

在线教学案例分享：No. 2 基于产出导向法的综合商务英语线上教学设计

课程名称：综合商务英语 4
课程性质：专业必修课
本学期总学时：144 学时
本次设计学时：12 学时
教学对象：商务英语系 18410、18411 班
学生人数：39
授课教师：徐代
授课平台：蓝墨云班，QQ 直播
教学方法和授课流程：



第三单元

“How Netflix expanded to 190 countries in 8 years?”课堂教学设计分享

本周讲解第三单元：“How Netflix expanded to 190 countries in 8 years?”（Netflix,一家从租赁 DVD 到提供流媒体服务，再到制作原创内容的流媒体公司）文本选自 2018 年 10 月 12 日的哈佛商业周刊，共 16 小段，1389 个词，计划 12 学时完成本单元的学习。综合商务英语教学采用产出导向法（Production-oriented approach），即课前驱动任务、课上任务促成和评价环节；运用云班和 QQ 直播的方式做课堂互动，以下是本单元的课程设计。

课前任务驱动：

1. 文本和文本问题：云班上传课文文本，21 个难度各异的文本内容相关驱动问题，学生在课前预习文本并尝试在云班作业中回答以上问题。
2. 视频资料：发布 Netflix 发展史视频 2 个，有助于学生完成 Netflix 的 SWOT 分析等驱动问题。
3. 语言训练题目：云班上传语言能力训练题目，如词汇填空、英汉互译题目、语法题目、完

型题目。

4.思辨类题目：云班发布思辨能力培养题目，如具有商业交际性的场景口语和写作题目。

The screenshot shows a Netlfix course titled "Netflix 课前问题答...". It features several text cards with analysis and video thumbnails. The main text discusses the strengths, weaknesses, opportunities, and threats (SWOT) of the content, noting that it is a first mover and has a large player when the company original content. The period library of content is simple and available, and quality shows they have available really all big pieces of way helps then be a leader industry. After my streaming, something really looks design well that create its much.

Key text cards include:

- 刘芳兵**: Tidelands Netflix's first original Australian series tells the story of a former convict returning home to the tiny fishing village of Offlin bay, where she investigates the town's strange residents - a half-human, half-monster known as Tidelanders - after the body of a local fisherman washes up on the shore.
- 晋汝美**: 纸牌屋 It tells the story of a ruthless U.S. Congressman and his equally ambitious wife who wield power in the White House in Washington. The protagonist is the majority whip of the us house of representatives. He is a wily professional politician who firmly believes that the newly elected US President and his aides have betrayed him.
- 陈海燕**: BoJack Horseman BoJack Horseman is an animation produced by Netflix in 2014, which was immediately well-received by the public of being broadcast. This animation film Hollywood's faded star BoJack and his four characters just none of them were perfect. The animation also illustrates rise of song culture, because this aims to fill of fame, business and depression. The main character BoJack is a fat, narcissistic, alcohol-addictive character. Unlike other animations in this story, the character's life is a mess. However, the biggest feature of this animation is with animal personification to reflect the real society and BoJack Horseman precisely reflects the value of moral of most people this society. Although his lives are very gloomy, he actually full of energy, why so many people like this animation.

课上任务促成：

1.语境词汇分析：和同学们一起分析课文，了解商业类外刊的用词，尤其是常见词汇在商业语境下的含义，如“secure”“revenue”的一词多义现象，如何判断词汇在原文句子中含义。



2.长句改写训练：挑选一些文中长句换一种方式用英文转述，同学们很喜欢这个环节，总是相互“攀比”看谁的转述更生动。

Handwritten notes on a yellow sticky note:

