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M2U2 WILDLIFE PROTECTION

reading for writing

illegal
hunting

habitat
loss

habitat
pollution

lack of
food

- An increasing number of wild animals are **dying out**.
- The **mass extinction** is caused.

We should take
measures to protect
wild animals!



00:00 / 02:27

自动

倍速

字幕



We established the “Wildlife Conservation Society”.



We stand for wildlife!

Which emotions do the photos communicate?

I think it's....



**Give Ugly a
Chance!**

When it comes to wildlife protection, all species—the good, the bad, and the ugly—should be treated equally. Pandas, **dolphins**, and other cute wildlife are important, but we must pay attention to less cute animals, too. The world needs all kinds—without variety, our planet cannot survive. So if you want the future to be beautiful, you have to give ugly a chance.

funny
surprising
frightening

sad

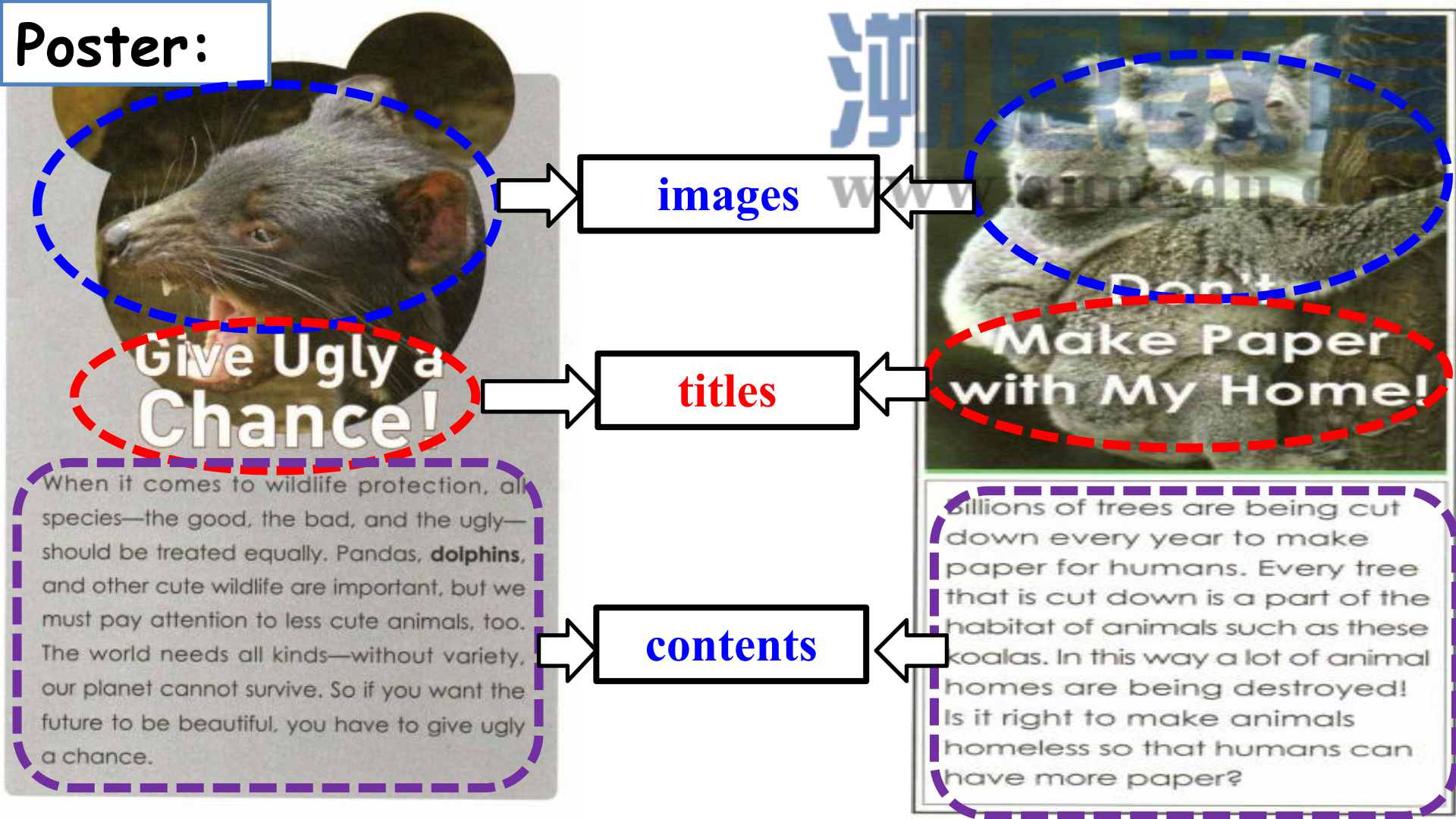
...



