

《职业英语I》课程思政元素及素材汇编

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单元话题及课程思政结合点一览表

单元	话题	课程思政结合点
Unit 1	Business Relations	本单元话题为”建立商务关系”，在导入部分引入相关主题的英汉谚语、诗歌。通过英汉互译，探究中国古代诗歌的离别意象，体验中国诗歌之美，并借以增强学生的文化自信，将文化自信思想政治教育元素有机融入课程教学。
Unit 2	Business Background Check	本单元的主题是“进行商务背景调查”，通过在导入部分短视频简单介绍中西方教育发展史，在课文讲解时引入中国古代教育思想，引导学生认识到学习国际商法的重要性，将法制意识思想政治教育元素有机融入课程教学）。
Unit 3	Business Negotiation	本单元的话题为“商务沟通”。通过在导入部分引入中外谚语翻译及看图说话等活动，引导学生在商务沟通中认识到礼貌或礼仪的重要意义，并做个讲究礼仪的人。
Unit 4	Conclusion of a Contract	本单元话题为“签订合同”。通过在签订合同课堂展示引导学生认识诚实的重要意义，鼓励学生做一个忠于自己，表里如一的人。将社会责任思想政治教育元素有机融入课程教学。
Unit 5	Payment	本单元的话题为“付款”，通过在导入部分引入一个女儿对父亲的怀念和感恩的故事。通过节日文化探索项目，引导学生认识中西节日文化差异，增强其跨文化交际意识，培养其跨文化交际能力，同时将法制意识思想政治教育元素有机融入课程教学。

Unit 6	Packing	本单元的话题为“包装”，在导入部分讲述狄更斯小说中的一个故事。通过小组讨论等活动引导学生认识到将工匠精神思想政治教育元素有机融入课程教学。
Unit 7	Delivery	本单元的话题为“送货”。通过视频观看 和话题讨论引导学生认识性别不平等问题；引导学生正确看待性别差异，践行男女平等理念，将人文情怀思想政治教育元素有机融入课程教学。 。

Unit 1 Business Relations

Part I English Poems and Proverbs

1. How Do I Say Goodbye?

by Colin Kelly

How do I say goodbye, my only son?
Goodbye when all you ask to do is stay,
Goodbye when your short life had just begun,
Goodbye when there are still songs to be sung,
Goodbye when there are still games you should play.
How do I say goodbye, my only son?
Goodbye when you still want to have some fun,
Goodbye when you want pain to go away,
Goodbye when your short life had just begun.

Goodbye when you hope your life isn't done,
Goodbye when you just want to be okay.
How do I say goodbye, my only son?
Goodbye when you are still so very young,
Goodbye when I can't think of what to say,
Goodbye when your short life had just begun.
How do we say goodbye, me and my son,
Goodbye when we know that this is the day.
How do we say goodbye, my only son?
Goodbye when your short life had just begun.

2. Goodbyes are not forever.
Goodbyes are not the end.
They simply mean I'll miss you
Until we meet again!

—Author Unknown

3. Why does it take a minute to say hello and forever to say goodbye?

—Author Unknown

4. Farewell! God knows when we shall meet again.

—William Shakespeare

5. Where is the good in goodbye?

—Meredith Willson

Part II Chinese Poems

- 梧桐叶上三更雨，叶叶声声是别离。
——周紫芝：鹧鸪天·一点残红欲尽时
- 多情自古伤离别，更那堪、冷落清秋节。
——柳永：雨霖铃
- 请君试问东流水，别意与之谁短长。
——李白：金陵酒肆留别
- 孤帆远影碧空尽，唯见长江天际流。

（让学生自己想一些自己学过的离别诗）

Unit 2 Business Background Check

Part I Videos and Web Links



注：以上视频及网页链接见《职业英语I》课程平台。

维基百科：中国教育史（扩展阅读）
中国教育史

Part II Confucius' Educational Thoughts

1. "Isn't it a pleasure to study and practice what you have learned? Isn't it also great when friends visit from distant places? If one remains not annoyed when he is not understood by people around him, isn't he a sage?"
 2. "At home, a young man should be a good son, when outside he should treat others like his brothers, his behavior should be one of trustworthy and proper, and should love the multitude at large and keep himself close to people of benevolence and morality. If after all these activities, he has any energy to spare, he should read widely to stay cultivated."
 3. "I hear and I forget. I see and I remember. I do and I understand."
 4. "Education breeds confidence. Confidence breeds hope. Hope breeds peace."
 5. "A man who has committed a mistake and doesn't correct it is committing another mistake."
 6. "By three methods we may learn wisdom: First, by reflection, which is noblest; Second, by imitation, which is easiest; and third by experience, which is the bitterest."
 7. "It is not possible for one to teach others who cannot teach his own family."
 8. "When you see a worthy person, endeavor to emulate him. When you see an unworthy person, then examine your inner self."
 9. "The essence of knowledge is, having it, to apply it; not having it, to confess your ignorance."
 10. "Acquire new knowledge whilst thinking over the old, and you may become a teacher of others."
 11. "When I walk along with two others, from at least one I will be able to learn."
- (以上为论语中关于教育的论述，分小组进行翻译活动。)

