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公众号：溯恩高中英语

2021年1月浙江高考应用文解析

杭州二中 许丽君



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1

教学目标

- 01 首尾段结构化
- 02 主体部分内容具体化-拓展要前后呼应，相互联系
- 03 学会信息重组，构建正文部分合理的逻辑
- 04 学会运用相关常识和语言知识进行规范、有效的文字表达，完成特定的交际任务

应用文写作要求:

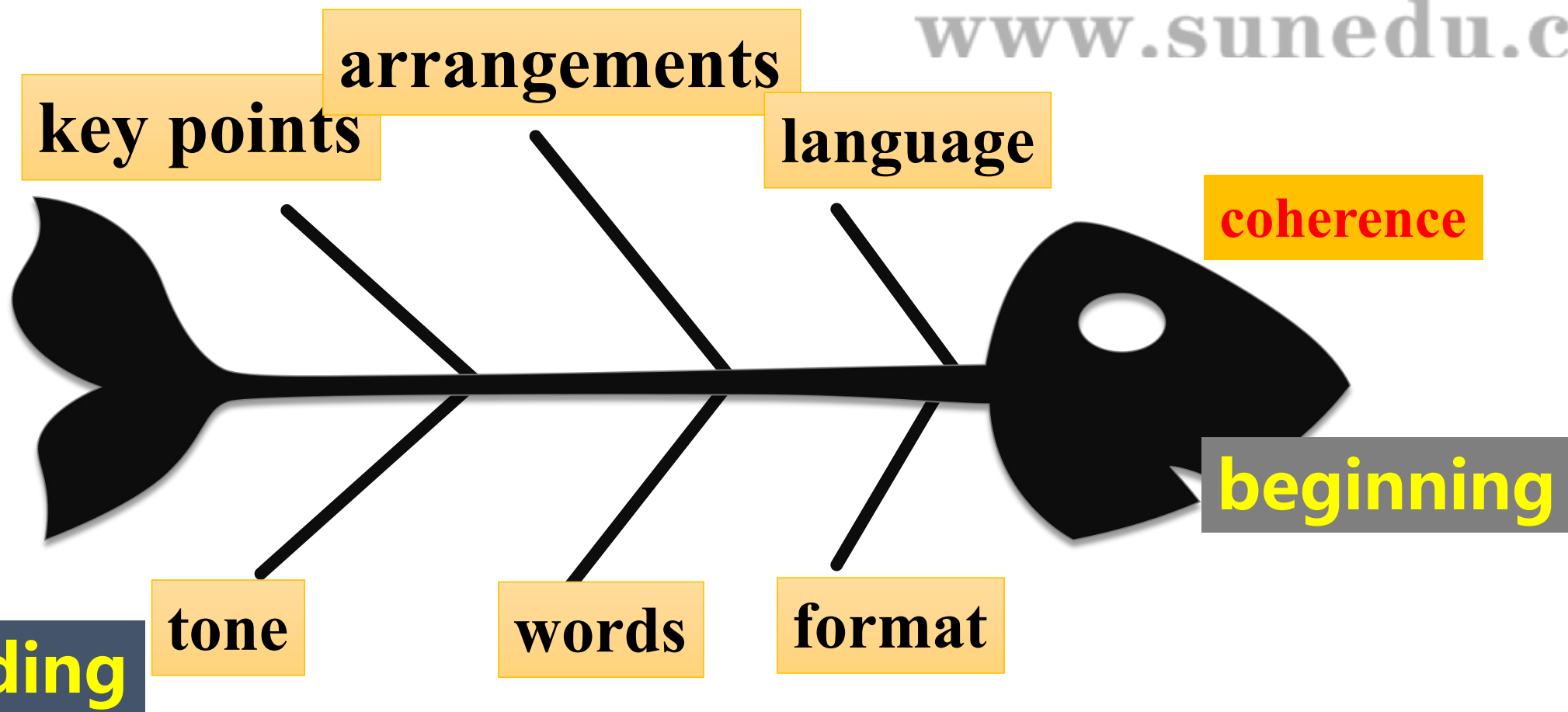
2

交际为先，得体为上 ——应用文写作不得不知晓的几个问题

- ✎ 内容正确 correct content, 要点完整 complete points
- ✎ 主题突出 Format-highlight the theme 条理清晰 Clear Logic-well-organized
- ✎ 语言准确 Accurate language 叙述清楚 clear Statement
- ✎ 语句通顺 smooth language 行文生动 Writing vivid
- ✎ 措辞得体 proper tone 交际恰当 suitable communication

3

应用文文体**主要特征**:



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The outline of Welcome speech:

Beginning---Introduction ...

