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大学英语 自主写作与评测

基于批改网的“零课时”应用英语写作教程

韦汇余 杨 隼·编著



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江苏省高等教育教改研究立项课题成果

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——基于批改网的“零课时”应用英语写作教程

Self-access College English Writing & Testing

—The Pigai System-based Practical English Writing Course

编 著 韦汇余 杨 隽



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内容提要

本教材基于大数据时代大学生需要掌握的英语自主学习技能和 ICT 技能,按照应用情景介绍了如何利用大数据的信息挖掘技能、评测技能等写好英语应用文。全书正文写作部分以学校、生活、工作和考试等情境下的英语写作任务为主线,突出情景意识和读者意识,坚持“适度、够用”的原则,旨在提高学习者英语应用文体的写作和应试能力;附录部分为大学生自主学习技能实训指导,通过实训项目的形式帮助学习者快速掌握自我管理的技能和数字化环境下电子邮件使用技能、拼写和语法检查技能、讯飞语音录入技能、打字录入技能、有道云笔记使用技能、金山词霸电子词典使用技能和批改网在线评测等技能,旨在帮助学习者顺利从传统纸笔写作过渡到数字化环境下英语应用文写作,提高自主学习能力。

全书内容结构化繁为简,根据情境分 4 部分,共 16 个单元,每单元包括任务聚焦、阅读任务、写作任务、评测任务和反思任务 5 个板块。教材既吸取了过程体裁法写作理论和信息技术发展的精华,又精要介绍了新生代大学生所关注的数字技术、移动技术、互动媒体和社交媒体等在教育英语写作教学中的运用,是一本新颖、互动、实用的数字化教材。它既可以作为大学本、专科非英语专业英语应用文写作自主训练的教材,又可以作为参加大学应用英语能力考试、四六级考试和硕士研究生英语入学考试等的写作训练教材。

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前言

本书是根据教育部《大学英语课程教学要求》和《高等职业学校专业教学标准(试行)》中有关教学模式改革的要求,针对国内本、专科院校基于计算机和网络的自主学习教学模式,结合当前互联网+的理念和大数据挖掘技术在英语写作评测领域的应用,精心构思、策划、编纂而成的,也是国内第一本基于数字化写作任务的应用英语写作教材。教程融汇了编者们多年来从事数字化英语写作教学的经验和思考,吸收了基于批改网的英语写作教学的相关研究成果。

全书立足在精心设计的数字化英语写作任务中培养学习者的 ICT 技能和英语应用文写作技能。每个单元的写作任务围绕任务聚焦、阅读任务、写作任务、评测任务和反思任务展开,将写作理论学习和纸笔写作、数字化写作实践相结合。采用“焦点式”任务型教学法,将具体的英语写作任务置于应用语境中,最大限度促进英语应用文写作知识和技能间的协同发展。任务设计体现了学习进程,由浅入深、循序渐进,实现了从理论到实践、从知识到技能、从技术到技能、再从技术到语言的过渡和循环。通过明确目标、自我管理、当堂训练、即时反馈、查缺补漏、交流互动、反思提高的自主训练环节,构筑了“写评一体”的“零课时”写作教学模式。

教程集纸质教材和批改网教学平台于一体,利用二维码扫描识别技术实现了传统纸质媒体和移动媒体应用间的双向互动、互相补充;利用微信等社交工具实现了学习者间的自主交流、共享互动。教程附录介绍了自主学习必备的软件和 App 等工具,并配有图示、视频和讲解,直观形象,学习者可以按图索骥,逐步学会使用相关工具软件开展自主学习、进行数字化写作。

全书由韦汇余负责构思、设计、撰写和统稿。参与初稿编写的还有王琰(Unit 1、Unit 13、Unit 14)、鲁蕾(Unit 4、Unit 9)、周娟娟(Unit 6)、王磊(附录实训项目三和四)。杨隽负责了部分撰写工作(Unit 15、Unit 16),还参与了统稿和中文部分的审校工作。澳大利亚专家 John Lilley 对本教程的英文部分做了审校,并提出了修改建议。批改网陈瑞江博士参与了在线评测任务的设计、批改网平台对接和整合工作。陈素红、李静、汪涛等也参与了相关研究与实践工作。连云港师范高等专科学校和北京农学院相关

领导对此书的编写和出版给予了极大的关注和支持。清华大学杨永林教授和英国利兹大学 Richard Badger 教授等专家提出了许多宝贵意见。东南大学出版社编审刘坚博士后为本书的出版付出了辛勤的劳动。在此一并表示衷心的感谢!