**Don't
Make Paper
with My Home!**

Billions of trees are being cut down every year to make paper for humans. Every tree that is cut down is a part of the habitat of animals such as these koalas. In this way a lot of animal homes are being destroyed! Is it right to make animals homeless so that humans can have more paper?

Poster:



characteristic

image

*eye-catching attractive
theme-related powerful*

title

*simple interesting attractive
easy-understanding unusual*

exclamatory sentence
感叹句

personification

contents



Poster:



When it comes to wildlife protection, all species—the good, the bad, and the ugly—should be treated equally. Pandas, **dolphins**, and other cute wildlife are important, but we must pay attention to less cute animals, too. The world needs all kinds—without variety, our planet cannot survive. So if you want the future to be beautiful, you have to give ugly a chance.

Analyze the contents!

When it comes to wildlife protection, all species—the good, the bad, and the ugly—should be treated equally.

topic sentence

Pandas, dolphins and other cute wildlife are important, but we must pay attention to less cute animals, too. The world needs all kinds—without variety our planet cannot survive. So if you want the future to be beautiful, give ugly a chance.

conclusion

language characteristics

brief

clear

easy-understanding

exclamatory
sentence
感叹句

indicative
mood
陈述语气

powerful

convincing

Give Ugly a Chance!

When it comes to wildlife protection, all species-the good, the bad, and the ugly-should **be treated equally**. Pandas, dolphins and other cute wildlife are important, but we must **pay attention to less cute animals**, too The world needs all kinds-without **variety** our planet cannot survive. So if you want the future to be beautiful, you have to **give ugly a chance**.

Poster:

What is your inspiration?

“Ugly” animals are just as important as cute animals because nature needs **variety** to function properly.

Give Ugly a Chance!

When it comes to wildlife protection, all species-the good, the bad, and the ugly-should **be treated equally**. Pandas, dolphins and other cute wildlife are important, but we must **pay attention to less cute animals**, too The world needs all kinds-without **variety** our planet cannot survive. So if you want the future to be beautiful, you have to **give ugly a chance**.



Analyze the contents!

Billions of trees are being cut down every year to make paper for humans. Every tree that is cut down is a part of the habitat of animals such as these koalas. In this way a lot of animal homes are being destroyed!

Is it right to make animals homeless so that humans can have more paper?

topic sentence

Billions of trees are being cut down every year to make paper for humans. Every tree that is cut down is a part of the habitat of animals such as these koalas. In this way a lot of animal homes are being destroyed! Is it right to make animals homeless so that humans can have more paper?

language characteristics

brief

clear

easy-understanding

exclamatory
sentence
感叹句

powerful

convincing

thought-provoking
发人深省的

rhetorical
question
反问

Don't Make Paper with My Home!

Billions of trees **are being cut down**
every year to **make paper** for humans.

现在进行时的被动语态

Every tree **are being destroyed**
of the habitat of animals such as
these koalas. **In this way** a lot of
animal homes **are being destroyed**!

Is it right to **make animals homeless**
so that humans can have more paper?

Poster:

What is your inspiration?

