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Learning objectives:

After the class, the students will be able to:

- 1) get a better understanding of tourism resources and cultural characteristics of Peru by reading the two texts and watching the video.**
- 2) tell the structural, stylistic and linguistic features of encyclopedia and brochure as well as their differences by appreciating their content, language and structures.**
- 3) write a travel brochure by imitating the structure and language learned in class.**

What impresses you most in the video?



Unit 2 Travelling Around

Explore Peru

Jingning High School Mao Liqin



Explore Peru

1 Watch the video *Welcome to Peru* and answer the questions.

- What did you see in the video?
- What other **sources** of information can you find about Peru?

2 Below are two texts about Peru. Look through them quickly. What types of text are they: encyclopedia or brochure?

PERU is a country on the Pacific coast of South America with three main areas: **narrow**, dry, **flat** land along the coast, the **Andes** mountains and the Amazon rainforest.

In the 1400s and 1500s, Peru was the centre of the powerful Inca Empire. The Inca Emperor lived in the now-famous **site** Machu Picchu. Spain took control of Peru in the 16th century and ruled until 1821. It is for this reason that Spanish is the main **official** language of Peru.



Recognise text type

Before you read, look through the text quickly for titles, headers, pictures, charts, and any other information that might tell you what type of text it is.

text 1

3 Complete the passage with the correct forms of the new words from the two texts.

Cusco is a popular **d**_____ for tourists, because of its **u**_____ place in the history of South America. Cusco was the capital city of the Inca **E**_____ which was the most powerful in South America until the 1500s. There are two especially interesting things to **ll**_____ about the Inca **civilisation**. The first is the roads and **p**_____ they built to connect their important cities. These Inca roads were made up of two north-south highways and many small roads crossing the mountains east to west. The roads were for Inca **soldiers** and their **o**_____. Second, the Incas built wonderful cities full of amazing architecture—but there were no markets in these cities. One of the interesting questions of history is how the Incas lived without shopping!

4 Read the text and fill in the table. Then discuss the question below with a partner.

	AMAZON RAINFOREST	MACHU PICCHU	CUSCO	LAKE TITICACA
Number of days		4 days		
Transport				
Accommodation				local home
Activity	boating, hiking, exploring nature			

Which tour(s) would you recommend for people who enjoy history and culture?

TRAVEL PERU



Amazon Rainforest Tour



A short **flight** from Cusco takes you from the Andes into the Amazon rainforest. From there, you'll spend one day travelling by boat to your **accommodation** in the middle of the forest. You can then spend three days exploring the rainforest with a local guide and enjoying the plants and animals **unique** to the rainforest.

Machu Picchu Tour



This four-day walk takes you on an amazing **path** through the Andes Mountains on the way to the city of Machu Picchu. After reaching your **destination**, you will have a day to explore and be amazed by this ancient city. Especially amazing is the Incas' dry stone method of building. Inca builders cut stones to exact sizes so that nothing was needed to hold walls together other than the perfect fit of the stones.

Cusco Tour



Experience the unique Spanish and local Inca culture high in the Andes at Cusco, the capital of the Inca Empire from the 13th until the 16th century. Stay in a local hotel, visit the museums, **admire** the architecture, enjoy the excellent local food, and go shopping at the local markets.

Lake Titicaca Tour



Enjoy the beautiful countryside as you spend a day driving along the new highway connecting Cusco to Lake Titicaca. There, a boat will take you to stay with a local Uros family on an island for three days. Both the island and the Uros homes are made of water plants from the lake.

text 2

So come and experience what Peru has to offer: everything from the ancient Inca culture and centuries-old Spanish villages to deep rainforests, high mountains, and a beautiful coastline.

For more **brochures** about other **package** tours around Peru, **contact** us at tourinfo@travelperu.org.

What aspects about Peru are mentioned in text 1?

PERU is a country on the Pacific coast of South America with three main areas: **narrow**, dry, **flat** land running along the coast, the Andes Mountains, and the Amazon rainforest.

