UNIT 1 Communication in the Digital Age

Introduction

iEnglish: An Integrated English Course (2)

Unit 1 Communication in the Digital Age

1. Introduction: the unit

Freshman, Level A, iGeneration	
English proficiency	
Motivation	
Analytical/critical thinking	

On-line resources forwarded to students

Students' on-line tasks, records, study journals (U-campus)

Textbook (selected)& materials designed for specific teaching purposes

PPT, student worksheet

On-line

Off-line

Instrumental objectives

Linguistic competence

Talk about communication;
Report with facts and opinions

Analytical/critical thinking

Analyze pros & cons of digital and face-to-face communication

Humanistic objectives

Discourse competence

Identify the author's tone of writing;
Read between the lines

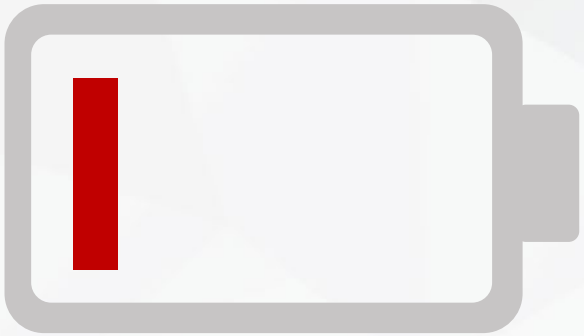
Pragmatic awareness

Know the function of text, emoticon and emoji in communication

Autonomous/explorative/collaborative learning

Engage in individual work, group work, pair work

Keyword: output-driven ("POA", Wen Qiufang)

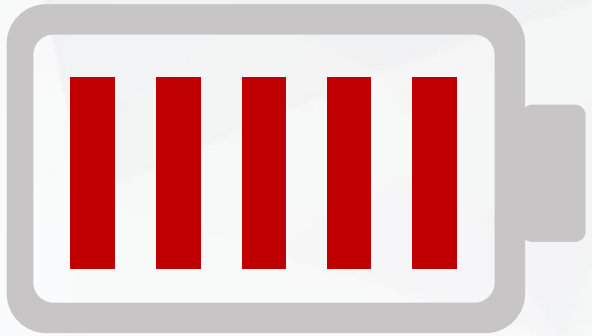


Motivating

Step 1: output 1

Enabling

Step 2: input-enabling



Assessing

Step 3: output 2 (consolidation & **reflective** learning)