1 Body
Arrangement

Point 1...

Point 2...

Activity 1

Activity 2

Activity 3

Activity 4

2
3
4 Ending---Conclusion : ...

考查要点

1

交际恰当

2

内容完整，
逻辑清晰

3

措辞得体

- 1.交际对象: Visiting friends from New Zealand
- 2.语言风格: formal and friendly
- 3.交际目的: Extend your warm welcome to your friends from New Zealand

1. 介绍活动具体安排: Introduce the specific arrangements of the activities
2. 阐述活动的意义: state the meaning and significance of the activity

- 1.寒暄语: It's a great honor for me...
Warmly welcome...
- 2.表达友好情感: Show friendly affection

3

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4

审题

1

类型：

欢迎致辞

2

人物：

写作对象是新西兰来访朋友

1

2

3

关键词：

向来你校访问朋友致辞、表示欢迎、介绍活动安排、表达祝福

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时态：

以一般将来时为主



2010年 浙江高考首考应用文：

假如你是李华，下周新西兰学生来你校访问。你将作为学生代表致欢迎辞，请为此写一篇发言稿，内容包括：1. 表示欢迎；2. 介绍活动安排；3. 表达祝福。

注意事项：1. 词数80左右；2. 可适当增加细节，使行文连贯

构思：

框架 (Framework)	首段 (Beginning)	写信背景+ 写作目的 (表示欢迎)
	中间段 (Body Arrangements)	介绍活动具体安排
	尾段 (Ending)	表达祝福

Explore the topic

1

Style

Welcome speech

2

tone

friendly, sincere, genuine

3

tense

Future
tense

Arrange varieties of
activities



1

2

3

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The layout

Para.1The beginning
Greeting

1. greeting

2.background

3.purpose

Para.2The body
Introducing various
activities

1. time

2. place

3. aim

4. content

5. significance

6. Content+
aim/significance

Para.3The ending
Express your wishes

hope +wish

1

2

3

4

The beginning



- Be greatly honored (深感荣幸)
- On behalf of sb. (代表某人)
- Extend warm welcome to sb. (向某人表示热烈欢迎)



- **Learning/Knowing that** you are interested in the activities in our school, I'm glad to tell you some **relevant** information. (v-ing)



- **Delighted to know that** you're interested in the activities in our school, I'd like to give you some **related** details.(adj as verbal)

greet
properly

express your purpose to
the point

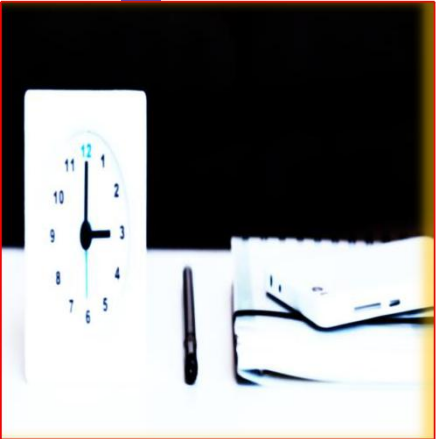


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构建欢迎致辞主体部分逻辑

—链接高考（2021年浙江卷应用文）

欢迎致辞主体部分的逻辑方法



1

in order to (表安排活动的目的)



2

not only ... but also 表并列 (具体活动的两点好处)



3

because (表安排活动的理由)

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欢迎致辞
内容
-活动的
具体安排

活动时间(必备)---具体到某月某日或周几的早中晚的某一时刻。

活动地点(必备)---学校里适合大型集会的场所,如报告厅、礼堂、剧场等。

活动内容(必备):

- 1.带新西兰朋友参观学校
- 2.参观校史陈列馆
- 3.体验学校课程-包括体育运动课,文化艺术课
- 4.走进餐厅,分享中国传统美食
- 5.观看中文演讲赛,话题最好体现中国元素,如:
我最喜爱的中国文化元素或我眼中的中国等。

The feature of the body

aspect

purpose

Benefits

1

4

7

2

3

5

6

time

place

content

value/
significance

1

2

3

4

Body

Specific arrangements for the activities

aspect

Tip: try to highlight your activities with features

time

Next week

place

school, playground, library, canteen

purpose

to extend warm welcome

To strengthen friendship between each other

content

show around our school

show you our school history gallery...

experience the courses of our school

eat together in the school cafeteria

features

value/
significance

For one thing, it's a platform for understanding each other. For another, it also offers a channel of communication.