In the 1400s and 1500s, Peru was the centre of the powerful ancient Inca Empire. The Inca **emperor** lived in the now-famous **site** Machu Picchu. Spain took control of Peru in the 16th century and ruled until 1821. It is for this reason that Spanish is the main **official** language of Peru.

content

language

location

Geographic features

history

language

simple and

concise

language

no opinion

but facts

What type of this text is it?

- ✓ A. An introductory passage = Encyclopedia
- B. A travel brochure

Encyclopedia gives objective and general information.

brochure:

a small magazine or book containing pictures and information about sth and advertising sth.

encyclopedia:

a book or set of books in which facts about all areas of knowledge are included.

main title

subtitles(副标题)

eye-catching pictures
colorful design

TRAVEL PERU

Amazon Rainforest Tour

A short flight from Cusco takes you from the Andes into the Amazon rainforest. From there, you'll spend one day travelling by boat to your accommodation in the middle of the forest. You can then spend three days exploring the rainforest with a local guide and enjoying the plants and animals unique to the rainforest.

Machu Picchu Tour

This four-day walking tour will take you on amazing paths through the Andes Mountains on the way to the city of Machu Picchu. After reaching your destination, you will have a day to explore and be amazed by this ancient city. Especially amazing is the Incas' dry stone method of building. Inca builders cut stones to exact sizes so that nothing was needed to hold walls together other than the perfect fit of the stones.

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contact information

Thinking:

What information will be included in **travel brochure**?

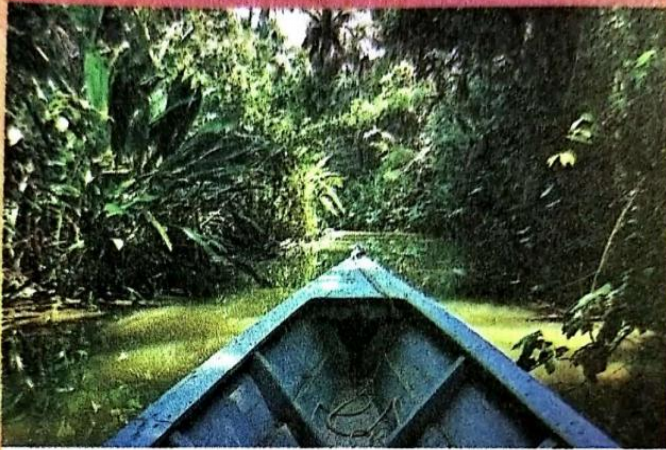
Tip: A travel plan usually consists of this four aspects

	Amazon rainforest	Machu Picchu	Cusco	Lake Titicaca
Number of days	4 days	4 days	4 days	4 days
transport	flight, boat	walking		car, boat
accommodation	in the middle of the forest		local hotel	local home
activity (what to do and see)	boating exploring enjoying	walking in the mountains, exploring the ancient city	visiting, admiring, enjoying, and shopping	enjoying , staying with...

Which tour attracts you most based on travel brochure?

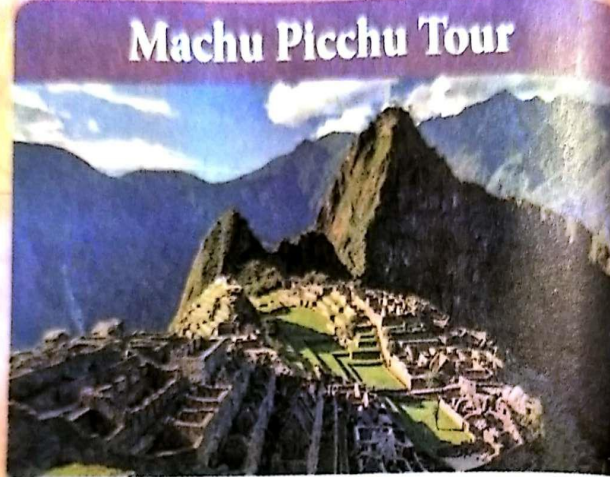
Why?

