

《英语演讲》课程教案

编号: _____

授 课 题 目	Analyzing the audience	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 <input type="checkbox"/> 移动座位教室 <input type="checkbox"/> 智慧型互动教室 <input type="checkbox"/> 实验(实训)室 <input type="checkbox"/> 校外实践基地 <input type="checkbox"/> 户外 <input type="checkbox"/> 其它 <input type="checkbox"/>		
<p>教学目的:</p> <p>知识目标:</p> <p>At the end of the class, students can:</p> <p>know the importance of analyzing the audience; 了解分析听众的重要性</p> <p>understand how to analyze the audience; 理解如何分析听众</p> <p>master how to adapt to the audience; 掌握如何适应听众</p> <p>能力目标:</p> <p>At the end of the class, students can:</p> <p>develop the skill of analyzing and adapting to the audience; 培养分析、适应听众的能力</p> <p>develop critical thinking and ability to work together; 培养批判性思维及团队协作能力</p> <p>思政目标:</p> <p>At the end of the class, students can:</p> <p>be more considerate; 学会换位思考</p> <p>be more understanding. 学会理解他人</p>			
<p>教学重点、难点:</p> <p>Key points:</p> <p>how to analyze the audience 如何分析听众</p> <p>how to adapt to the audience 如何适应听众、照顾听众感受</p> <p>Difficult points:</p> <p>how to adapt to the audience 如何适应听众、照顾听众感受</p>			
<p>课程思政:</p> <p>The chapter is to introduce how to analyze the audience and how to adapt to the audience. As a matter of fact, speakers do understand that the audience reflects the success or failure of their speech and it's vital to analyze them. However, they have no idea about how to analyze and adapt to the audience when they need to give a speech. Consequently,</p>			

it's important for them to learn how to analyze their audience and adapt to the audience.

This lecture has something to do with taking care of others, being considerate, and showing love and care for others. So I decide to integrate consideration for others into the content of analyzing the audience.

这个主题和关心他人、照顾他人感受、关爱他人有关。因此，我决定将关爱他人和照顾他人感受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 care about the audience's feelings when giving a speech.

首先，我想让学生从分析听众的过程中明白在演讲中照顾观众的感受，关爱观众很重要；

Second, I want students to learn how to care about other people's feelings when they are analyzing the audience and how to adapt to others.

其次，我希望他们能够从分析听众的过程中学会照顾他人的感受，并且学会如何适应他人的感受。

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 it important to analyze the audience?
2. How to analyze the audience?
3. How to adapt to and care about the audience in a speech?

2) **Online brainstorming: Students are required to watch the video clip of Joe Wong's speech at the White House.**

线上头脑风暴: 要求学生观看黄西在白宫的演讲视频

Questions for brainstorming:

Who are the audience in the speech?

视频里的听众是谁?

What is the audience's reaction to Joe Wang's speech?

听众对黄西的演讲反响如何?

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 exercises. 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 Joe Wang's speech is well received by his audience. What is the key to his successful speech? We'll unveil the secret today.

2) Lead-in 导入 (4')

Ask the students to watch a video clip: Charlie Day's graduation speech

Questions:

What is the reaction of the audience? 观众对演讲的反响如何?

Is it a successful speech? 你认为这是一个成功的演讲吗?

Possible answers: 可能的答案

The audience reacts actively and enthusiastically to the speaker.

It is a successful speech because the speaker has aroused the audience's passion and the audience gives warm responses.

Teacher's comment: 教师评价

The audience's reaction is the mirror of a speech's effect. This is a successful speech for we can tell from the audience that they are extremely interested in what the speaker has said. The speaker has been considerate, talked about topics the audience really wants to know about, and encouraged the audience. The reason why it's successful is that the speaker analyzes the audience, adapts to them and takes care of their feelings. Thus, it's important to analyze the audience and care for them.

观众反响是衡量演讲的一面镜子。从视频中听众的反应可以知道，观众对演讲者的演讲非常感兴趣，有共鸣，掌声回应不断。此次演讲非常成功。演讲者的成功秘诀就在于他成功抓住听众对成功的渴望心理并且适应听众心理，鼓励他们做自己，坚持不懈直至成功。因此，照顾听众的心理感受对演讲而言至关重要。

3) Explain how to analyze the audience (8'): 进一步讲解如何分析听众

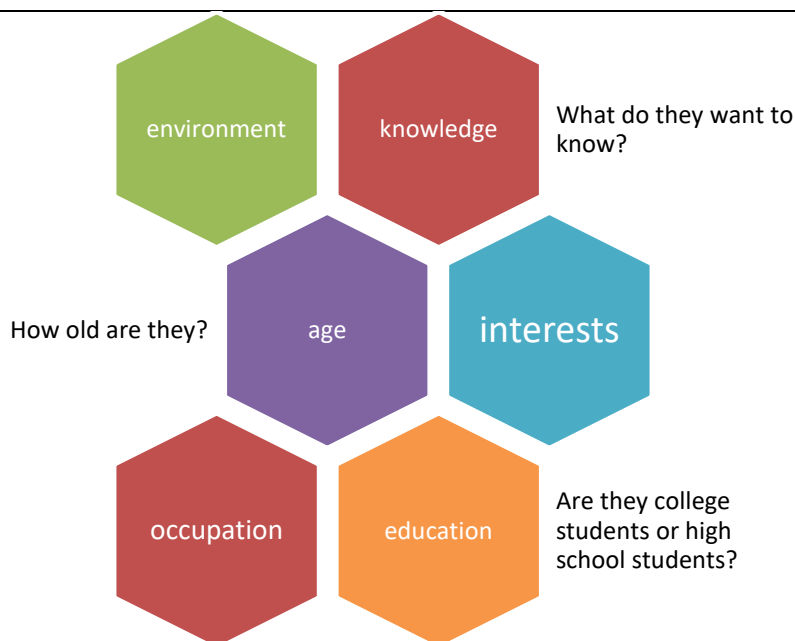
a. How to analyze the audience?

