



课程名称： 会展英语

第 6 单元（节）， 4 学时 项目 / 主题： Introduction to Exhibitions

授课时间 2015 年 5 月 日 授课地点： 教 1-605

知识目标：

1. words: pajamas, scarves, saree, tassel, cutting tool, specification, handicraft, rattan box and basket, characteristic look, fragrance,
2. expressions:
 1. How do you ensure quality control?
 2. I'd like to bring up the topic of packaging.
 3. Packaging has a close bearing on sales.
 4. How do you prefer the goods to be dispatched, by rail or by sea?
 5. Great! you have such exceptional product knowledge.

能力目标：

This unit aims to enable students to:

1. understand different descriptions of products;
2. introduce companies and their products.
3. attract a customer with your knowledge about the products
4. be an effective commincator..

重点、难点及解决方案：

1. understand different descriptions of products;
2. introduce companies and their products.

教学条件（环境）：

1. Textbook: 会展英语实用教程
2. Blackboard
3. Multiple-Media (computer, slide projector, ppt)



教学活动设计：（包括教学实施步骤、教学内容、方法手段、学生活动、时间分配、学习成果评价标准）

Step1 Presentation

My dream company:

Ask one pair to make a presentation and introduce themselves and their dream company.

Step2 Improvised Dialogue

The students are required to randomly choose someone else as their partner and improvise a new dialogue with her about what we have learned in the last lecture.

Step3 Revision of extensive reading

1. What is the forerunner of Chinese Export Commodities Fair? And when is it established?

the Exhibition of Chinese Export Commodities ; 1956

2. When was Chinese Export Commodities Fair (Canton Fair for short) changed to China Import and Export Fair?

Step4 Warm-up

Listen to six short passages about features of products. Each part describes a product in a different industry. Now listen and complete the following choices. Match each of the passages with one of the names of products.

Step5 Situational dialogues

1. Learn the new words in the situational dialogues.

pajamas, scarves, saree, tassel, cutting tool, specification, handicraft, rattan box and basket, characteristic look, fragrance,

2. Listen and get a general idea of each dialogue and get familiar with the useful words and expressions in this dialogue.

1. How do you ensure quality control?

2. I'd like to bring up the topic of packaging.

3. Packaging has a close bearing on sales.

4. How do you prefer the goods to be dispatched, by rail or by sea?

5. Great! you have such exceptional product knowledge.

3. Listen again and pay attention to the pronunciation and intonation.



4. Practise the dialogue with your own partner using your own information.
5. Improvise a dialogue with someone else.

Step6 Exercises

1. Substitute the italicized parts with the following choices
2. Listening Comprehension
3. Build up Your Vocabulary

Step7 Extensive Reading

1. Learn the new words in the extensive reading.
 apprise , debriefing, printout, interference, proactively
2. Read the passage, get a general idea and answer the following question
 - 1). How can staff achieve effective communication with potential customers at a display ?
 - 2). Why should staff at a display understand how communication works ?
 - 3) What does the phrase “Carefully Encode” mean in the text ?
 - 4) What is the function of feedback ?
3. Read the passage for the second time and finish the multiple choices
4. Fill in the Table Below by Giving the Corresponding Chinese or English Equivalents.

Step8 Practical Writing

2. Product Instructions

商品说明书也叫“产品说明书”或“使用说明书”.主要介绍商品性能、用途、使用 and 保养方法及注意事项等。一般说来,商品说明书都随商品装于包装内,因此它不同于商品广告。说明书要求:1. 写明产品的性能、特点、用途、使用方法、注意事项;2. 语言应当确切、简洁、通俗易懂;3. 注意科学性和逻辑性,使消费者一看便明白所购商品的用途、安装、使用 and 保养方法。

3. Read the sample writing and get familiar with the useful expressions and some fixed expression.
3. Do it yourself

Step9 Homework

1. Preview chapter7
2. Practice the dialogues in chapter6.
3. Get prepared for the improvised dialogue.



教学小结:

总体氛围较好，教学效果良好。

教师签名：谢丽 年 月 日

教案检查记录:

检查者签名（盖章） 年 月 日