

博鳌  
中国 | 北京  
2019.05.31-06.01

写作教育  
国际论坛

DISCOVER THE VALUE OF WRITING  
UNVEIL A NEW ERA OF EDUCATION

发现写作价值  
开启新教育时代

## 演示课：社交、创新、多模式写作课

*DEMO: Social, creative and multimodal  
classroom writing*

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主办方：



博鳌教育创新论坛



合作伙伴： 中粮·祥云小镇

Shunhe Hill

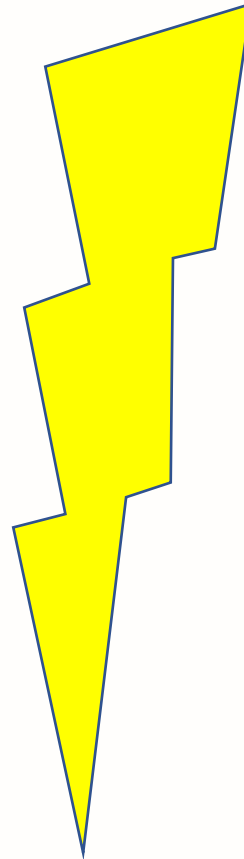
# Writing at school and out-of-school life?

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# 写作已经改变

## Writing has changed..

- 随着数字化和社会化新媒体实践的兴起，写作的概念得到了扩展

The concept of writing has been expanded by digitalization and the raise of social media practices

- 现在，学生们比以往任何时候都写得多，但仅限于新媒体平台

The students write more today (in new media) than they have ever written before

- 在学校，大部分学生并没有被激励学习写作或写作

Most students are not very motivated to write and study writing at school (Kallionpää 2013)

# 写作已经改变

## Writing has changed..

- 新媒体写作可以激励学生，它具有社会性、创造性、平等性和数字化

New media writing motivates students, because it is social, creative, equal and digital (Kallionpää 2017)

- 为了能够完全融入新媒体文化，学生们需要学习基本写作技能外的新型写作技能

To be able to fully participate in the new media cultures , students need to learn new writing skills also at school. Basic writing skills are no longer enough. (Coiro ym. 2014; Kallionpää 2017)

# 写作已经改变

## Writing has changed..

- 在数字化时代，基于互动、在线交流和创造性进行内容开发，社交和创造性沟通技能是必要的

New social and creative communication skills are essential also in our digital society that is based on interaction, online communication, and creative content development.(Kallionpää 2017)

- 21世纪写作教学法，将**基本写作技巧**与**新媒体写作**相结合

The 21<sup>st</sup> Century New Writing Pedagogy integrates **basic writing skills** to **new media writing**

## 新型写作技能 NEW WRITING SKILLS

**技术技能**：技术技能(设备、应用程序、解决方案)

**Technical skills** :(devices, applications, solutions)

**多模式写作技能**：文本包含文字、语音、视觉、视频、表情、超链接等。博客、聊天软件、网站等不同平台。

**Multimodal writing skills**: Texts consists of different modes (text, voice, visual elements, videos, emojis) and hyperlinks. Different genres (blogs, fanfiction, chat, memes, wikis, internet sites)

**社交技能**：写作不再只是个人行为，而是社会行为，如合作写作，解决问题，聊天等。

**Social skills**: Writing is no longer only an individual act but also social. Collaborative writing and problem solving, chatting etc.

## 新型写作技能 NEW WRITING SKILLS

**公共技能:**网络写作总是公开且难以彻底删除的。

**Publicity skills:** Writing on the Internet is always public and texts are hard to remove.

**多任务处理和集中注意力的技巧:**在这两者间的切换是一项重要的能力。

**Multitasking and concentration skills:** Switching between multitasking and concentration as the situation demands is an important competence when writing in different genres in a hectic online environment.

**创新能力:**在新的媒体环境下，新平台和多模态写作，作者需要成为一个不断吸引读者的创新设计师。

**Creativity skills:** When writing in a new media environment, the writer should be creative in many ways. New genres are more creative writing than traditional composing and multimodal writing means also being a creative designer. The writer should also have an ability to write and mix texts in the creative collaborate process and develop new creative practices.

## 新的写作技巧-演示->激励和21世纪的技能

### NEW WRITING PEADAGOGY -DEMO-> MOTIVATION AND 21st CENTURY SKILLS



**社交**-协作写作，团队合作，聊天交流，协作解决问题，给予和接受朋辈反馈

**Social** - Collaborative writing, team work, chat communication, collaborative problem solving, giving and receiving peer-to-peer feedback

**创新**-学生有很多选择表达自己。任务是基于他们自己熟悉的照片或者感受进行多模态写作及创作

**Creative**-Students have lots of free choices to make and they can express themselves. The task is based on their own affinities (own photos, feelings etc.). Multimodal writing is more like creative writing than composing. They have lots of different modes to mix as they like (text, pictures, voices, fonts etc.)



## 新的写作技巧-演示->激励和21世纪的技能

### NEW WRITING PEADAGOGY -DEMO-> MOTIVATION AND 21st CENTURY SKILLS



**平等**：教师更像一个导师。学生自由表达自己的思想和想法，在互联网上发表自己的文本和声音

**Equal**-Teacher is not in an authorian role but more like a tutor. Students have freedom to express their thoughts and ideas and they can also publish their own digital texts in internet (own voice/ larger audience)

**数字化**：学生们使用的技术和校外生活中的一样(手机、微信、多模式创作)

**Digital**-The students use the same technics than in their out-of-school life (mobile phones, We Chat, multimodal composition)

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THANKS

主办方：



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