Unit 3 Business Negotiation

Part I Famous Quotes and Prose

1. 问路施一礼，少走二十里。
2. 盐多不坏菜，礼多人不怪。
3. 在家不会迎宾客，出门方知少主人。
4. 肚量要宽，讲话要谦。
5. 为人做事贵在诚，待人接物讲文明。衣着要洁净，谈吐要文明。
6. 人乡问俗，入国问禁。
7. 君子争礼，小人争嘴。
8. Manners make the man.
9. Beauty is only skin-deep. It's what inside that counts.
10. When a man points a finger at someone else, he should remember that four of his fingers are pointing at himself.
11. A fair face may hide a foul heart.
12. A good fame is better than a good face.
13. Birth is much, but breeding is more.
14. Courtesy, politeness or having good manners are all about respecting others and yourself.
15. Good manners is about considering the feelings of other people, and being the kind of person that others will like and respect.
16. Always do to others as you would wish them to do to you if you were in their place.

Part II Brainstorming Good and Bad Manners

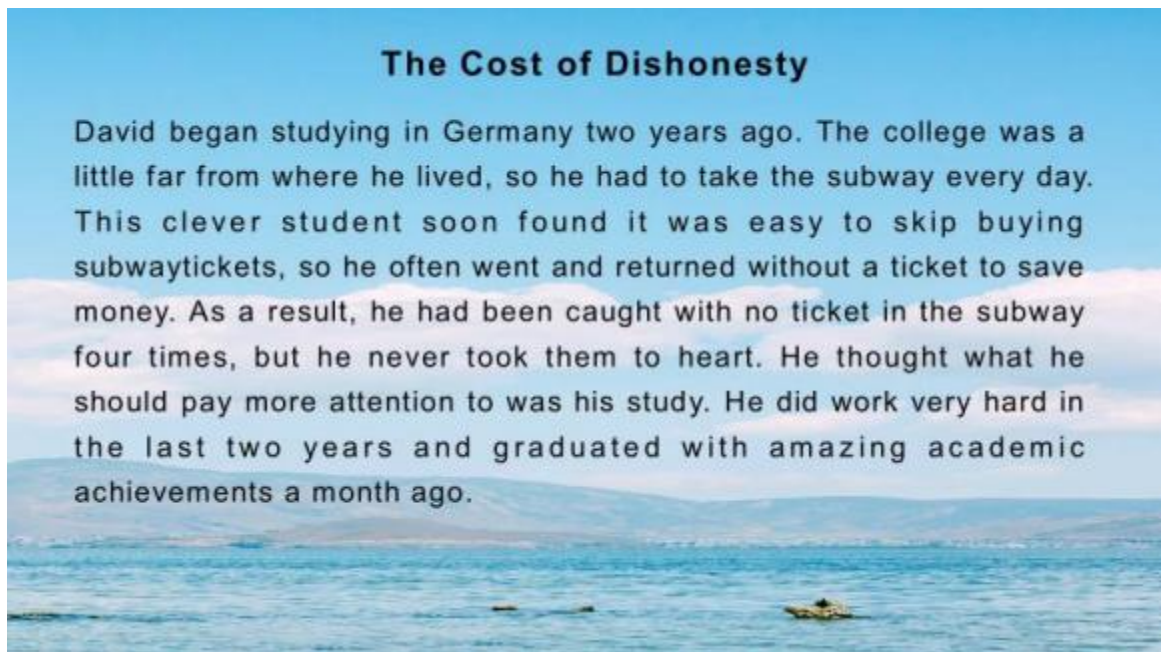


Unit 4 Conclusion of a Contract

Part I Famous Quotes

1. 不宝金玉，而忠信以为宝。——《礼记》
2. 吾日三省吾身：为人谋而不忠乎？与朋友交而不信乎？传不习乎？——孔子
3. 言必信，行必果。——孔子
4. 言必诚信，行必忠正。——孔子
5. 以诚感人者，人亦诚而应。——程颐
6. 守信的人是最快乐的，诚实是最天真的。——鲁迅
7. Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not. ---Oprah Winfrey
8. If you tell the truth you don't have to remember anything. ---Mark Twain
9. Keep true, never be ashamed of doing right, decide on what you think is right and stick to it. ---George Eliot
10. Integrity without knowledge is weak and useless, and knowledge without integrity is dangerous and dreadful. ---Samuel Johnson