POA

Output 4: Unit Project

+

Elicitation

Output1:
describe

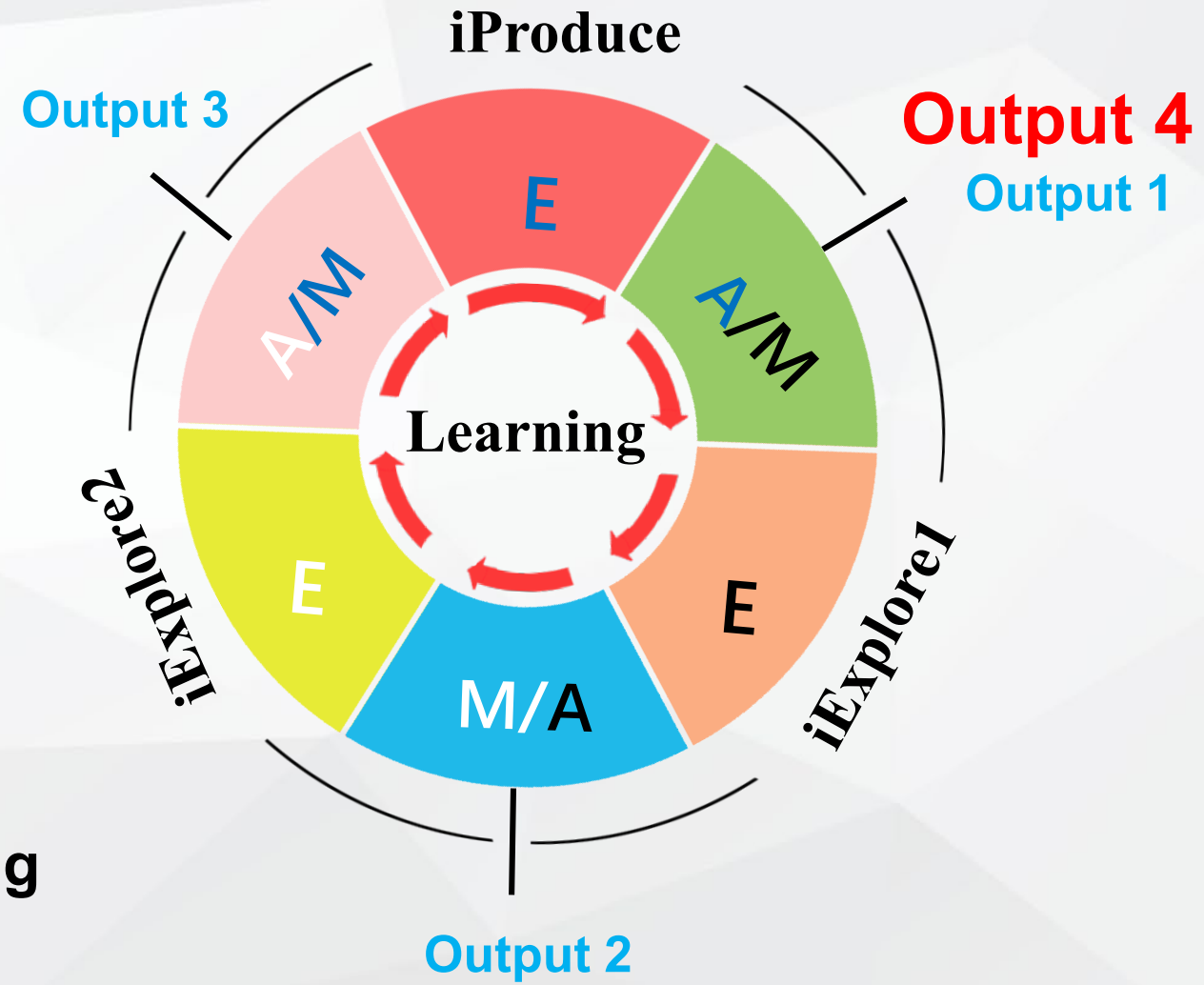
Guided discovery

Output2:
re-describe & evaluate

Collaborative learning

Output3:
re-describe & re-evaluate

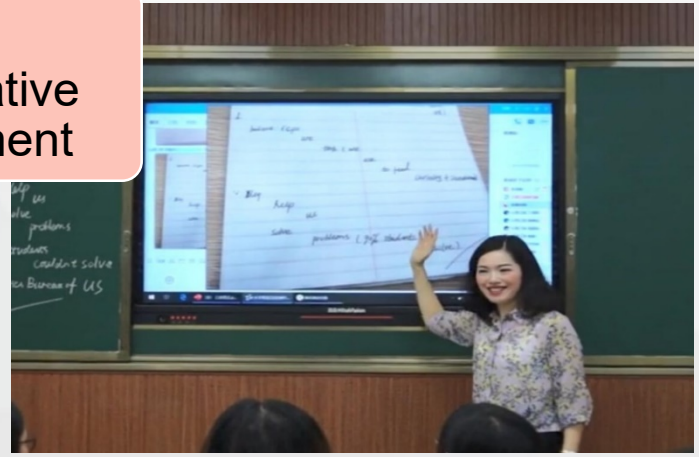
Hands-on inquiry based learning



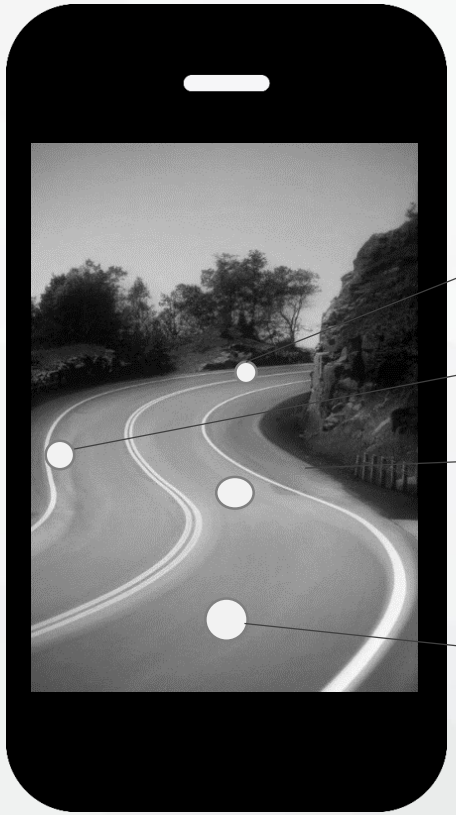
Self- assessment

Peer assessment

T-S collaborative assessment



Teaching reflection



Output-driven teaching

Blended teaching

Learning-centeredness

T-S collaborative assessment

2. Introduction: the demo class

2.1 Teaching content

Unit 1

01 iExplore1: emojis

02 iExplore2: face-to-face

03 iProduce: unit project

- ➢ Before class
- ➢ In class: text analysis
- ➢ After class

- ✓ The development of emojis
- ✓ The role of emojis
- ➢ **Relationship between text, emoticon and emojis**

2.2 Teaching objectives

Outcome 1:
Analyze the relationship

Outcome 2:
Visualize the relationship

2.3 Teaching procedures

Task 1: iActivate
Task 2: iAnalyze

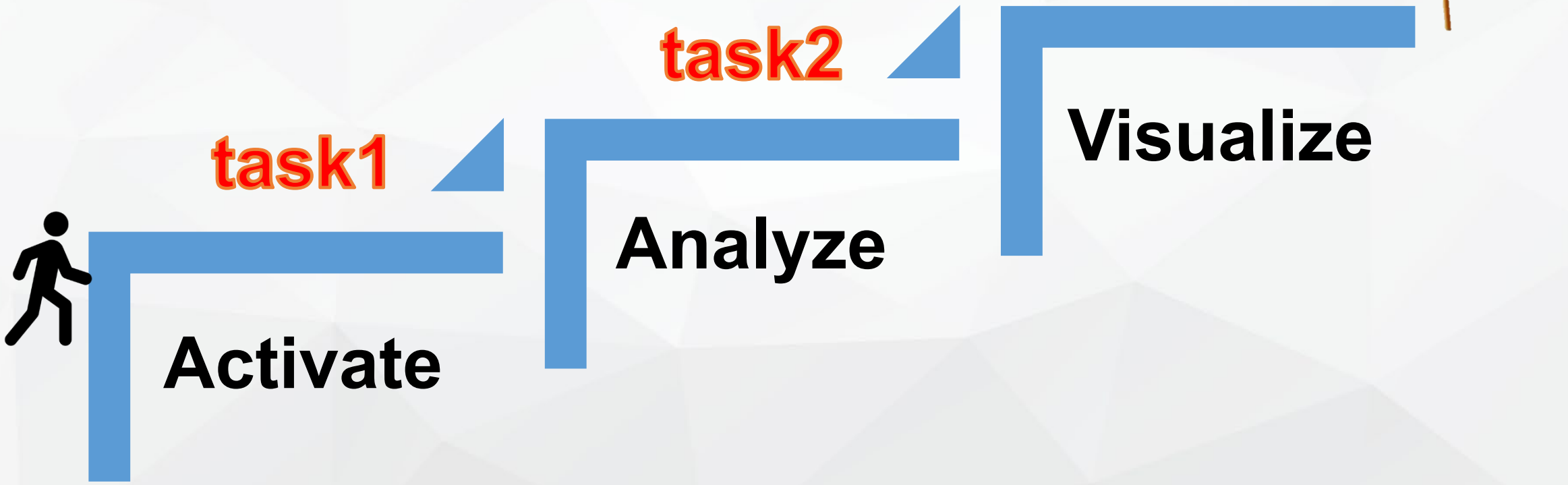
Task 3: iVisualize

Guided discovery

+

Collaborative learning

Relationship?



relationships

Communication in digital age

Review

Main idea and structure

- The author introduces the **origin**, **development** and **future** of emojis.

Division	Main Idea
Part I Para.1-7	The enormous **effect** of emojis.
Part II Para.8-12	The detailed **history** of emojis.
Part III Para.13-16	The **importance** of emojis in digital communication.

A linear relationship ?

happy :-)

Digital communication

text

emoji

emoticon

Task 1: Blank-filling

group1

1. Emojis have been one of the biggest cmmunication breakthroughs since people took to the Internet. (Para. 4)

2. The use of emojis quickly surpassed that of emoticons. (Para. 9)

group2

3. Where text took the empathy out of messages, emojis and emoticons put it back in . (Para. 8)

4. Digital communication needs emojis to complement and support the messages coming from the text. (Para. 15)

group3

5. 80% of smartphone users in Britain use emojis; almost 100% of those under 25 text with emojis; 74% of Americans use emojis every day. (Para. 3)

6. Emojis aren't here to replace language. (Para. 12)

What relationship?