Amazon Rainforest Tour



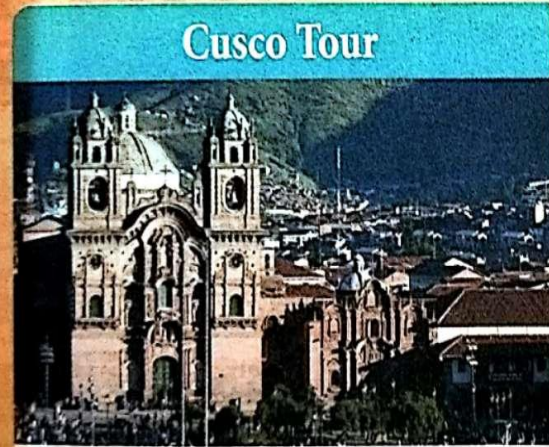
A short **flight** from Cusco takes you from the Andes into the Amazon rainforest. From there, you'll spend one day travelling by boat to your **accommodation** in the middle of the forest. You can then spend three days exploring the rainforest with a local guide and enjoying the plants and animals **unique** to the rainforest.

Machu Picchu Tour



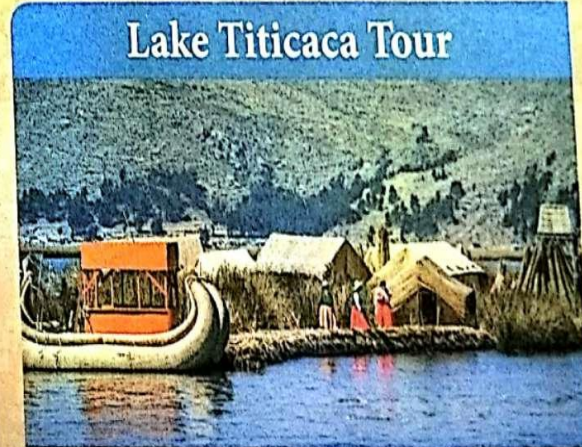
This four-day walking tour will take you on amazing **paths** through the Andes Mountains on the way to the city of Machu Picchu. After reaching your **destination**, you will have a day to explore and be amazed by this ancient city. Especially amazing is the Incas' dry stone method of building. Inca builders cut stones to exact sizes so that nothing was needed to hold walls together other than the perfect fit of the stones.

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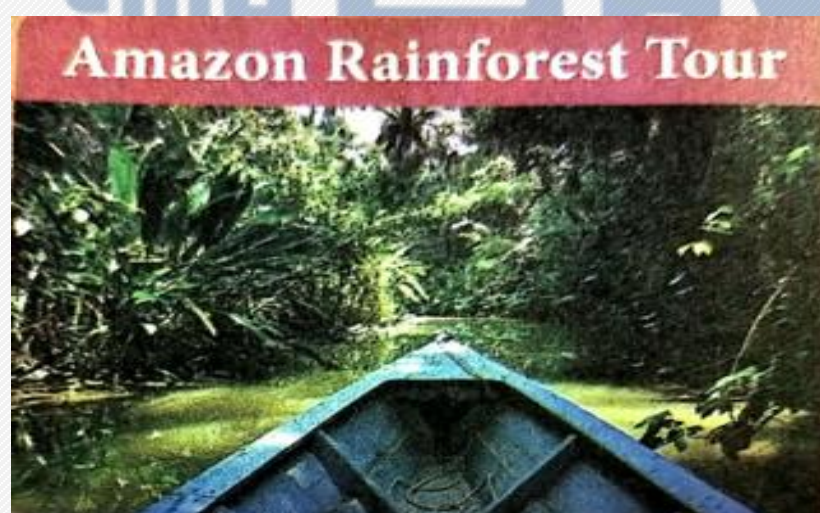
Reading and Thinking



...

You can then spend three days **seeing** the rainforest with a local guide and **seeing** the plants and animals **in** the forest.