本书是江苏省高等教育教改研究立项课题“数字化环境下高职应用英语写作零课时教学模式研究”(2013JSJG495, 连云港师范高等专科学校韦汇余主持)和“北京高等学校青年英才计划项目”(YETP1727, 北京农学院杨隽主持)的研究成果,也是江苏省精品课程《英语写作》项目的建设成果。

本书在写作过程中,参考并引用了国内外英语自主学习、ICT 技能培训和英语应用文写作等方面的文献与网站资料,在此对这些文献的作者表示真诚的感谢。

由于编者水平有限,再加上互联网技术的飞速发展,书中难免有不妥之处,敬请各位专家、读者指正。

编者

2016 年 1 月于北京



扫描二维码,获取教师使用指南



扫描二维码,获取学习者使用指南

Module 1

Write to Present Yourself

2	Unit 1 Self-Introduction
9	Unit 2 Personal Statements
16	Unit 3 Cover Letters
27	Unit 4 Résumés

Module 2

Write to Express Yourself Properly

Unit 5 Thank-you Letters	38
Unit 6 Complaint Letters	47
Unit 7 Invitation Letters	58
Unit 8 Congratulatory Letters	69

Module 3

Write to Work Well

79	Unit 9 Leave Letters
87	Unit 10 Memos
95	Unit 11 Minutes
106	Unit 12 Business Reports
119	Unit 13 Business Letters

Module 4**Write to Test Well**

Unit 14	Compositions in Practical English Test for Colleges	138
Unit 15	Compositions in College English Test (Band 4&6)	147
Unit 16	Compositions in National Entrance Test of English for MA/MS Candidates	169

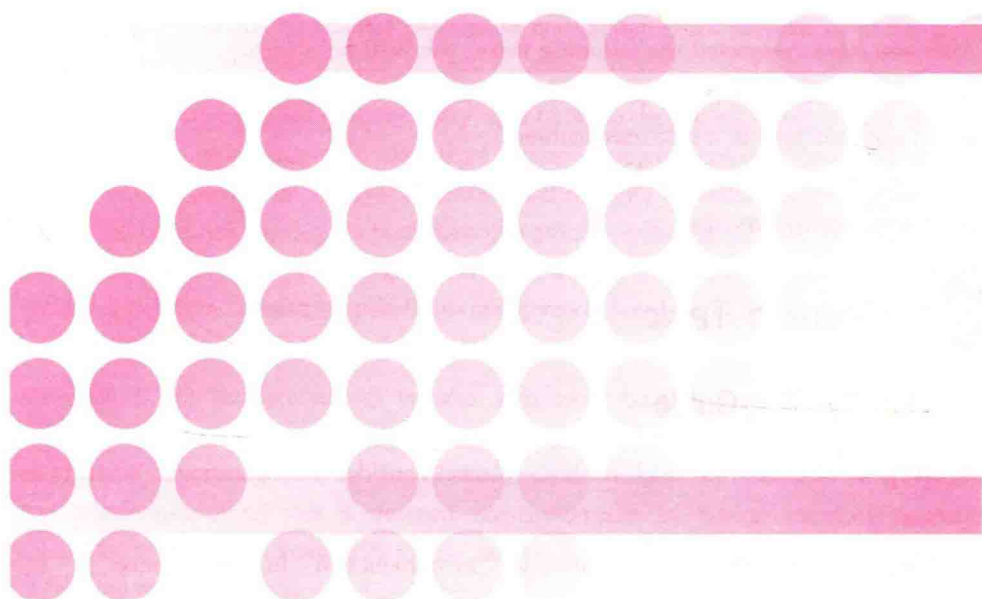
附录：**自主学习技能实训
指导手册**

194	项目一 自我管理能力训练
204	项目二 数字化信息录入技能训练
206	项目三 数字化信息沟通技能训练
211	项目四 数字化信息评测技能训练
217	项目五 数字化信息记录与存储技能训练
220	项目六 数字化信息查询和整合技能训练



Module 1

Write to Present Yourself



Unit

1

Self-Introduction

Self-confidence is the first requisite to great undertakings.