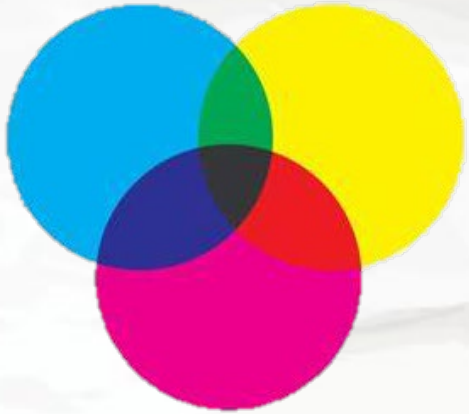
Group 2

Group 1

Group 3

- breakthroughs
- complement and
- text with emojis
- aren’t here to replace

A.



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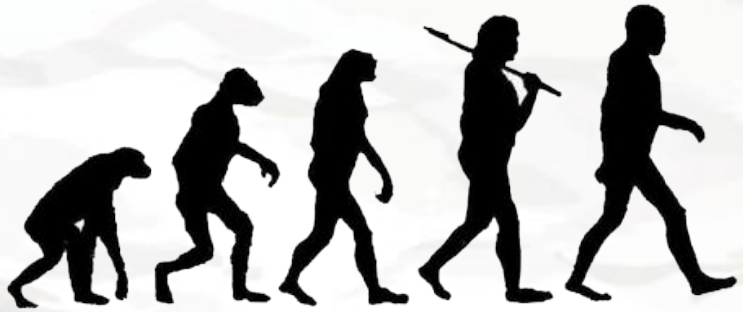


C.

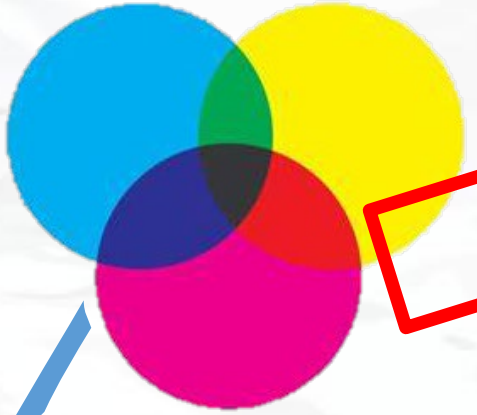
Task 2: Matching

- breakthroughs
- surpassed

- put it back in
- complement and support

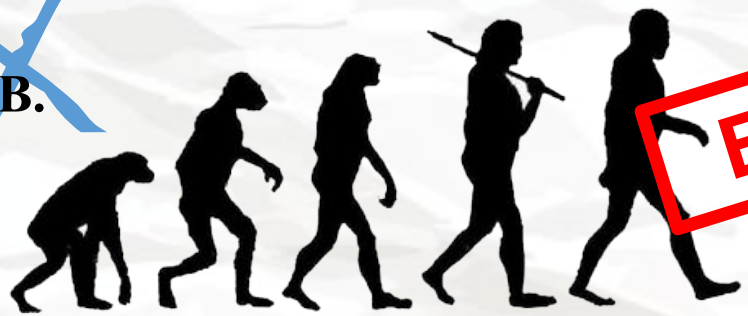
- text with emojis
- aren't here to replace

A.



coexisting

B.

