

课题	Unit 3 Shopping      Reading and Writing	
Teaching Objectives	<p>Knowledge Objectives: : Students can read online shopping pages and obtain key information. Use dictionaries and other resources to explore independently to understand the general idea of online shopping pages;</p> <p>Ability Objectives: : Be able to write online shopping customer evaluation based on the key points of product information, using the appropriate vocabulary and sentence patterns to describe the shopping and product information.</p> <p>Emotional Objectives: : Through observation, analysis and comparison, students can understand the linguistic features of online shopping pages. Be familiar with and master the writing essentials of online shopping consumer evaluation.</p>	
Teaching Key and Difficult Points	<p>Key points: : Students can be familiar with and master the English expressions of key elements of product pages on shopping websites and basic sentence patterns of product evaluation, and write evaluation according to product characteristics.</p> <p>Difficult Points: Students can read and extract key elements from product pages and write online shopping consumer reviews.</p>	
Teaching Methods	Task—based Teaching Method.    Situational learning.	
Teaching Aids	Multi-media	

Teaching Procedures	<p><b>Step 1 Pre-reading</b>                  1. 处理教材活动 9。Think and rank.                  Brainstorm: List the advantages of online shopping. Choose and share.</p> <p><b>Step 2 While-reading</b>                  1. 处理教材活动 10。Read and tick.                  快速阅读网页内容, 把握篇章大意, 选出最有可能选购该商品的 用户。(Wang Li: a student learning English) Check the answer and tell why.                  2. 处理教材活动 11。Read and complete.                  再读网页, 在理解商品信息的基础上, 结合网上购物的经验, 将给出的网页关键元素填入网页的相应位置, 把网页补充完整。                  3. 处理教材活动 12。Read and decide.                  (1) 细读商品页面的产品介绍部分, 判断 T&amp;F。Check answers and tell why。                  (2) 在商品页面中勾画出重点单词、词组和语句, 讲解其含义及主要用法。                  重点单词:                  Bestselling、rating、discount、communication、feature、workplace、offer、online、compare、traditional                  重点词组:                  customer review / original price / lead the way to                  重点语句:                  ➤ ... explains word meanings <u>in both</u> Chinese <u>and</u> simple English.                  ➤ ... provides example sentences to show words in use.                  ➤ <u>Compared to the 4th</u> edition, this new edition adds <u>as many as</u> 1 000 new words.</p> <p><b>Step 3 Post-reading</b>                  1. 处理教材活动 13。Read and write.                  (1) 阅读消费者对词典的评价, 提取消费者评价的常用句型。</p> <table border="1" data-bbox="327 1579 1181 1803"> <tr> <td>I love/like ...</td> <td>It is easy/helpful/useful/great to do sth.</td> </tr> <tr> <td>It lets/helps me ...</td> <td>It is cheap. / The price is reasonable.</td> </tr> <tr> <td>It is so ...</td> <td>It has good quality.</td> </tr> <tr> <td>It provides...</td> <td>The style is very fashionable.</td> </tr> <tr> <td>...</td> <td>It fits well.</td> </tr> <tr> <td></td> <td>...</td> </tr> </table> <p>(2) 再次阅读词典特色的详细介绍, 选择至少两个特点, 用消费者评价的常用句型撰写对词典的评价。                  Customer A                  This is a great dictionary. I can better understand the words by reading their meanings in English. It helps me a lot. And I like the</p>	I love/like ...	It is easy/helpful/useful/great to do sth.	It lets/helps me ...	It is cheap. / The price is reasonable.	It is so ...	It has good quality.	It provides...	The style is very fashionable.	...	It fits well.		...	<p>关联学生个性化经验, 激活原有语言知识, 提升学习兴趣</p> <p>锻炼篇章大意理解能力和关键信息提取能力, 培养信息的概括归纳能力和日常经验迁移能力。</p> <p>培养语篇意识和语用能力</p>
I love/like ...	It is easy/helpful/useful/great to do sth.													
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	<p>larger fonts. It's easier to read.</p> <p>Customer B</p> <p>I like the dictionary. I use it to learn the most useful words for the workplace. And the free online vocabulary practice is very helpful.</p> <p>(3) 对写作进行自评与互评。</p> <p>Step 5 Conclusion</p> <ul style="list-style-type: none"> <li>✓ What are the key elements of shopping website commodity pages?</li> <li>✓ How to write online shopping consumer comments?</li> </ul> <p>Step 6 Homework</p>	
Homework	<p>Choose a product you bought online recently and write your opinion based on the main features of the product page.</p> <p>选取你或家人最近网购的一件商品，结合商品页面中该商品的主要特色，写出你的评价。</p>	
Teaching Reflection		