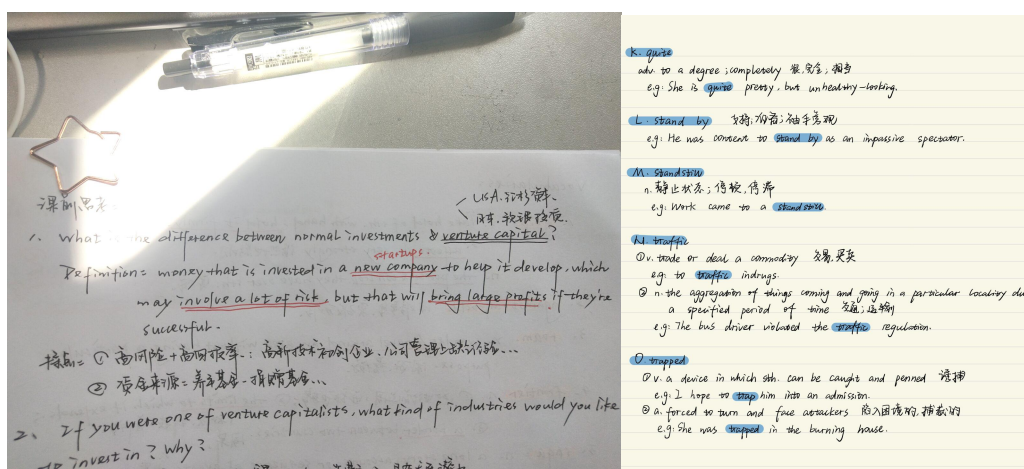
- A. as**
 - ① conj. 因为, 依然, 显然; 当着...时
 - e.g. I still don't understand **as** much **as** you keep saying it.
 - ② prep. 当作...的身份; 如同
 - e.g. They were all dressed **as** clowns.
 - ③ adv. 同样地; 和...一样
 - e.g. **As** usual, he said little.
- B. ambitious**
 - adj. having no dream or plan 没有目的的
 - e.g. He led an **ambitious** sort of life.
- C. bother**
 - ① v. take the trouble to do sth; concern oneself 使...烦恼, 打扰, 烦扰
 - e.g. He never even **bothered** to acknowledge her presence.
 - ② n. trouble or difficulty 麻烦
 - e.g. I'm afraid there's been a bit of **bother**.
- D. fast**
 - ① adj. acting or moving or capable of acting or moving quickly 快速的
 - e.g. Metropolitan residents are used to **fast** rhythm.
 - ② adv. firmly or tightly 紧紧地, 紧紧地, 迅速地
 - e.g. The water was rising **fast**.
 - ③ v. abstain from eating 禁食, 斋戒
 - e.g. Muslims **fast** during Ramadan.
 - ④ n. abstaining from food 斋戒, 禁食
 - e.g. to go on a **fast**.

Handwritten notes on a yellow sticky note:

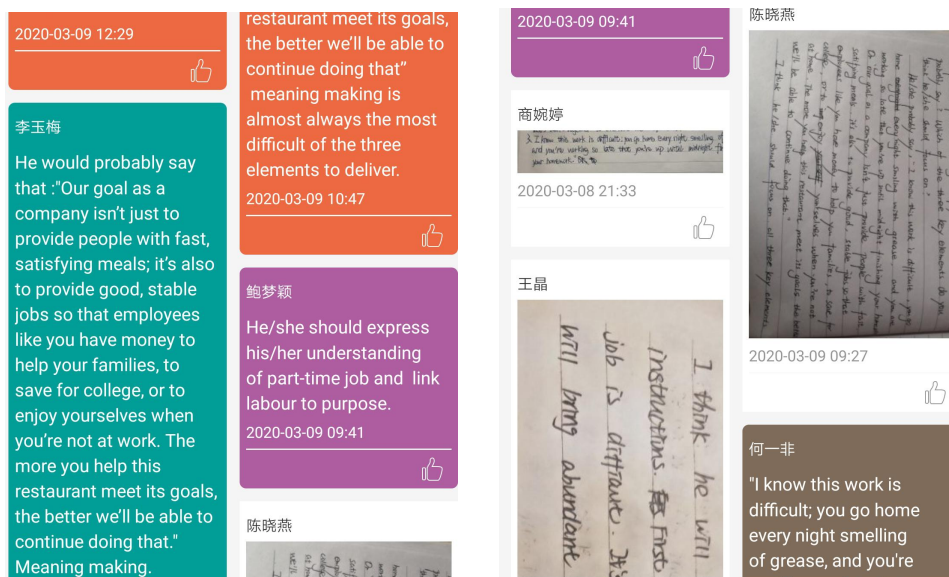
- E. flights**
 - ① n. 飞行, 飞行和起飞, 飞机飞行
 - e.g. This **flight** connects with New York one.
 - ② v. 逃跑, 逃避 - 名词化
- F. helpless**
 - adj. lacking in or deprived of strength or power 无力的; 无用的
 - e.g. They felt **helpless** to do anything about it.
- G. labor-saving**
 - adj. 节省劳动力的, 减轻劳动的
 - e.g. He lived in a better house with **labor-saving** devices.
- H. level**
 - ① n. a point on a scale of intensity or amount or quality 水平, 程度, 数量
 - e.g. improving the game as grass roots **level**.
 - ② v. bear down so as to make flat with the ground 使平坦
 - e.g. A storm **leveled** the entire business district.
- I. money-saving**
 - adj. 廉价的, 省钱的 e.g. money-saving tips
- J. pause**
 - n. a time interval during which there is a temporary cessation of sth 暂停
 - e.g. There was a brief **pause** in the conversation.
 - v. interrupt temporarily an activity before continuing 暂停, 中止
 - e.g. The joggers **paused** to catch their breath.