Part II Stories Concerning Integrity



Zengzi Killed the PIG



- Ms. Zeng Zaidi planned to go to the market, her son cried to refuse to go along. His mother said to him: "You go home, I come to you slaughter a pig to eat." She just came back on the market, soon to catch Zengzi pig slaughterhouse. His wife stopped him, said: "But are children and joking." Zeng Zi said: "(his wife), children can not joke with him ah! Children without thinking and ability to judge, waiting for parents to teach him, and obey their parents teaching, you deceived child is teaching him to deceive others. the mother to deceive the child, the child would not believe his mother, this is not to educate children to become an honest man's way. "So (Zengzi) cooked the meat on the butcher (for children to eat)

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Shang Yang's Trust-winning Strategy

立木为信

注：此部分为小组课堂展示截图

Unit 5 Payment

Part I Chinese and Western Festivals (看图猜节日)

1. Can you name some Chinese traditional festivals?



Spring Festival



Lantern Festival



Qingming Festival



Dragon Boat Festival



Double Seventh Festival



Mid-Autumn Festival



Double Ninth Festival



Winter Solstice Festival



2. Do you know any western festivals?



Christmas



Halloween



Easter



Part II Exploring Chinese and Western Festivals (节日文化探索)

注：以下为节日文化探索项目小组课堂展示课件截图，中西方节日英文介绍见《职业英语 I》课程平台

Customs

1. eat dumplings
2. let off fireworks
3. visit relatives
4. put up couplets
5. watch Spring festival gala



4. What will we do

- 1. Paste spring Couplets 贴对联
- 2. Clean a room 扫屋子
- 3. Stay up to welcome the New Year 守岁



Unit 6 Packing

Famous Quotes

1. It is better to travel ten thousand miles than to read ten thousand books.
2. Reading is to the mind what exercise is to the body. —Richard Steele
3. A house without books is like a room without windows. —Heinrich Mann
4. A parent or a teacher has only his lifetime; a good book can teach forever. —Louis L'Amour
5. Reading is important, because if you can read, you can learn anything about everything and everything about anything. —Tomie dePaola
6. It is books that are the key to the wide world; if you can't do anything else, read all that you can. —Jane Hamilton
7. A person who won't read has no advantage over one who can't read. —Mark Twain
8. He that loves reading has everything within his reach. —William Godwin
9. It is not true that we have only one life to live; if we can read, we can live as many more lives and as many kinds of lives as we wish. —S.I. Hayakawa
10. I have always imagined that paradise will be a kind of library. —Jorge Luis Borges
11. A book is a gift you can open again and again. —Garrison Keillor
12. Once you learn to read, you will be forever free. —Frederick Douglass

Unit 7 Delivery

此部分素材均已制作成课件，以下为课件截图。

1. Gender bias

Prejudice or discrimination based on sex ; esp. discrimination against women. Another term for gender bias is sexism.



2. Gender bias in language (English)

➤ Pairs of words:

King and queen, brother and sister, father and mother, boys and girls, husband and wife, Adam and Eve, man and woman, Mr. Lucas and his wife Louise.

➤ Idioms:

Long hair and short wit.

A woman's mind and winter wind change a lot.

(女人的心思，冬天里的风---变化异常)

A fair face is half portion. (姿色颜，嫁妆半)

Many women, many words; Many geese, many turds.

(鹅的屎多，女人的话多)。

2. Gender bias in language (English)

➤ Semantics:

He is a hard man. (他是个勤奋刻苦的人)

She is a hard woman. (她是个铁石心肠的冷面女人)

He is cold. (他沉着冷静)

She is cold. (她性格冷僻)

He is a professional. (专业人士)

She is a professional. (prostitute)

2. Gender bias in language (Chinese)

➤妻子称丈夫为“先生”、“当家的”、“官人”、“夫君”、“相公”等等。这些称呼总是与权利、官职、尊重有关。

➤妻子却被丈夫称为“婆娘”、“浑家”；“糟糠”、“内子”、“拙荆”、“贱内”等。丈夫内外对自己妻子的指称时是不一样的，在外得用谦辞。

➤《辞海》中所发现的女旁字共有257个，其中许多词含有贬义，（如“奸，娼，妓，婬，嫖，姘，奴，婢，妒嫉，嫌，妖、婪、妄”等）

姁

读音: [nuán]
部首: 女 五笔: VVG
释义: 1. 争吵。2. 愚。

姦

读音: [jiān]
部首: 女 五笔: VVF
释义: 同“奸”。

3. How to Avoid Gender bias in language Use?

➤ **Use gender-neutral language**

man-made	→	artificial
salesman	→	salesperson
manpower	→	workers
man-kind	→	?

➤ **Use Ms. instead of Miss or Mrs.**

➤ **Use plural form of pronouns**

e.g. A student who loses too much sleep may have trouble focusing during [his/her] exams.



Students who lose too much sleep may have trouble focusing during [their] exams.

注：该部分通过小组讨论引导学生认识如何避免语言中的性别歧视。