—Samuel Johnson

1.1

Objectives

After you have completed the following tasks, you will be able to:

- correctly use words and expressions often used in a self-introduction;
- list the functions of a self-introduction;
- list the essential information of a self-introduction;
- write a self-introduction.

1.2

Reading Task

▶▶▶ Step-by-Step Guide

• **Step 1** Before you read further, please consider the question: What is an introduction?

• **Step 2** Write your own definition of “an introduction” in one sentence.

An introduction is

• **Step 3** After noting your own understanding of “self-introduction”, look up “introduction” in the Oxford Advanced Learner’s Dictionary by scanning the QR-code below

and compare the given definition with your understanding.

introduction: N-COUNT

A formal presentation of one person to another, in which each is told the other's name.



• **Step 4** Look at the samples below to find out when you will need a self-introduction. Then, write your findings below.

Sample 1 Academic Introduction Speech

Hi, my name is Marina Potrero, and I am a senior at Arizona College studying to get my degree in Ecology with a Business minor. I was born and raised in Phoenix and have three sisters. I live in an off-campus apartment with my boyfriend and a pet field mouse named Mr. Souris. This year I'm doing some work at the campus greenhouse and garden which provides all of the school's produce at the organic cafe.

Academically, I am interested in sustainability, and I'd like to develop my career around eliminating food waste. This year I received a state grant to start a program called Students Reducing Food Waste (SRFW). SRFW is an initiative to reduce—and hopefully eliminate—food waste altogether. The student group volunteers go to businesses and schools, collecting consumable food that would otherwise be thrown away, and giving it to homeless shelters. We also collect non-consumable food and use it to fertilize the campus greenhouse and garden. If restaurants have some used vegetable oil, we take it, filter it, and use it to run machinery on campus.

My vision is for this process to become something that businesses and individuals do automatically—much like recycling. I would love it if every business, restaurant, institution, farm, and grocery store committed to sending all of the food they would otherwise throw away to shelters and orphanages. Food that is deemed non-consumable by human standards would be composted and used on community farms. Anyone inclined to learn to tend the land would be able to sell what they produce and keep the profits.

Last year, 1.3 billion tons of food went to waste. That's a lot. The work of this program won't even put a dent in that number, but my plan is to start a trend that will spread throughout the world. It's ambitious but not impossible. If you've ever been frustrated watching a grocery store throw away perfectly good bread because it's past the expiry-date, you'll understand what I'm trying to accomplish here. I think too often students are written off (被忽视), so this is a good opportunity for us to show that we are perfectly capable of taking our studies and experiences at university and

applying them to real life.

If you are interested in more information about Students Reducing Food Waste, please visit our website at SRFW.org.

Thank you.

Sample 2 Self-Introduction Letter

Christopher Adams
Medical Representative
Glen Mark Pharmaceuticals
12431 Fair Oaks Boulevard,
Fair Oaks, CA,
the United States
(916) 966-5010
Date: December 10, 2008

Lisa King
Stock Keeper
Green Bay Hospital
8146 Greenback Lane,
Fair Oaks, CA,
the United States
(916) 969-1980

Dear Ms. King:

The main aim of writing this letter is to introduce myself as Glen Mark's new Medical Representative. I have recently joined the company and am working on the Sales team. I understand that your hospital has been a long time customer of the company.

I have just completed the orientation program, which is mandatory to all new recruits. I need to be familiar with all the key customers of the company. To begin with, I have decided to meet personally all our customers so I can understand their requirements and their problems.

I will call you by the end of this week and arrange an appointment for a suitable time. In the meeting, I would like to show our new products and sort out the problems you faced regarding delivery of medicines last month. We will have a detailed discussion on the issue to overcome the problems.

As a medical representative, I have to look into the ways that will help in serving you better. That is my responsibility. I look forward to meeting you personally and discussing the details of various schemes and discounts on new medicines that we have launched in the market.

Yours sincerely,

Christopher Adams

I need a self-introduction when I:

• **Step 5** Read the following passage to learn what is included in a self-introduction letter or speech.

A Self-Introduction Letter

A self-introduction letter is written to introduce yourself to the professional world. If you have joined a new company, then you write this type of letter to the company's client so that they get an idea about you. This is the beginning of a professional relationship. In the letter, you can even suggest that meeting personally will benefit both you and the client. This will help in strengthening the business between the two parties.