3.翻译拓展训练：课文中有些句子的组合是外刊常见的物作主语（如 recent years, this second

phase, the city 等做主语), 但谓语动词竟然是“see”, 对于见惯了“I see”“he sees”的同学们来说有点新奇, 随后教师又从《彭博商业周刊》和翻译考试题中找了几组类似的句子做英汉、汉英翻译感受英汉双语的差异。



4. 阅读和写作技能训练: 课文最后两段出现时间变化, 体现弱转折, 如“was”“is”“now”“go forward”; 赏析外刊《经济学人》的类似对比句, 讲解后鼓励学生现场写类似的对比句子。
5. 思政元素融合: 课堂例句的选择尽量展现中国经济的蓬勃发展, 如“Until the start of this month, no one had ever heard of Xiong an. Today it is the most talked-about place in China.”(在月初(2017年4月)之前, 没有人听说过“雄安”。但今天, 它成了中国最受热议的地方。) 同学们既学习到了英语, 也增强了民族自豪感。
6. 重新回答课前问题: 课前文本问题贯穿全文, 在学习过课文后, 同学们会意识到之前对课前问题的回答无论从内容上还是用词、用句方面都有点“不成熟”, 跃跃欲试的运用新学的词汇、句式和 Netflix 相关经营现状重新回答课前文本问题。这就实现了“课上任务促成”环节。

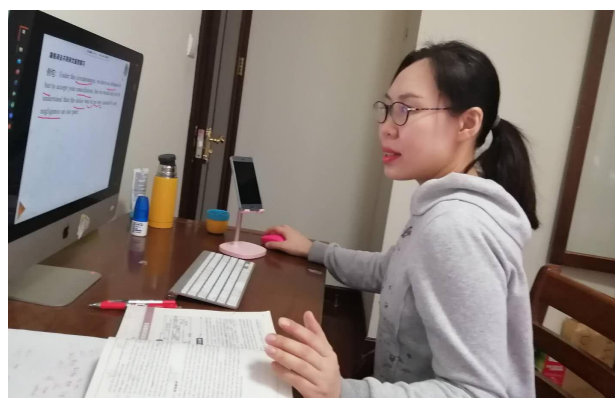


评价环节

课上传解即时评价:

课堂上同学们针对课文朗读、课文问题、思辨题目、语言类题目等做的回答, 教师都会立即给出评价和反馈, 学生会第一时间知道自己的读音是否准确; 问题回答的质量如何, 在语言运用时哪里不够恰当。对于回答的很出色的同学也会即时鼓励。看到 QQ 群里同学们满满的

学习热情，教师也有种当网红主播的成就感。



课后任务延时评价:

课上热情洋溢，课下绝不能“放羊式”管理。老师在云班布置了专四模拟测试任务，随时关注学生答题情况。云班头脑风暴围绕“你最喜欢的Netflix网剧是哪部？剧透下呗！”展开，短文答案不少于100个词。为了满足同学们追剧的心理，这部分采取师生合作评价的方式，教师负责短文语法改错，同学们评价哪部网剧论述的最生动有趣。

综合商务英语4 课堂表现

全部 28 ²³ 未开始 1 进行中 6 已结束 21 ²³

第三周第四次课

测试2020-3月23日
20 道题目/14 人作答 5 经验 进行中

作业活动 2020-3月21-22
13 人参与 100 经验 进行中

测试2020-3月20日
20 道题目/21 人作答 5 经验 进行中

第三周第三次课

测试2020-3月9日... 分析

#	姓名	学号	得分	用时
1	徐子诺	031841111	17	1'20"
2	陈晓燕	031841112	17	4'9"
3	王晶	031841113	16	2'46"
4	鲍梦颖	031841110	16	3'4"
5	何一非	031841108	16	5'0"
6	代金岳	031841121	15	2'6"

作业结果列表 智能批改

徐子诺 (031841111)

Hello everyone!
I'm Tina, a sales assistant at Apple Inc.
Today, I am very honored to stand here and give you a presentation about our product, the latest iPhone. If you have any questions, aft...
[点击查看更多](#)

共 1 个附件

3月2日 18:42 提交, 提前1天 13小时 18分钟

90分 老师评分	0 评论
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陈晓燕 (031841112)

共 1 个附件

3月2日 19:11 提交, 提前1天 12小时 49分钟

86分 老师评分	0 评论
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