

《高中英语（上外版）》选择性必修第四册

Unit 1 Achieving Effective Communication

课时：第 8 课时 教学内容：Conduct a Survey on the Impact of Social Media on Interpersonal Communication

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一、教学设计与说明

1. 教学目标

本课为本单元的第八课时，核心目标为引导学生通过小组讨论、同伴合作及评价的过程，培养学生设计问卷调查的能力以及分析信息、整理信息的能力，并能就社交媒体对人际交往造成的影响形成客观的认识、表达自己的观点，从而合理使用社交媒体。

2. 设计思路

本课为本单元的第八课时，通过阅读补充材料中几位大学生对社交媒体的态度，引出本节课的中心话题：社交媒体对于人际交往的影响。了解了大学生对社交媒体的态度后，要求学生通过小组合作的形式，设计一份调查问卷，了解不同年龄段（青少年、工作人群以及老年人）对社交媒体的态度，并在小组内先进行试点问卷调查，然后根据所获得的信息，汇报调查结果。在此基础上，审视设计的调查问卷的问题是否合理，能否通过这些问题，获得所需的信息，然后做出相应的改进，保证后续对工作人群以及老年人群的问卷得以顺利开展，并得出有效结论。

3. 重点难点

设计合理的问卷问题，获得客观、有效的问卷调查结果，并能分析梳理各种信息，形成简洁的调查报告。

Lesson Plan

By the end of this period, students will be able to:

1. strengthen their ability to design proper questions of a survey;
2. analyze the collected information and report the results of a survey;
3. have an objective idea of the impact of social media on interpersonal communication.

Procedures:

- I. Independent activity 1: Read some college students' comments on the effect of social media on interpersonal communication and figure out their attitudes towards social media.

*T: Ask students to read the comments of five college students on the effect of social media on interpersonal communication and figure out their attitudes towards social media.

*Ss: Read the comments closely and find out whether they think positively or negatively about social media.

Purpose: To prepare students for the topic.

Guiding questions:

1. What are the respondents' attitudes towards social media?
2. What are the pros and cons of social media according to the 5 respondents?

- II. Interactive activity 2: Design a questionnaire on the impact of social media on the interpersonal communication.

*T: Divide students into groups of 5 and ask them to design a questionnaire with 6-8 questions. The title of the questionnaire can be "How Social media Is Affecting Our Interpersonal Communication".

*Ss: Discuss with the group members and design proper questions of the questionnaire.

Purpose: To practise students' ability to design questions of a survey.

Guiding questions:

1. Could you work together in groups of 5 to design proper questions on the impact of social media on interpersonal communication, with items like one's favorite way to communicate and the frequency of using social media?
2. Do you think your questions meet the following requirements?

Checklist:

- ☐ Is the aim of the survey clearly stated?
- ☐ Are your questions clear enough to the respondents?
- ☐ Are your questions relevant to the topic?
- ☐ Are the questions arranged in a logical order?

III. Interactive activity 3: Pilot the survey among the group members.

*T: Ask students to conduct the survey in the group and collect the information.

*Ss: Think about the impact of social media on their own interpersonal communication and answer the questions.

Purpose: To get students to reflect on the impact of social media on their interpersonal communication and pilot the survey.

A guiding question:

Could you conduct the survey among the group members? One of you is the interviewer, asking questions of the other 3 students and another one is the reporter, collecting the information.

IV. Interactive activity 4: Present the findings.

*T: Ask students to report the results of their survey.

*Ss: Analyze the information and present the findings.

Purpose: To improve students' ability to analyze and summarize information and present information in a logical way.

A guiding question:

1. Can you make a report of the results of your survey? The following pattern may be of some help to you.

For reference:

Our team conducted a survey among teenagers about the effect of social media on interpersonal communication. We interviewed ... and have found that _____

_____.

The positive effects of social media on interpersonal communication include _____

_____.

The potential problems it may bring about are _____

_____.

V. Interactive activity 5: Evaluate and polish the survey.

*T: Ask students to evaluate the report and improve the survey if necessary.
*Ss: Evaluate the report against the checklist and improve the questionnaire if necessary.

Purpose: To improve the survey based on the checklist.

Guiding questions:

1. What do you think of the report?

Checklist:

- ☐ Does the report cover all the data?
- ☐ Is the information relevant to the topic?
- ☐ Is the content of the report well-organized?
- ☐ Is there more information needed to illustrate the impact of social media on interpersonal communication?
- ☐ Does the reporter communicate effectively?

2. Is there any improvement you can make in the design of questions?

VI. Assignments:

1. Conduct the survey among working people or elderly people and collect the information on the effect of social media on their interpersonal communication and write the report about the result of the survey.
2. Make self-assessment of what you've learned in this unit, writing a reflective note based on the expected learning outcome of this unit.

1. Interpreting the underlying messages and humours in a speech and sharing ways to overcome stage fright
2. Discussing technological solutions to communication problems
3. Understanding how people with physiological difficulties can work through the barriers and develop effective communication
4. Conducting a survey about the impact of social media on interpersonal communication
5. Identifying common characteristics of communication barriers and make generalisations

6. Reaching an agreement by negotiating and compromising
7. Writing a summary of a general-specific essay

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