The client gets to know about you before personally meeting you. A self-introduction letter helps you in building an image for yourself in the market. This type of letter is the best method to market your skills and show how you plan to achieve the targets.

Notes:

英文自我介绍是使用频率最高的一种演讲模式。一方面,随着各行各业对员工英语语言能力要求的提高,英语面试已经成了求职面试的常见形式。另一方面,研究生入学考试复试也同样采用了英语面访的形式来考验学生的外语水平。如果自己的英语口语水平相对较弱,在考前做一下书面准备是非常必要的。

面试自我介绍一般包括个人的基本情况、个人的任职优势、个人的工作设想、选择该公司的理由或离职原因等等。面试自我介绍一般需用2—3分钟,所以要注意抓住重点,逻辑清晰明了,让考官能跟上你的思路。

国内研究生入学考试对英语听力和口语的考查,通常放在复试中进行。各个学校的英语复试基本都是围绕听力和口语展开的。申请出国留学的学生在录取前也可能接受电话面试(telephone interview)。不论是国内的英语复试,还是国外学校的电话面试,都包含自我介绍的部分。与求职面试自我介绍不同的是,研究生复试英语面试更注重考查学生理解并回答有关日常生活、家庭、工作、学习等问题的能力。

如何做好自我介绍?

- (1) 突出个人的优点和特长,并要有相当的可信度。最好是通过自己做过什么项目这样的方式来验证。
- (2) 要展示个性,使个人形象鲜明。可以适当引用别人的言论,如老师、朋友等的评论来支持自己的描述。
- (3) 不可夸张,坚持以事实说话,少用虚词、感叹词之类。
- (4) 要符合常规,介绍的内容和层次应合理、有序地展开。
- (5) 要符合逻辑,介绍时应层次分明、重点突出,使自己的优势很自然地逐步显露,不要一开始就急于罗列自己的优点。

1.3

Writing Task

Directions: Write a self-introduction speech according to the information given in Chinese below.

你叫李华,是苹果公司(Apple Co., Ltd)南京分公司一代理商。你被推荐参加总公司的一次联谊活动,并被安排在会上做简短自我介绍。首先,你感谢会议给了你一个展现自己的机会,介绍自接管代理部(the agent)的三年里,产品的销量大大增加。你为代理部及员工们感到骄傲,并认为取得如此业绩的秘诀是“和谐”(harmony)。这和谐来源于你和员工之间的相互信赖和尊重。最后,你希望自己有更大的发展。

Follow the next 4 steps to finish the writing task.

- **Step 1 Paper-and-Pen Writing Stage:** During this stage, you first draft your task onto a sheet of A4 paper with a pen, then write a clean copy.
- **Step 2 Text Entry Stage:** During this stage, enter your written text using either keyboard input or voice input.
- **Step 3 Self-editing Stage:** During this stage, use Microsoft Word's spelling and grammar checking function to correct the obvious spelling and grammar mistakes identified by the software. You also need to consider if your text is long enough or if the format of your writing is accepted. Read through your work after it has been processed to see if it says what you mean it to say.
- **Step 4 Saving Stage:** During this stage, save your document in your own storage disks or online disks. (Youdao Online Note is recommended for your use.)

1.4

Reviewing Tasks

Directions: Complete the following sub-tasks to review your finished writing task.

1.4.1 Task 1 Peer-Review Task

Directions: During the peer-review stage, you send your written product to your peer via e-mail and give feedback on each other's writing using Microsoft Word's Review function. A peer-review checklist and a grading scheme are given below. According to the questions on the checklist, you will focus your feedback to your peers' drafts either on content and organization or on linguistic aspects. Refer to your peer's feedback, and re-edit your own writing if necessary.

Peer-review Checklist

Directions: After carefully proofreading your own writing task, select a classmate as a partner to do a peer-exchange review. First, read your peer's paper straight through to get a quick, general impression. On the second or third reading, respond to the paper according to the guidelines given below. Please offer specific comments while reading by using Microsoft Word's Review.

Possible Comments you may use:

One thing that I liked in _____'s self-introduction was _____.

I also liked _____.

My questions about the self-introductions are: _____.

I suggest the writer add _____.