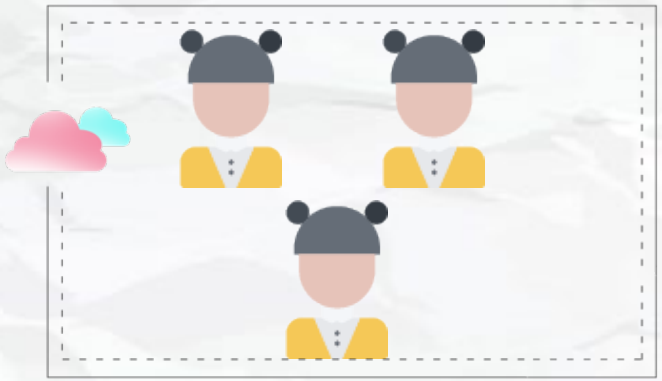


Evolutionary

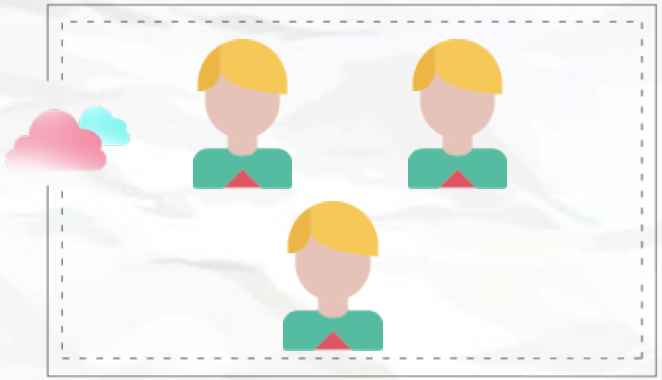
C.