**Cutting down trees
to make paper
destroys the natural
habitats of many
animals.**

**Don't Make Paper
with My Home!**

Billions of trees are being cut down every year to make paper for humans. Every tree that is cut down is a part of the habitat of animals such as these koalas. In this way a lot of animal homes are being destroyed! Is it right to make animals homeless so that humans can have more paper?

Summary:

How do posters stimulate

Let's try to
write a poster!

image

eye-catching attractive theme-related powerful

title

exclamatory sentence

personification

*simple unusual
attractive interesting
easy-understanding*

language

rhetorical
question

*brief clear easy-understanding
powerful convincing
thought-provoking*

Lets try to write a poster!

4 Work in pairs. Make a poster about an endangered animal.

- 1 Choose one of the animals below or one of your own. Do some research to add to the animal fact sheet.



South China Tiger

Why is it endangered? Hunted for its **skin** and fur

Population: 0 in the wild; 30—80 still living

What is being done? A plan is being carried out to increase the number of wild tigers.

What can we do? Do not buy fur or other tiger products!

HOW?

Yangtze River Dolphin

Why is it endangered? Habitat loss and pollution

Population: 1,000—1,800

What is being done? The dolphins are being moved to a clean and safe habitat.

What can we do? Clean up the rivers!



Let's try to write a poster!

1 Write a **title** that is simple, interesting, **powerful** and **easy-understanding**, and then collect the information you need.

2 Write the **name** of the species and **why** it is endangered.

3 Use a powerful **image** to attract the readers' attention to the facts and problems

4 Tell the readers **what** you want to think and do.

1

Write a **title** that is simple, interesting, **powerful** and **easy-understanding**, and then collect the information you need.



South China Tiger

Why is it endangered? Hunted for its **skin** and fur

Population: 0 in the wild; 30—80 still living

What is being done? A plan is being carried out to increase the number of wild tigers.

What can we do? Do not buy fur or other tiger products!

Stop buying fur, start protecting tigers!

2

Write the **name** of the species and **why** it is endangered.



South China Tiger

Why is it endangered? Hunted for its **skin** and fur

Population: 0 in the wild; 30—80 still living

What is being done? A plan is being carried out to increase the number of wild tigers.

What can we do? Do not buy fur or other tiger products!

When it comes to tigers, people regard it as “the King of forest”. But now they are in danger! **Particularly**, the South China Tiger was often hunted for its skin and fur. There is no South China Tiger in the wild. There are 30-80 living on the earth.

3

Use a powerful **image** to attract the readers' attention to the facts and problems



Tell the readers **what** you want to think and do.



South China Tiger

Why is it endangered? Hunted for its **skin** and fur

Population: 0 in the wild; 30—80 still living

What is being done? A plan is being carried out to increase the number of wild tigers.

What can we do? Do not buy fur or other tiger products!

Luckily, a plan is being carried out to increase the number of wild tigers.
As for individuals, everyone can make contributions to protecting it! Please do not buy fur or other products!

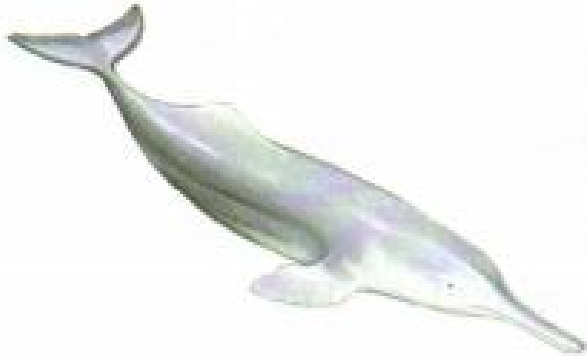
Stop buying fur, start protecting tigers!



When it comes to tigers, people regard it as “the King of forest”. But now they are in danger! Particularly, the South China Tiger was often hunted for its skin and fur. There is no South China Tiger in the wild. There are 30-80 living on the earth.

Luckily, a plan is being carried out to increase the number of wild tigers. As for individuals, everyone can make contributions to protecting it! please do not buy fur or other products!