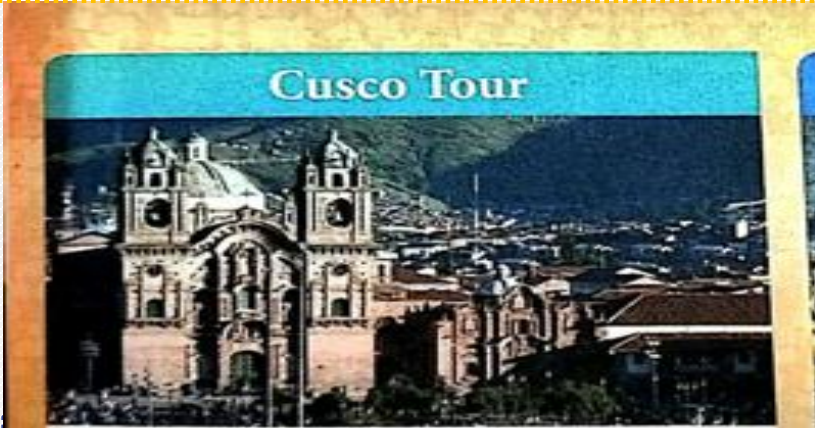
V.S



...

You can then spend three days **exploring** the rainforest with a local guide and **enjoying** the plants and animals **unique to** the forest.

Tip: use a lot of descriptive and inviting words, especially adjectives and verbs

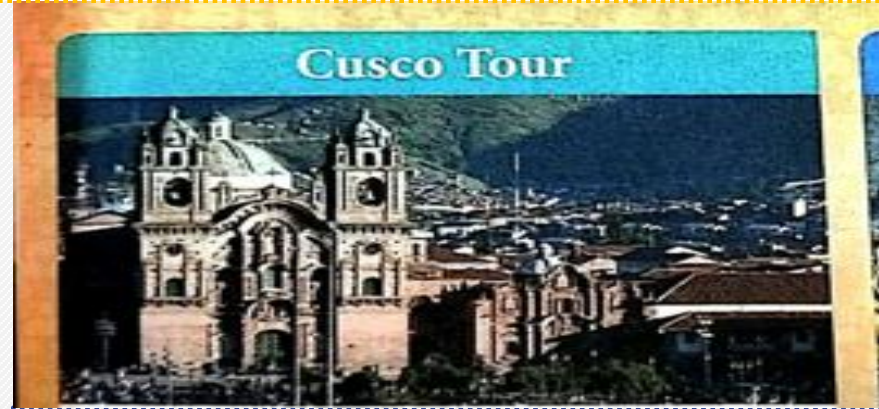


...**Stay** in a local hotel,
go to the museums,
see the architecture,
eat the **good** local food,
and go shopping at the
local market.

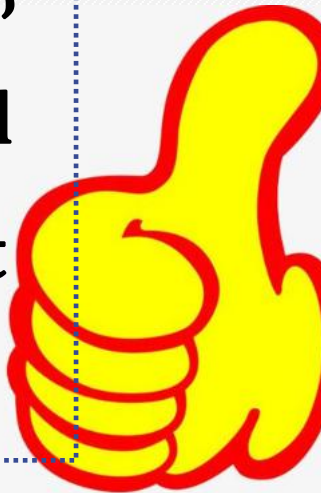
V.S

parallelism
(排比)

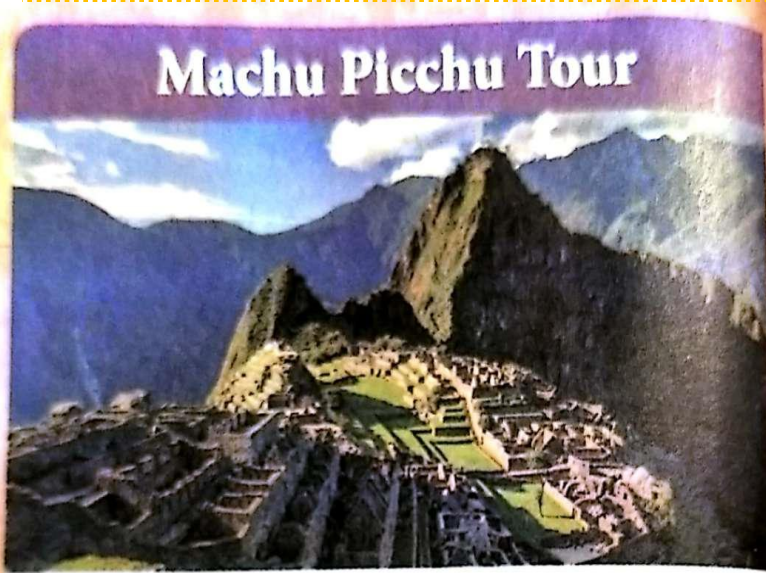
to show the
richness of
activities



...**Stay** in a local hotel,
visit the museums,
admire the architecture,
enjoy the **excellent** local
food, and go shopping at
the local market.



