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廈門大學

硕士学位论文

以中国电视公益广告为真实语料的汉语中  
级听说课程教学设计

The Design of Chinese Intermediate Listening and Speaking  
Course Based on Authentic Language of Chinese TV Public  
Service Advertisement

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## 中文摘要

本文主要研究的是中国电视公益广告为真实语料的汉语中级听说课程教学设计与应用。本人于 2015 年 8 月到 2016 年 7 月赴爱沙尼亚塔林大学孔子学院担任汉语教师志愿者,教学地点在 Estonia Viljandi Gumnasium 高中和 Paalalinna 初中。在教学期间,根据学生反馈的学习问题以及学习需求调查结果,开展了以中国电视公益广告为真实语料应用于汉语中级听说课程的教学设计与实践研究,并在实践中根据学生学习情况和教学问题进行不断改进和总结,使课题更加具有完善性和可行性。

本文首先探讨了真实语料与电视公益广告的概念,然后以输入假说理论、多媒体教学理论、视听法理论和建构主义理论为理论基础,结合中国电视公益广告的语言、文化特点以及选取原则,探讨了此课题的可行性和科学性,设计了基于学生学习需求的汉语中级听说课程教学大纲。之后,本人对此教学设计的效果利用 SPSS 进行了对比实验研究,通过课堂监控结果、问卷调查结果、听说测验结果来检验教学效果。最后结果表明,以中国电视公益广告为真实语料应用于汉语中级听说课堂,有利于提高学生学习和学习积极性,同时有利于提高学生听说口语交际水平。

本文分为七个部分:

第一章,主要介绍了研究课题的选题缘由、研究内容、研究方法与意义等。

第二章,对真实语料、广告应用于语言教学领域的相关研究现状进行了梳理与总结,发现本课题研究的空间和潜力。

第三章,对真实语料、中国电视公益广告进行了概念阐述,通过详细论述本研究课题的理论基础、中国电视公益广告的语言、文化教学优势与特征,来探讨中国电视公益广告应用于汉语中级听说课程的可行性。

第四章,以迪克凯瑞系统化教学设计为模型对汉语中级听说课程进行了总体设计。通过对学生汉语听说能力、教学方式需求、教学内容需求进行问卷调查与分析,确定中级汉语听说课教学大纲,包括教学对象、教学理念、教学目标、教学重难点、教学原则以及具体教学内容和话题设置,并且同时对大纲中词汇和语法知识点编排和选取的合理性进行了分析。

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第五章,主要阐述了对教学实验效果的调查分析,包括调查目的、调查方法、调查对象、调查内容,从课堂观察监控、问卷调查、听说测验三个方面进行对比分析。

第六章,以 Viljandi Gumnasium 高中三年级 A、B 两个汉语班的学生为教学实验对象、利用 SPSS22.0 对实验结果数据进行分析

第七章,总结归纳本课题研究过程、结论的创新点与不足之处,并期望后续改进。

**关键词:** 真实语料; 中国电视公益广告; 汉语中级听说; 教学设计

## Abstract

This paper is mainly about the design and application of the Chinese intermediate listening and speaking course based on Chinese TV public service advertisement. During August 2015 to July 2016, I went to Confucius college of Tallinn University in Estonia as a Chinese teaching volunteer. Teaching tasks are mainly concentrated in Viljandi Gumanasium and Paalinna school. According to students' learning problems and the feedback of learning needs, the design and application of the Chinese intermediate listening and speaking course based on Chinese TV public service advertisement was being carried out. According to the students study situation and the teaching problems, this teaching design has been constantly improved and summarized in order to make this paper be more perfect and practicable.

This paper first discussed the concept of advertising and television public corpus, and then used the input hypothesis, multimedia teaching theory, audio-visual method theory and constructivism theory as the theoretical basis, combined with the language and cultural characteristics of China TV public service , explained the selection principle, discusses the feasibility and scientificity of this subject. Based on the above, the teaching program was designed. After that, I use the SPSS to compare the experimental results of the teaching design, through the classroom monitoring results, the results of the questionnaire, listening and speaking test results to test the teaching effect. The results show that the China TV advertisement for the real corpus used in intermediate Chinese listening and speaking class, improve students' learning interest and learning enthusiasm, and helps improve the students' listening and speaking ability of oral communication.

This paper is divided into seven parts:

The first chapter mainly introduces the reason, the research content, the research methods and the significance of the research topic.

The second chapter mainly introduces the summary of the current research on the real corpus and the application of advertising in the field of language teaching.

The third chapter mainly talking about the definition of real corpus and Chinese TV advertisement. In order to verify feasibility of this topic, I discuss the theoretical basis, the language and teaching characteristics of Chinese TV service advertisement.

In the fourth chapter, the overall design of Chinese listening and speaking course is designed based on the model of Dick's systematic instructional design. Through the questionnaire survey and analysis of students ability and demand, I determined the intermediate Chinese listening and talking teaching syllabus, including teaching objects, teaching philosophy, teaching objectives, teaching points, teaching principles and teaching content and topic set, and at the same time analysis the arrangement of vocabulary and grammar.

The fifth chapter mainly elaborates the investigation and analysis of experiment results, including the purpose of investigation, investigation method and content. I analysis the result based on class monitoring, observation questionnaire and the test.

In the sixth chapter, I took the Viljandi Gumnasium A class and B class as the teaching experienment object, using SPSS to analysis the result.

The seventh chapter summarized the research process of this paper, the conclusions of the innovation and shortcomings, and hope the follow-up improvement.

Key words: authentic corpus; Chinese TV public service advertisement; Chinese intermediate listening and speaking; teaching design

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