

Lesson Plan

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Basic Information:

Course: CHN 302 Third-Level Mandarin

Students: 15 students of CHN 302 section 1

Location: Moore Hall 202

Teaching Content:

第十七课 外资企业 (Chapter 17: Foreign Owned Companies) of *The Routledge Intermediate Chinese Reader* (中级汉语泛读教材), Helen H. Shen, Yunong Zhou, and Xiaoyuan Zhao (2013). London & New York: Routledge.

Goals and Objectives:

1. Language knowledge

At the end of this class, students will be able to understand and use

- Vocabulary:

权益 倾听 幸福 调查问卷 消费者 感应 震动 丰富多彩
息息相关 传播
豆浆 连锁 款 损失 潜力 冷落 肯定 批 固定 更上一层楼

Grammar:

以便……

非……才……

2. Language skills

- Listening Be able to comprehend dialogue and narration related to foreign companies in China and Chinese economy.
- Speaking Be able to briefly introduce the situation of Chinese economic development foreign companies in China and give some personal opinions.
- Reading Be able to comprehend authentic or pseudo-authentic materials about Chinese economic situation, especially the development of foreign owned Companies in China.
- Writing Be able to write a passage to briefly review and comment on the development of foreign owned Companies in China.

3. Cultural consciousness

After this class, student will be able to:

- Get a big picture of what foreign owned companies are like in China, their success and the difficulty.
- The measures foreign owned companies took in order to accommodate Chinese market.

Key Points and Difficult Points:

1. The large number of proper nouns may add to the difficulty of reading and listening comprehension.
2. Because of the unfamiliarity of the situation of Chinese tradition and market, it would be hard for students to connect with the content and fully understand it.

Teaching Methods:

The content-based approach:

A content-based approach is adopted for reading text comprehension. Students will generally process the reading material with top-down approach.

Cognitive approach:

In vocabulary and grammar teaching, cognitive approach is widely used in the explanation of meaning, function and their extension.

The Task-based approach:

In vocabulary and grammar practice, some communicative tasks will be introduced in order to teach students pragmatics.

The Audio-Lingual Method:

Take full use of multi-media resources related to foreign owned companies in China. Use pictures to illustrate proper nouns.

Materials and Equipment:

- Computer with internet connection
- Projector and screen
- White board and markers
- Powerpoint and two video clips
- Handout

3/19 Day 2 (5 in total) of Lesson 17:

Reading and Comprehension of Text A 《沃尔玛的顾客下午茶》

Procedures	Contents and Methods	Organization
Introduction to the Topic (5 min)	Baidu search result of 沃尔玛 中国 Ask question: 根据这个搜索结果, 沃尔玛在中国发展顺利吗? Conclusion: 沃尔玛需要改变	Open Baidu video and type in “沃尔玛”、“中国” Students volunteer to answer the question
Paragraph 1 and task assignment (10 min)	Text reading. Language teaching: 在……之际; 推出……计划 Summarize and lead to the topic: 推出……计划, 邀请顾客参与“顾客下午茶”活动 Show semantic map of this passage. Students draw lots to decide which question they are going to work on. Work in groups to figure out the answer.	Ask students to read, each student read one sentence Highlight 在……之际 on white board and explain Underline 顾客下午茶 Rearrange seats based on the questions they get. 5 minutes' discussion
Paragraph 2 (6 min)	Question: 顾客下午茶是个什么样的活动? 沃尔玛特色的商场与顾客之间的交流活动 Follow-up question: 怎么交流呢? Language points: 特色的; 倾听……的心声	Corresponding group lead discussion Students mix together for the follow-up question. Pay attention to any possible problem of students. Keep updating the semantic map.
Paragraph 3 (6 min)	Question: 朝外店推出了什么活动? 消费者成为监督员 Follow-up question: 监督员做什么? Language points: 据……; 以便……	
Paragraph 4 (5 min)	Question: 呼叫铃的作用是什么? 帮助消费者联系监督员 Follow-up question: 呼叫铃怎么工作? New words: 感应、震动	
Paragraph 5 (6 min)	Question: 其他店有什么活动? 开设大讲堂, 请顾客参观, 举办知识问答, 介绍科学小常识 Go over words and grammar; read the text	
Paragraph 6 (7 min)	Question: “顾客下午茶”活动的目的是什么? 1. 了解顾客的意见与建议; 2. 传播沃尔玛文化 Structure: 一方面……另一方面	Keep updating the semantic map.
Summarize (5 min)	Retell the content with the simplified semantic map	

3/20 Day 3 (5 in total) of Lesson 17:

Vocabulary and grammar points of Text B 《外资餐饮本土化》

Procedures	Contents and Methods	Organization
Warm-up (5 min)	Proper noun practice: 肯德基、麦当劳、必胜客、赛百味、汉堡王、 冰雪皇后、可口可乐、百事可乐	Students draw lots and find their match. Read together.
Vocab and Grammar teaching (30 min)	豆浆 definition is not accurate. Compare with 豆奶、豆腐、豆花 连锁 introduce commonly seen phrases 连锁店、连锁超市、连锁企业、连锁反应、连锁经营、连锁管理 let students give example of 连锁店 and 连锁超市 款 only introduce measure word function 损失 address noun and verb function 潜力 pattern 有……的潜力, 很有潜力、有市场潜力 冷落 only introduce verb function 批 only introduce the measure word function in 一大批 固定 address verb and adjective function 非(要) A 才 B compare with 只有…才…	Controlled fill in the blank is the most commonly used way to practice grammar. But some other ways are used for certain words: 潜力, 更上一层楼, 非要 A 才 B free sentence making 冷落 sentence transformation 一大批 replace practice
Assessment Activity (15 min)	肯德基叔叔和中国娃娃 Dialogue: Fill in the blank based on translation; reading and comprehension Narration: Fill in the blank; reading and comprehension	For dialogue, work in group of 2, practice reading the dialogue. For narration, work in group of 3 and comprehend together.
Backup Activity	Ask students to act out the dialogue and read the narration if there is extra time.	