

Unit 1

Achieving Effective Communication

No pleasure has any savour for me without communication.

— Michel de Montaigne

Getting Started

- Look at the following means of communication, arrange them in the order according to the time they were first put into use and then say something about one of them.

telephone, Internet, smoke signal, fax,
Morse code, carrier pigeon, wireless radio,
mobile phone

《高中英语》（上外版）

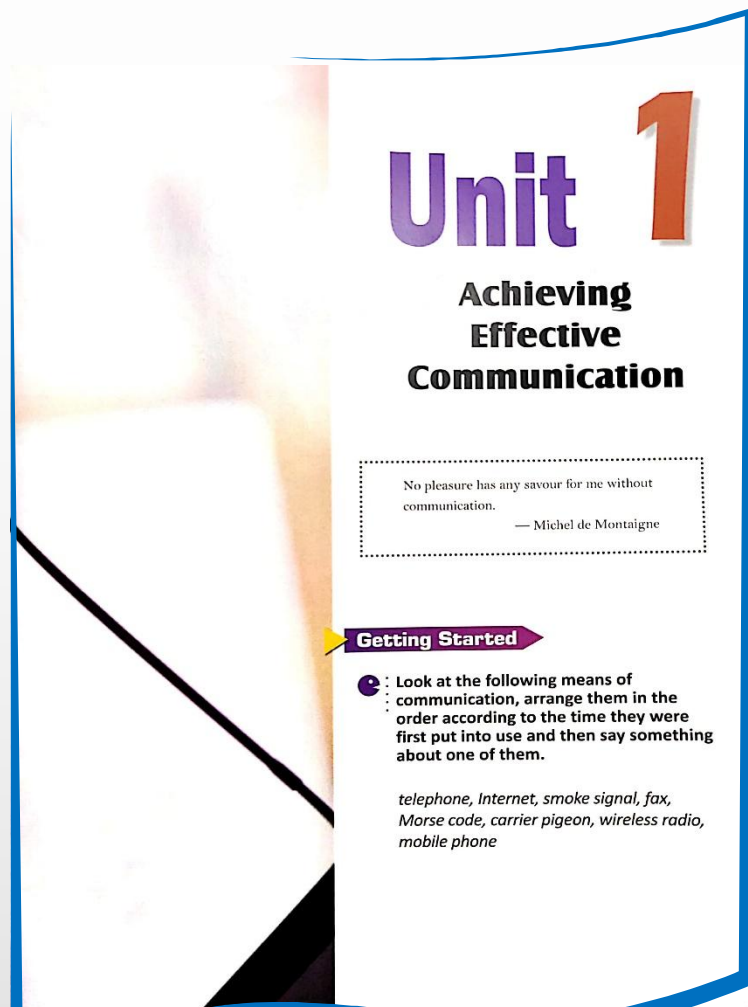
选择性必修第四册第一单元

Achieving Effective Communication

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《高中英语》（上外版）

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课时	授课内容
1	Reading A
1	Reading A / Vocabulary
1	Grammar in Use
1	Reading B
1	Listening & Viewing
1	Speaking & Critical Thinking
1	Writing
1	Further Exploration/ Self-assessment

学习目标 **Learning Objectives:**

At the end of the lesson, you will be able to ...

1. 锻炼问卷调查的问题设计能力;

strengthen their ability to design proper questions of a survey;

2. 分析信息并汇报问卷调查结果;

analyze the collected information and report the results of a survey;

3. 了解社交媒体对人际交往的影响，从而合理使用社交媒体。

have an objective idea of the impact of social media on interpersonal communication.

Lead in

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

How much has social media impacted the way you communicate and interact with each other?



Group work: Design the questionnaire

the impact of social media on interpersonal communication

Items should include:

personal information: age / job...

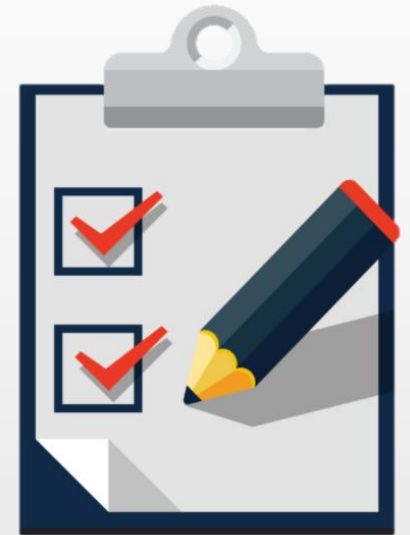
favorite way to communicate

frequency of using social media

attitudes towards social media

proper use of social media

...



Group work: Design the questions

the impact of social media on interpersonal communication

Examples:

- What is your age?
- What do you do?
- What is your favorite way to communicate with others?
 - A. Social media apps.
 - B. Phone calls.
 - C. Face-to-face chatting.
 - D. Emails.



Group work: Design the questions

the impact of social media on interpersonal communication

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?



Pilot the survey

the impact of social media on interpersonal communication

one interviewer: raise the questions

**one reporter: collect the information, and give
a brief report later**

three interviewees: answer the questions



Present your findings

Evaluate the report

- ❑ 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?



Polish the survey

Pay attention to

- ❑ the number of questions
- ❑ the wording of the questions
- ❑ the order of the questions



Assignment

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:

Assignment

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

Thank you!