Let's try to write a poster!



Yangtze River Dolphin

Why is it endangered? Habitat loss and pollution

Population: 1,000—1,800

What is being done? The dolphins are being moved to a clean and safe habitat.

What can we do? Clean up the rivers!

Please try to write a poster about Yangtze River Dolphin by yourself!



Give Back My Home



I'm one of the Yangtze River Dolphins. There are only 1,000 to 1,800 of us left. We lost our habitat because humans capture so many fishes and shrimps from our home that we have a severe lack of food. Besides, the pollution is so serious that we can no longer live there.

Some human friends move the remaining of us to a clean and safe habitat. As the common planet residents, is it right to take away our home for your own sake? Do clean up the rivers!

Writing task!

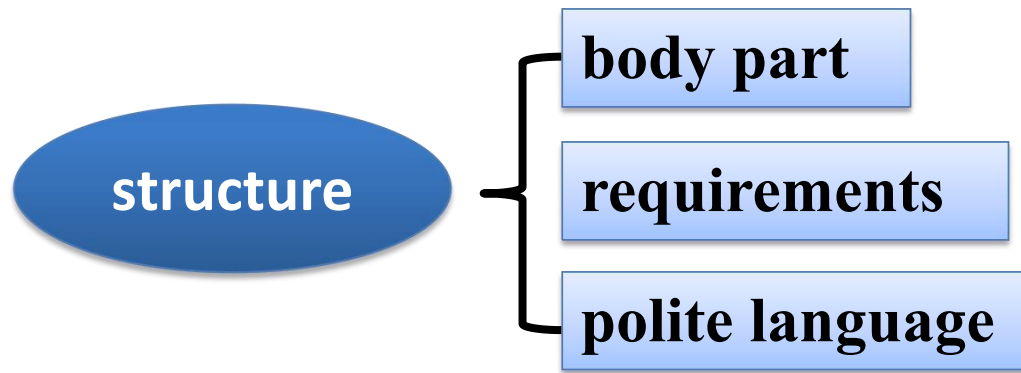
学校学生会将于下周五举行一场关于野生动植物保护的英文讲座，假设你是学生会主席李华，请你根据以下信息写一份英文通知。

1). 讲座时间：下周五晚上7:00-9:00； 讲座地点：学校报告厅school lecture hall

讲座内容：学校将邀请Professor David讲解野生动植物保护的知识、方法及重要性。

2). 要求：请想要参加的学生于讲座开始前半小时到报告厅签到；
讲座期间请关闭手机，保持安静。

注意：可适当增加细节；词数80左右，注意格式；多用本学期的用词用句。



HOW?

Writing task!

body
part

Notice

In order to **raise students' awareness of** wildlife protection, an English lecture will be at 7:00 pm next Friday at the **school lecture hall**. Professor David will **be invited to** give a lecture about knowledge, methods and importance of **wildlife protection**. Many wonderful and impressive pictures will be shown. **There is no doubt that** the lecture will be **a feast for eyes, ears and knowledge**.

require
-ments

The students who would like to attend it should **sign in** half an hour **in advance** at the school lecture hall. During the lecture, please **turn off your cell phone** and **keep quiet**.

polite
language

Everyone will be warmly welcomed!

The Students' Union

Writing task!

学校学生会将于下周一举行一场野生动植物保护的知识竞赛，假设你是学生会主席李华，请你根据以下信息，写一则英文通知：

1). 比赛时间：下周一下午3点 比赛地点：学校报告厅

比赛人员：每个班级选出5名学生参加

比赛内容：诗歌朗诵poetry reading, 角色扮演role-play

知识问答knowledge question and answer,

比赛结果：评出前三名的班级

2). 要求：参加的学生提前半小时到报告厅签到；

观赛学生请关闭手机，保持安静。

assignment!

注意：可适当增加细节；词数80左右，注意格式；多用本学期的用词用句。



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**THANK
YOU!**