1. Brainstorming (3') 头脑风暴

Question: 问题

What factors of the audience should we consider in order to make a better speech?

Possible answers: 可能的答案



Teacher's comment: 教师评价

We have got some idea about how to analyze the audience. The proposed aspects indeed are necessary information to know when you give a speech.

2. Classification (2') 分类

There are two aspects when it comes to analyzing the audience:

- **Demographic audience analysis:**

Analyze the demographic traits of your target listeners:

age, gender, occupation, education.....

The older generation are less interested in entertainment topics than the young.

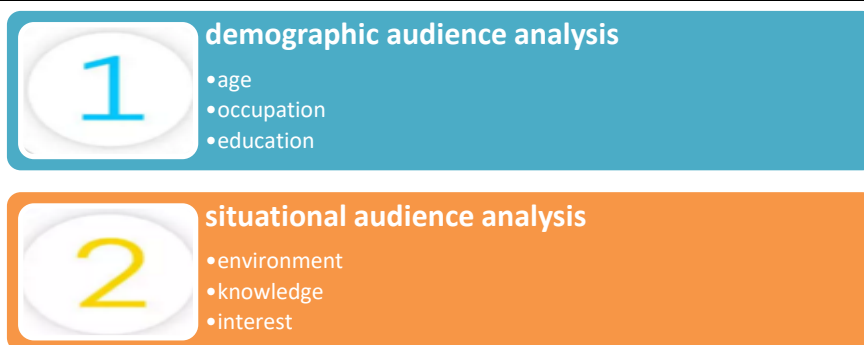
- **Situational audience analysis:**

Analyze the situational factors about the audience:

size, physical setting, disposition toward the topic, disposition toward the speaker, and disposition toward the occasion

Question: Please categorize above factors into two categories (demographic audience analysis, situational audience analysis).

Possible answers: 可能的答案



Teacher's comment: 教师评价

It's important to systematically analyze the audience. If you fail, your audience will feel sleepy, dull or uninterested. Negative feedback will pour out. Through above explanation and classification, you will be able to analyze them holistically.

如果不系统进行听众分析，听众可能会觉得你的演讲沉闷无聊、了无生趣。但是从以上的讲解中，我们学会如何系统地分析听众。

b. How to adapt to and care about your audience? (3')

1. Q&A

Question: How to adapt to and care about your audience?

Possible answers: 可能的答案

We have no idea.

2. Modeling

Suppose you are to give a speech in the "FLTRP Cup" National English Speech Competition this year.

• **Adapt to and care about the audience before the speech**

Where will they have doubts or questions about your topic?

Where will they need more details?

Will they find your example clear and convincing?

• **Adapt to and care about the audience during the speech**

Always pay attention to your audience

Have eye contact

Encourage interactions

• **Adapt to and care about the audience after the speech**

How will you modify the speech if you are to present it again based on the audience's response?

Teacher's comment:

After the modeling, you have a clear idea about how to adapt to and care about the audience. I hope you can use the skills in your speech practice and learn to care about others in practice.

4) Summary and Homework 总结与作业 (2')

Knowledge: the importance of analyzing the audience; how to analyze and adapt to the audience;

Ability: the skill of analyzing the audience; ability to work together and think critically;

Moral 思政:

to be more considerate; 学会换位思考

to be more understanding; 学会理解他人

Homework:

Watch a video clip of Michelle's speech and try to figure out how she cared for her audience.

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.

分小组观看米歇尔的演讲视频，说说她是如何照顾观众的感受的。把你们小组的观点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:

Analyzing the audience

How to analyze the audience?

How to adapt to and care about the audience?

	demographic audience analysis <ul style="list-style-type: none">• age• occupation• education
	situational audience analysis <ul style="list-style-type: none">• environment• knowledge• interest

思考题、作业：

Homework:

Watch a video clip of Michelle's speech and try to figure out how she cared for her audience.

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.

分小组观看米歇尔的演讲视频，说说她是如何照顾观众的感受的。把你们小组的观点录下来并上传到网络教学平台。

参考资料：

1. Video clip of Joe Wong's speech
2. Video clip of Charlie Day's graduation speech
3. Video clip of Michelle's speech

教学后记：

Reflection on the teaching objectives, teaching methods and the effectiveness of moral teaching in English teaching: 反思教学目标、教学方法、课程思政效果

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 realize the importance of being and practice how to be more considerate and understanding.

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 they need to care about others' feelings.