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***Module Two Unit Two***

# ***Wildlife Protection***

**嵊州市高级中学 尹 娟**

MENU





*What do you think about the animals when you see these pictures?*



*Beautiful*

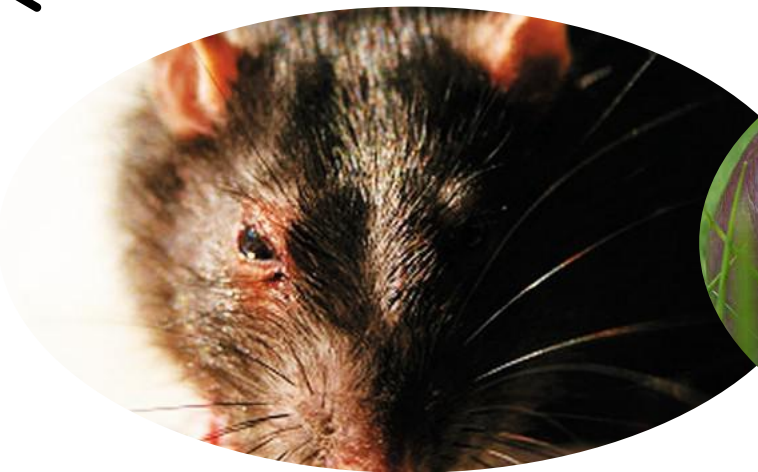
*Lovely*

*Graceful*

*(优雅的)*

*Attractive*

*Suppose you are asked to protect one of them, which one would you like to choose? And why?*



*Ugly*

*Terrible*

*Frightening*

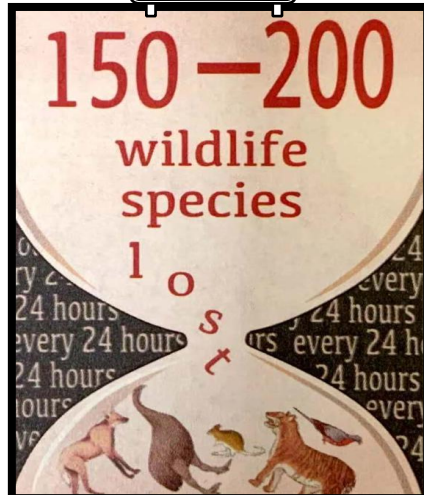
*Unattractive*



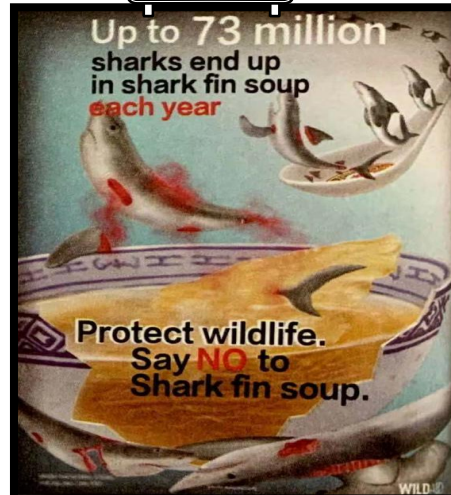
# *The alarming situation of wildlife*



*illegal hunting*



*wildlife  
species loss*



*unreasonable  
eating habit*



*appearance  
prejudice*



*habitat  
destruction*

*Our planet's wildlife is dying out at an alarming rate. Between 150 and 200 species are becoming extinct every day. This mass extinction is caused by hunting, habitat loss, and pollution. We must make people aware of the problem and help protect the endangered wildlife before it's too late.*



# Appreciate the poster: *Give ugly a chance!*



## 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.

### Questions:

1 What does this poster use to stir up emotions?

*An ugly picture framed by a Mickey Mouse outline to get a reaction from the reader.*

2 Who do you think is the intended audience for each poster? Why do you think so?

*All the people in the planet.*

*The world...our planet...the future...*

3 What does the poster want people to do?

*Treat the “ugly” equally and be aware of the importance of them.*







**Appreciate the poster: *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?

**Questions:**

**1 What does this poster use to stir up emotions?**

***A cute picture and a headline in the tone of Koalas.***

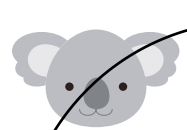
**2 Who do you think is the intended audience for each poster? Why do you think so?**

***The humans.***

***Most all of the humans use paper in daily life.***

**3 What does the poster want people to do? How do you know?**

***Protect the natural habitat of animals and pay more attention to the paper consumption.***



# Analyse the language feature

*When it comes to* wildlife protection, all species... **the adverbial clause**

All species—the good, the bad, and the ugly—*should be treated* equally.  
**the passive voice**

..., but *we must pay attention to* less cute animals, too. **the active voice**

*So if you want* the future to be beautiful, you have to give ugly a chance.  
**the adverbial clause**

Billions of trees *are being cut down* .... ... homes *are being destroyed*  
**the present continuous passive voice**

Every tree *that is cut down* is a part of the habitat of animals ...  
**the attributive clause**

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



# Analyse the characteristics of these posters

## Image

***Tempting and powerful images***

## Title

***Imperative sentences(祈使句) and  
exclamatory sentences(感叹句)***

## Situation

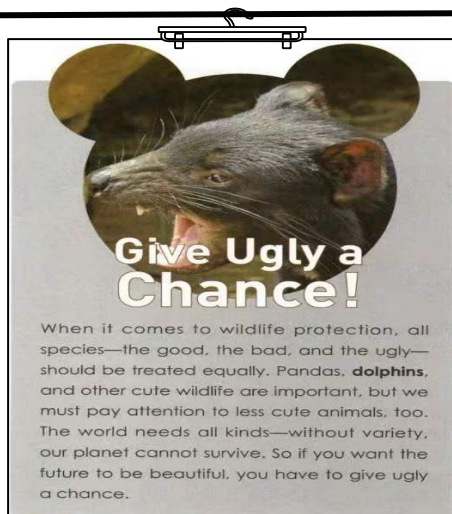
***Urgent problems and  
detailed information***

## Language feature

***Various sentence patterns and  
appropriate tense and voice***

## Ending part

***Specific and reasonable appeals***





## ***Make an effective poster*** *The steps to organise your poster:*

***Step 1: Write a title that is simple, interesting, and unusual, and then collect the information you need.***

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

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

***Step 4: Use different sentence patterns and appropriate tense and voice.***

***Step 5: Tell the readers what you want them to think and do.***





# Make an effective poster



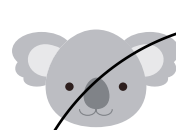
## South China Tiger

**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!



## 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!



## **Sample Writing**



***Do not make us  
become a memory!***

***Being called South China Tiger, this kind of animal now is considered to be precious and important. However, hunters were shooting them without mercy to make profits because of their skin and fur. As a consequence, there is no South China Tiger in the wild, and only 30-80 are still living in the zoo. Thanks to the increase of the awareness, a plan is being carried out to increase the number of wild tigers. If we hope our young generations can see this species in the wild, we shouldn't buy fur or other tiger products! When the buying stops, the killing can too.***

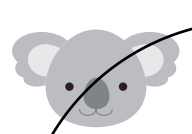




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***Thank you!***

