

《外语教育研究前沿》2024 年第 3 期 附件

学术英语写作课堂以自评为中心的元认知教学探究

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附录 1 写作监控检查表设计

计划	监控	评估
写作前： 写作监控检查表 1	写作过程中： 写作监控检查表 2	写作完成后： 写作监控检查表 3
<ul style="list-style-type: none">Who is my intended audience?What are my goals?What specific information and strategies do I need?What resources are available?	<ul style="list-style-type: none">Is the purpose of the paragraph clear?Is the argument (C, R, D, W) effective?Is the argument supported by case materials and other reliable sources?Does my use of language (formality/modesty/clarity) help to achieve the writing purpose?Do I follow the appropriate citation practice (<i>The Chicago Manual of Style-Footnote</i>)?	<ul style="list-style-type: none">Is the purpose of each move clear?Does the analysis of case information generate effective results?Are the proposed solutions based on the results of my analysis?Is the argument (C, R, D, W) effective?Does my use of language (formality/modesty/clarity) help to achieve the writing purpose?Do I follow the appropriate citation practice (<i>The Chicago Manual of Style-Footnote</i>)?Is the submission format accurate?

附录 2 S25 写作监控检查表 3 (部分)

<ul style="list-style-type: none">Is the purpose of each move clear? 文章第一部分是案例总结, 接下来提出核心问题和四个待解决的子问题。接下来逐一对这些问题分析, 并最终提出完整的解决方案。Does the analysis of case information generate effective results? 通过案例信息, 我知道了两家企业的基本情况, 从而分析他们的业务特点。并且我也知道了管理团队的态度和担心的问题, 以便后续措施帮助他们解决。Are the proposed solutions based on the results of my analysis? 分析和解决措施紧密相连。首先分析了行动的准则, 主要根据案例信息和相关理论, 这是后面分析以及解决措施的基础。接下来是对核心选择的分析, 是为了明确最后解决措施的大方向。有了两个大方向, 最终才得以提出详细的解决措施。
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附录 3 S30、S22 写作监控检查表 2 (部分)

<ul style="list-style-type: none">Is the argument (C, R, D, W) effective? Yes. I first proposed a change of direction for the main body of the advertisement. And I set a successful example - Burberry to illustrate the feasibility of the content. Then I put forward the specific advertising content, and use two reasons to explain the rationality of this advertisement.
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S30 写作监控检查表 2 (部分)

- Is the purpose of the paragraph clear?

Yes. It is mainly to show the team did not make mistakes and they should be retained.

I analysed the team's response and why they did not achieve expected effects to show it is not their fault for the loss.

S22 写作监控检查表 2（部分）

附录 4 S22 的课程作业文本 3

➤ There is no convincing reason to dismiss Jake or his colleagues. (claim) They did not commit any mistake. (reason) Michelle immediately contacted people whose information had been compromised and has been presenting a clear, consistent message to customers, social media, and the press. Jesse has fully patched the vulnerability and close any access the hackers had. The IT group has been working around the clock ever since to locate and fix any other potential holes and implement new security measures. (data: case information) The team is accused of acting slowly but traditional public relations programs do not apply to this crisis because SimplePay is a mobile payment processor, meaning payment security is crucial to the survival of SimplePay. (warrant: this crisis has its uniqueness) Under the premise that the breach has caused the disclosure of the consumers' information, however quick the company's response is, irremediable loss will be caused. (claim) It is because the main reason for the loss of customers is their distrust of the company's security technology, rather than the company's action after the breach. (reason) Only after a period of safe operation, the consumers' reflux speed will be accelerated. According to the analysis above, even if a scapegoat is pushed out, consumers' reflux speed will not significantly improve. (claim)

附录 5 S4 的课程作业文本 2

➤ R&S needs to develop new product lines with different characteristics to cater to taste of different Chinese customer groups [Claim 1: a proposed solution], because an important principle of multinational corporations is "Think globally, act locally" [Warrant: principle in the multinational corporation]. Currently, all of R&S's watches focusing on subtle elegance [Data: case information]. However, Chinese luxury consumers are 10 to 20 years younger than Western on average. Those inconspicuous and elegant watches designed for Western consumers are not favoured by Chinese consumers [Data: case information]. A new product line with Chinese element like dragon and Fu (福), or with fashionable and lively appearance can absolutely attract more Chinese customers' eyes and then alleviate the problem of declining sales [Reason for Claim 1; Claim2]. Other luxury watch brands like Vacheron Constantin and Blancpain have already launched Chinese style watches and won the favour of Chinese customers [Data: similar business practice; Reason for Claim2]. A manager has to remember that a good company can always meet the diverse needs of customers. If customers don't like what you have now, just create something new that they like [Reason for Claim1&2].