benefits

To have a better understanding of Chinese traditional culture



Activity 1: show you around
the school and our school
history gallery

Time: Next week

Place: in the school

Content: **visit school**



Activity 2: **experience
the courses of our
school**

Time: Next week

Place: in the school

Content: **activities for
experience**



Activity 3 : **eat together in
the school cafeteria**

Time: Next week

Place: in the school

Content: **activities to get
involved in**

Before you choose,
try to think about how
many activities you would
like to introduce to
friends from New
Zealand, which is
special



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Beginning (background + purpose)

1 Here, I'd like to **extend my warm welcome to** you.

2 A warm welcome to our friends from New Zealand.

3 It is my great pleasure to welcome you to visit our school.

4 On behalf of our school, I'd like to **express my warm welcome to** you.

Body (*Specific arrangements for the activities*)

1. **主旨句:** Your visit will promote the friendly relationship between our two schools.

2. **具体活动内容介绍**

Activity1: We will show you around the school and our school history gallery.

Activity2: During your stay, We will experience the courses of our school together, including sports class, culture and art classes.

Activity3: We will eat together in the school cafeteria, sharing the traditional Chinese food with us.

3. **总结句:** It will be a precious memory we'll treasure forever.





Ending (hope)

Thanks + wish



注意结尾的合理性



● We will benefit a lot from your visit.



● I hope you will have a pleasant stay in our school.



● I sincerely hope that you will have a wonderful time in our school.



● Thank you from the bottom of my heart for giving me this chance to speak to you today.

➤ Writing Sample:

➤ Dear friends,

➤ **On behalf of all the students**, I am **greatly honored to extend a warm welcome** to the visiting students from New Zealand. I believe your visit will **promote the friendly relationship** between our two schools.

➤ 地道的表达让人眼前一亮

➤ During your visit, we will **show you around** the school and our school history gallery, which will **promote your understanding of** our school. We will **experience** the courses of our school together, including sports class, culture and art classes and **eat together** in the school cafeteria, **sharing the traditional Chinese food** with us. It surely will be **a precious memory** we'll treasure forever.

➤ 得体的问候彰显跨文化交际意识

➤ We will **benefit a lot from** your visit. Finally, I hope you will **have a pleasant stay** in our school. Thank you.

➤ 活动的内容具体

欢迎致辞范文1: (美国代表团访问欢迎词)

➤ 假定你是李华, 美国一个中学校长代表团即将访问你校并出席英语周活动。请根据写作要点和写作要求写一篇欢迎词。

➤ 写作要点:

- 1. 表示对客人的欢迎;
- 2. 介绍此项活动 (如活动目的、内容等)
- 3. 表达对客人的祝愿。

- 写作要求: 1. 词数不少于80个;
- 2. 称呼已给出, 请写欢迎词正文。

➤ Dear American guests,

➤ -----

Writing Sample: 欢迎致辞范文1: (美国代表团访问欢迎词)

➤ Dear American guests,

I would like to **convey our warm welcome** to you **on behalf of** our school. We are lucky to have you here in the middle of our **English Week activities**.

Today we have English Talent Show, **whose purpose** is to **develop our interest** in English learning and to **improve our practical abilities** in listening and speaking. The program **is made up of** the following activities: reciting, word spelling, singing, dancing, story-telling and so on. The show will **open** at two o'clock this afternoon at the Student Centre. Dear guests, welcome to **take part in these activities**. I sincerely hope we students will **benefit a lot from your arrival**.

I hope you will have **a pleasant time** with us. Thank you.

欢迎致辞范文2：（欢迎Mr. White外教）

假定你是中学生李华，来自美国的Mr. White将担任你校外教。现由你主持欢迎会，代表你校用英语致欢迎词。要点包括：

1. 对Mr. White的欢迎；
2. 对Mr. White的介绍；
3. 对Mr. White的祝愿。

注意：1. 词数不少于80个；
2. 不能使用真实姓名和学校名称。

Writing Sample: 欢迎致辞范文2: (欢迎Mr. White外教)

Dear friends,

We **are greatly honored** tonight to be here with Mr. White. **On behalf of** all the teachers and students of our school, I want to **extend our warm welcome** and sincere greetings to **our distinguished guest**, who has come so far away from America to **help us with** our English studies.

Mr. White is an **experienced language expert** **devoting himself to** the teaching of English during the past 20 years. He has written a lot of books on English study, all of which **are of great benefit** to us. It's surely our school's **great honor** to have Mr. White as our English teacher.

Now welcome again, Mr. White. Let's wish Mr. White **a pleasant time** in China.

Thanks

Thanks

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