I think that the writer should correct _____.

Grading Scheme:

The following four criteria will be used to grade your peer's writing:

Criteria	Scores	Suggested Scores
Length(长度)	40	
Language	20	
Idea (Content)	20	
Organization(结构)	20	
Total	100	

1.4.2 Task 2 Group-Review Task

Directions: During the group-review stage, use WeChat(微信) to form a writing group of three to five people with your classmates. Share your writing task within your writing group. Each group member is to read each other's writing task and give comments on format and content (ideas) directly in the WeChat group(微信群). Read your group members' comments and decide if you need to respond to them. After the group-review, you come to online-assessing stage.

1.4.3 Task 3 Online Assessing Task

Directions: Scan the QR-code below; if you have logged into *Pigai*, you will go directly to the *Pigai* online assessing system for grading. Copy your writing task and paste it at the right place for grading. After grading, read the online comments given by *Pigai*, revise your writing accordingly and resubmit to see if you will be able to get a higher mark after your improvements. You may repeat this



Accessing No. 508766

process until you are satisfied with your final mark. If you are learning with a teacher, go to the teacher-review stage; otherwise, publish your final version in your writing group for sharing.

1.4.4 Task 4 Publishing Task

Directions: Publish your writing in your WeChat Writing group and share with others for comments if you like.



Reflecting Tasks

1.5.1 Task 1 Key Words

Directions: Select at least ten key words or expressions from this unit and write them in the table below.

1.5.2 Task 2 Mistakes and Corrections

Directions: According to the feedback obtained from *Pigai*, write down the mistakes and related corrections from your writing tasks in this unit for your revision.

<i>My Mistakes:</i>	<i>Possible Corrections</i>
<i>Reflection:</i>	

Unit

2

Personal Statements

† The great aim of education is not knowledge but action.

—Herbert Spencer (1820—1903) †

2.1

Objectives

After you have completed the following tasks, you will be able to:

- correctly use words and expressions often used in personal statements;
- list the functions of a personal statement;
- list the essential information of a personal statement;
- write a personal statement.

2.2

Reading Task

▶▶▶ Step-by-Step Guide

- **Step 1** Before you read further, please consider the question: What is a personal statement? Then, write your own definition of “a personal statement” in one sentence.

A personal statement is

- **Step 2** After noting your own understanding of “personal statement”, look up “personal statement” in the Oxford Advanced Learner’s Dictionary by scanning the QR-code below and compare the given definition with your understanding.

personal statement: A written description of one's achievements, interests, etc., included as part of an application for a job or a place at university or college.



• **Step 3** Look at the samples below to find out what essential details are included in a personal statement. Then, write your findings below.

Sample 1 A Personal Statement for University Admission

From an early age I've always been deeply interested in computing. It was my dad, introducing me to computer systems at his work place that first sparked this interest. I can always remember the feeling of wanting to know just how computers worked, why they worked and what else they could do.

This interest never left me, only growing more profound and passionate with every new discovery I made. From communicating with an artificial intelligence to seeing the wonders of the Internet for the first time, computers have left me fascinated with just how much power yet mystery they hold. The A-Levels I chose to study have all helped me to develop both myself and my understanding of the subject. Maths and Physics have both helped to improve my analytical and evaluative skills. Physics, for example, has helped me to understand how certain parts of a computer function, and computing has given me a greater insight into the business aspects of the computer industry.

My interest in computing has not been restricted to the classroom or college life. Within the last twelve months I've used the knowledge that I've gained over the past twelve years together with the help of my family to set up my own computer related business. This has given me a totally new perspective on how certain things function, and how business operates. The writing of a business plan was a totally alien experience for me, but over the course of 9 months I researched and planned, and finally when the plan was completed I was rewarded with the satisfaction of knowing that I had completed something that most people would never have the chance to do especially at my age.

Through the setting up of the company and its subsequent running I have learnt many things, including how to balance tasks effectively, how to establish a critical teamwork and how to delegate tasks to get the job done quickly and efficiently. As well as spending time both studying and helping to run the business, I understand the importance of having time to relax. One of my hobbies that I enjoy learning to fly, and gaining my private pilot's license. As a child I dreamed of becoming a pilot and luckily it is one dream that I've managed to follow. I love the freedom that flying gives me and the control that I have when in the air. Training for my private pilot's license