Complementary

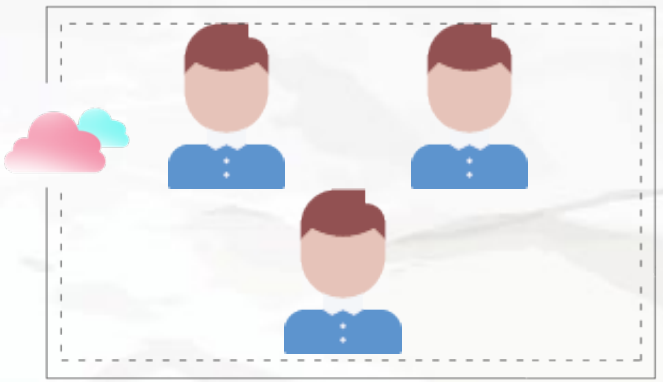
Evolutionary

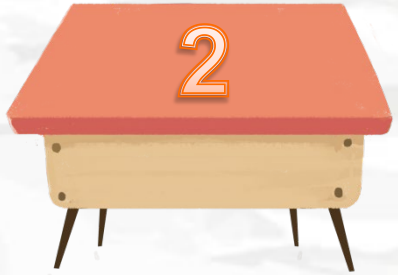


Complementary

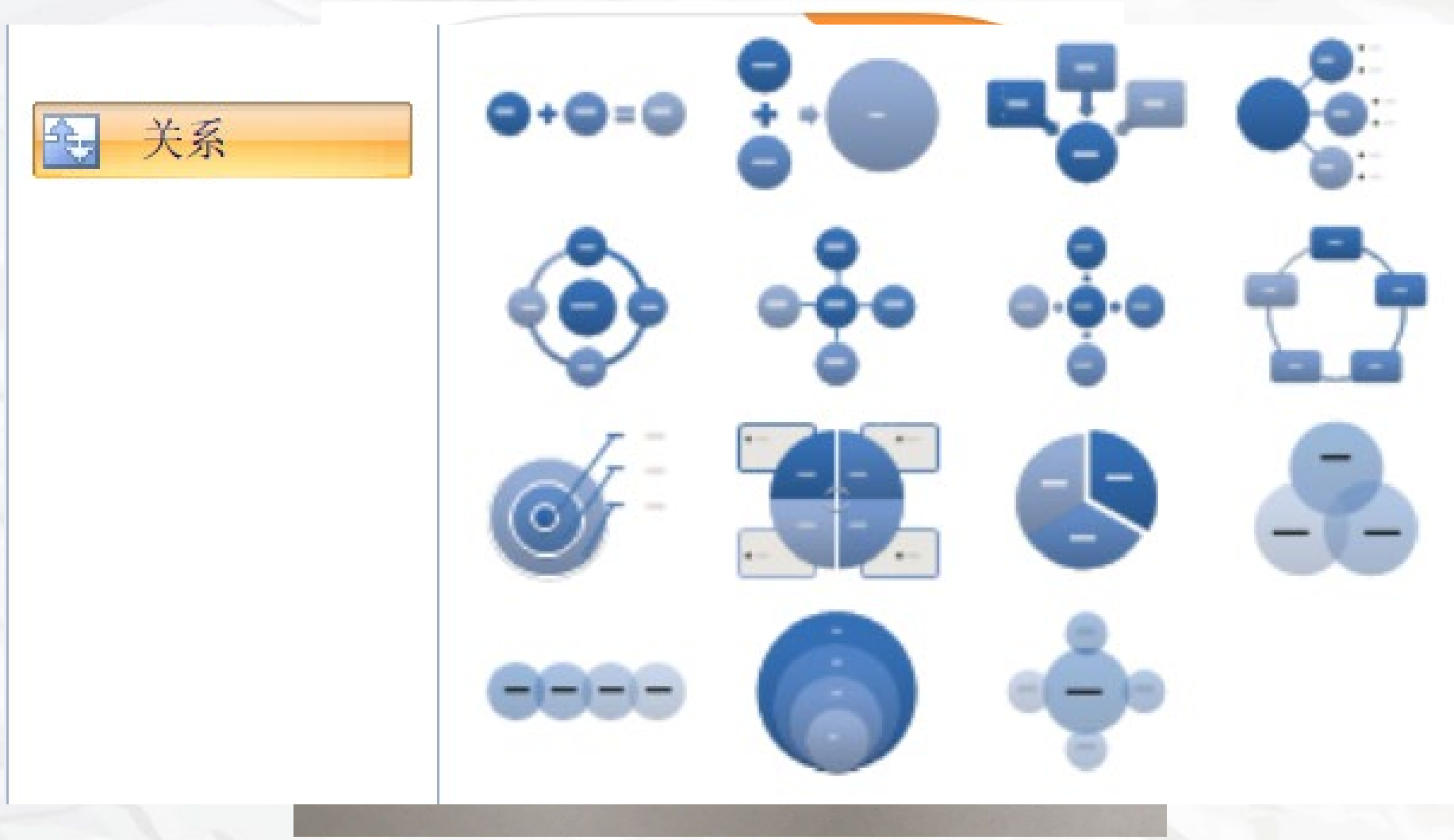


Coexisting

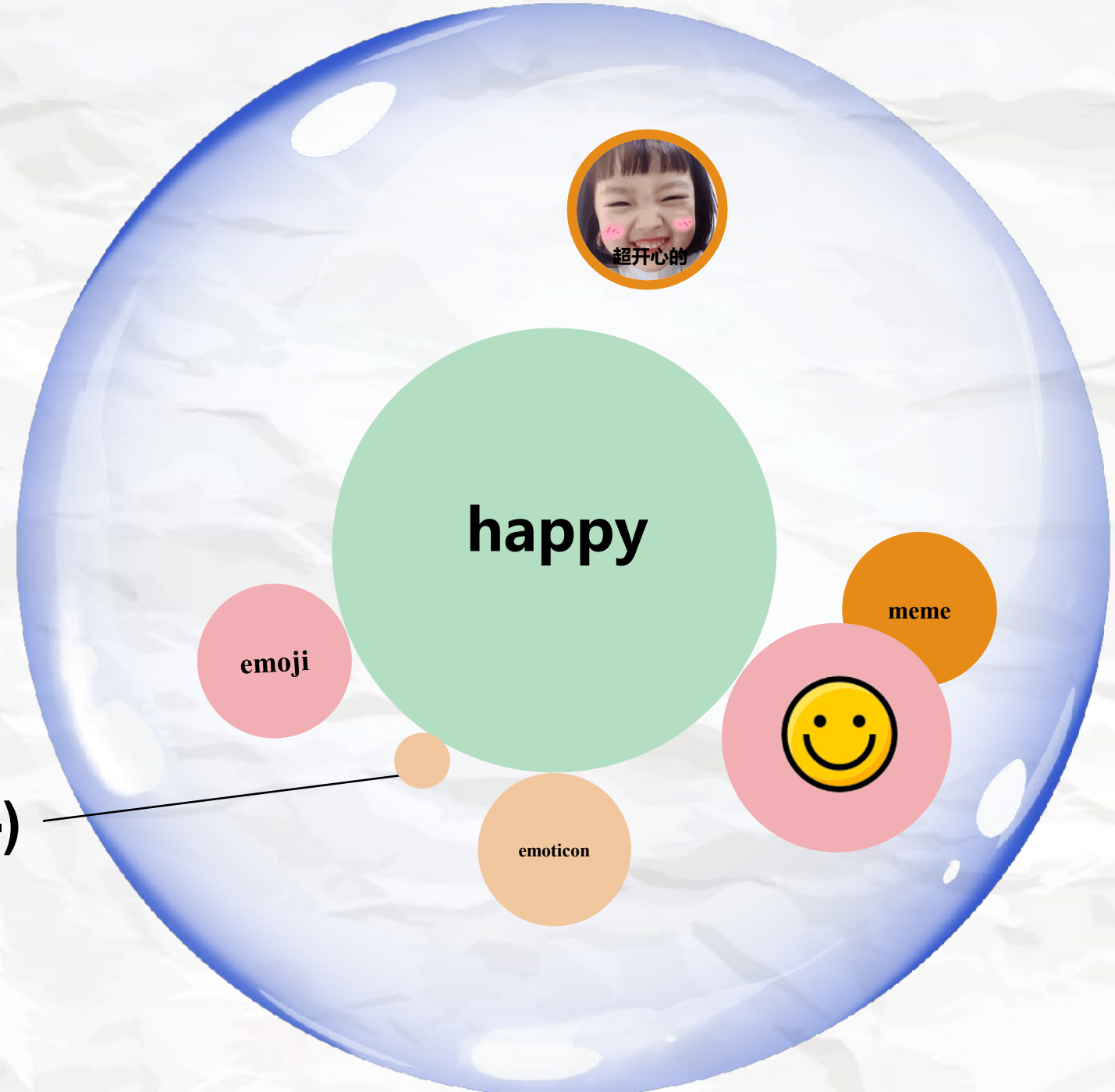




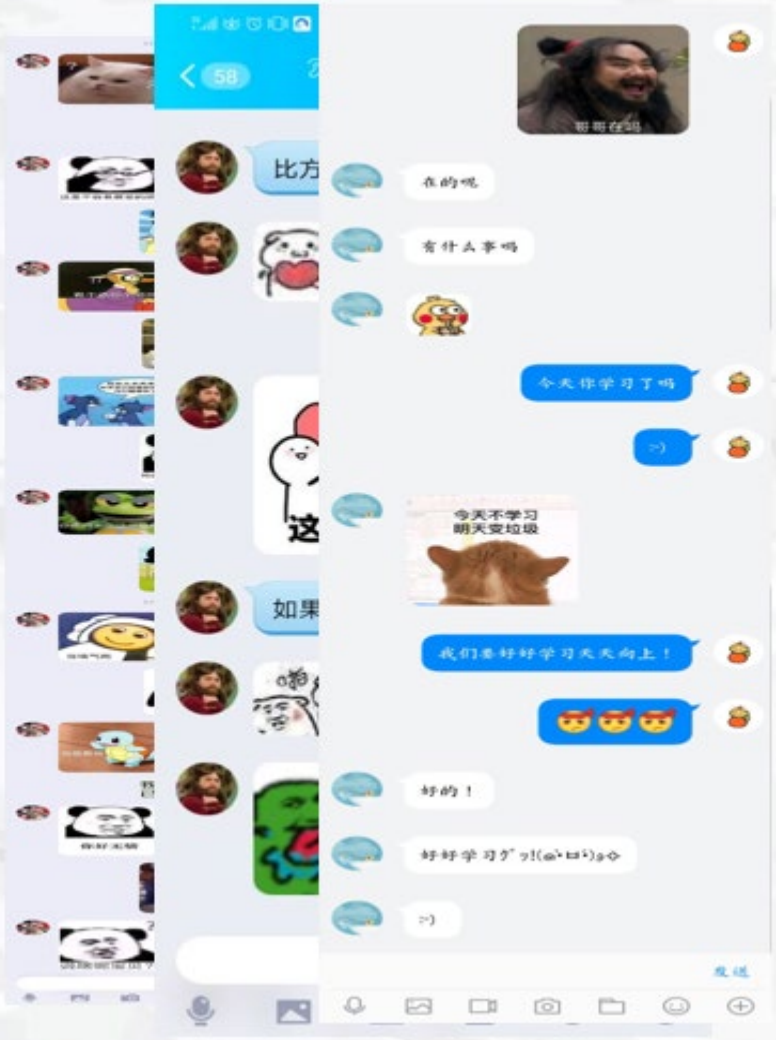
Task 3: Mapping



Summary



Assignment



Assessment

checklist			
I can identify details including the relationship between the text, emoticon and emoji.			
I can analyze the relationships			
I can map the relationships			

Goodbye !