What is especially amazing to the tourists?



This four-day walking tour will take you on amazing paths through the Andes Mountains on the way to the city of Machu Picchu. After reaching your **destination**, you will have a day to explore and be amazed by this ancient city. Especially amazing is the Incas' dry stone method of building. Inca builders cut stones to exact sizes so that nothing was needed to hold walls together other than the perfect fit of the stones.



The Incas' dry stone method of building **is especially amazing**.

Especially amazing is the Incas' dry stone method of building.

to stress feelings

inversion(倒装句)

Tip: use special sentence patterns to leave a deep impression.

Cusco Tour



imperative sentence
(祈使句)

Spend four days enjoying the unique Spanish and local Indian culture high in the Andes at Cusco, the capital of the Inca Empire from the 13th until the 16th century. **Stay** in a local hotel, **visit** the museums, **admire** the architecture, **enjoy** the excellent local food, and **go shopping** at the local markets.

So **come and experience** what Peru has to offer: everything from the ancient Inca culture and centuries-old Spanish villages to deep rainforests, high mountains, and a beautiful coastline.

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to urge people to do

**readers will feel a
strong urge to
explore**

Can we change “you” into “tourists”?

narrow the distance with readers

arouse the readers' interest in visiting Peru

Amazon Rainforest



A short **flight** from Cusco takes you from the Andes into the Amazon rainforest. From there you'll spend one day travelling by boat to your **accommodation** in the middle of the forest. You can then spend three days exploring the rainforest with a local guide and enjoying the plants and animals **unique** to the rainforest.



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Summing up: Writing tips of a travel brochure

Tip 1: necessary information

Brochure gives subjective and specific information.

Number of days

transport

accommodation

activity
(what to do and
see)

Tip 2: use a lot of descriptive and inviting words,
especially adjectives and verbs

Tip 3: use special sentence patterns to leave a deep
impression.

Tip 4: address the readers as “you”



Jingning *She* Nation Tour



Tourists can spend two days experiencing *She* culture with a local guide. Go to see *She* nation museum, watch the wooden architecture, eat the local food. *She* wedding ceremony is especially amazing. They can put on locals' clothes and join in the celebration.

address the readers as “you”

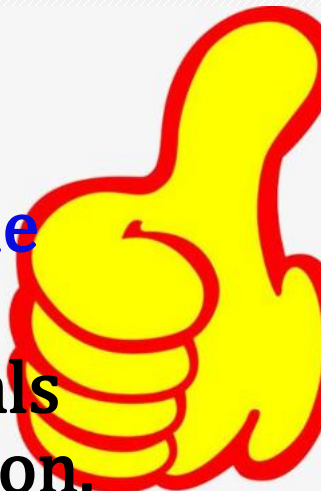
descriptive and inviting words

inversion
(倒装句)

Jingning *She* Nation Tour



You can spend two days enjoying amazing *She* culture with a local guide. Visit *She* nation museum, admire the wooden architecture, enjoy the local unique food. Especially amazing is the *She* wedding ceremony. You can dress up as locals and join in the celebration.



Homework:

Choose one tour and design a travel brochure for your hometown— Jinhua?

	Hengdian Movie City	Dahongyan	Double Dragon Cave scenic spot	Zhuge Bagua Village
Number of days	cultural		natural	cultural & historical
transport				
accommodation				
activity (what to do and see)				

Criteria(标准) for your composition	Yes	No
Did you include the necessary information (time, accommodation, transport, activities, ect) and connect these details logically and naturally ?		
Did you use a lot of descriptive and inviting words, especially adjectives and verbs?		
Did you use special sentence patterns to leave a deep impression?		
Did you address the readers as “ you ”?		

Thank you !