectives;

Through in-class practice and homework, students can develop their respective abilities; and

Through brainstorming and homework, students can understand and practice how to enhance interpersonal relationship, promote harmony and advocate correct values through persuasive communication.

2. Blended teaching offers more opportunities for students to express their ideas and more chances for teacher-student interactions;

3. Moral education is closely related to the content of the lecture, and inspires the students to realize that effectively supporting their ideas is essential to persuasive communication, which can in turn lead to better interpersonal relationship, greater harmony, and more positive energy.