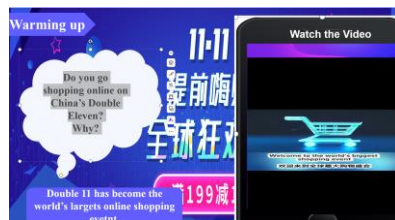


单元	Unit 3 Shopping
内容	Culture understanding & Group work
课时	Period 5-6 80 minutes
教学目标	1. 语言能力 (1) 掌握购物场景核心词汇与交际句型，了解中西方购物语言表达规范与差异，能准确理解、规范运用相关英语表达。 (2) 能在日常购物、基础职场零售场景中，完成咨询、议价、结算、售后等简单英语口语及书面交际，满足生活与职场基础沟通需求。 2. 文化意识 (1) 对比了解中西方购物礼仪、消费习惯、服务理念等文化差异，理解不同的消费文化内涵，尊重文化多样性，树立包容的跨文化交际意识。 (2) 认知中国商贸与消费文化的特色与传承价值，增强中华本土文化认同感，树立文化自信。 3. 思维品质 (1) 通过对比中西方购物语言、行为与消费理念，关联语言表达与思维逻辑，提升对比辨析、归纳总结的逻辑思维能力。 (2) 在课堂实操、文化探究任务中，自主整合知识、创新完成学习任务，培养信息梳理、独立思考与创新思维能力。 4. 学习能力 (1) 掌握对比探究、学用结合的学习方法，积累购物语言与跨文

	化知识，形成高效的语言文化学习思路。 (2) 主动参与分层任务与合作探究，学会自我反思、自我评价、调整学习方法，养成自主学习习惯，助力终身学习与职业发展。
教学重点	1. 掌握购物场景核心词汇，包含 clothes、price、cheap、expensive、try on 等常用词汇，熟练掌握询问价格、表达购物需求、描述物品特征等基础购物交际句型。 2. 能够听懂简单的日常购物英文对话，依托所学词汇句型完成基础的购物口语交际，适配生活与基础职场购物沟通场景。
教学难点	1. 能够结合真实购物场景，灵活整合词汇与句型，组织连贯、规范的英文购物对话，突破开口畏难情绪，克服英语口语表达障碍。 2. 深度理解中西方购物文化差异的内在内涵与成因，能够在模拟购物场景中，灵活、恰当运用跨文化交际技巧开展合规得体的沟通。
教学策略	1. 教学平台：班级小管家，希沃 2. 教学法：合作学习法、自主学习法、情境教学法 3. 教学资源： 课件、deepseek、微课
教学过程	
课时五	
一、 学习目标	展示本课学习目标
	1. 播放短视频，引发共鸣：

二、 导入

播放一段视频，关于双十一购物狂欢节，引导学生思考 “Do you go shopping online on China’s Double Eleven? Why?” ，激活相关话题。



2. 进一步提问：Do you know other online or in-store(店内的) shopping days?

三、 阅读

1. 活动 1：阅读全文，找出文章主旨大意。

Culture understanding

Online Shopping Days

The Internet is changing the way we shop. The most of the modern history, people used to markets, stores and malls to get what they wanted. But in recent years, more and more people choose to go shopping on the Internet. To encourage online shopping, some online stores offer huge discounts on special days of the year, and some of these special days have become big shopping days for people around the world.

Big Shopping Days in the West

Black Friday is the biggest shopping day in the West. It is the day after Thanksgiving. It has long been a big in-store shopping day of the year in Western countries. Since 2015, it has also become the biggest online shopping day in the United States. **Cyber Monday** is another huge online shopping holiday in the West. It is on the Monday after the Thanksgiving weekend.

Double Eleven and 6.18 in China

Double Eleven is the biggest online shopping day in China. It began in 2009 and is set on November 11th every year. 6.18 is China's mid-year online shopping event. The first 6.18 was on June 18th, 2010. Today, Double Eleven and 6.18 are two of the largest online shopping days in the world.

What does the passage tell?

It tells some important **online shopping days** in West and China.

2. 活动 2：再次阅读文章，找出西方购物节和中国购物节的相似点和不同点，完成下面表格。

Culture understanding

The similarities and differences between Online Shopping Days in the West and in China

Online Shopping Days	Day of the Year	Time began	Key features
In the west	Black Friday	the day after Thanksgiving	the biggest online shopping day in the United States
	Cyber Monday	the Monday after the Thanksgiving weekend	a huge online shopping day in the west
In China	Double Eleven	November 11th	one of the best-known online shopping days in China
	6.18	June 18th	China's mid-year online shopping day

3. 语言点和重点句型讲解。

4. 深度思考：结合文章，让学生思考以下问题，并展示参考答案：

	Online shopping is very popular in China. What do you think is the reason for that?
	课时六
四、 小组活动	1. 背景介绍，展示任务，让学生分组设计网页销售当地特产； 2. 处理教材 Group work 活动 1。 学生阅读讨论并选定一种地方特产在网上销售。可以从以下两种特产中选择一种，也可以任选一种自己家乡的特产。 一 Discuss and choose a specialty to sell online. You can choose between the two specialties given or one of the specialties from your hometown. 讨论并选定一种地方特产在网上销售。你可以从以下两种特产中选择一种，也可以任选一种自己家乡的特产。 新疆 宁夏枸杞 Original Price: 70 yuan / bag Discount: 10% off 原价：九折 - Most of the best goji berries are from Ningxia. - There is a 500-year history of growing goji berries in Ningxia. - Goji berries are good for your health because they are rich in vitamins (维生素). 3. 小组活动，结合已有信息，收集所选特产的更多相关信息，写出至少四个介绍其主要特色的句子。 Find more information about the specialty. Write at least four sentences to describe its key features. 结合已有信息，收集所选特产的更多相关信息，写出至少四个介绍其主要特色的句子。 Feature 1 Feature 2 Feature 3 Feature 4 4. 制作网页，销售当地的特产。
五、	1. 看词汇云，检查自己对本单元单词及词组的掌握情况。 2. 根据本单元所学，填写表格对自己的表现进行评价。

总结	
六、 作业	1. 背诵本板块单词短语，整理识记重点语言知识点。 2. 完善网页文案，线上售卖家乡特色特产并上传至 QQ 群。