龍騰2015 *Book1L3 Handout 3篇章分析* (於上課前完成90%並練習到會唸，人人都會被抽上台，上課時間主要為上台呈現與討論想法的時間，課堂多半時間為全班開放式討論、各組互評或蝸牛區搶答時間)。最後3分鐘為教師歸納統整時間。高中英文上課方式跟國中可能很不相同，請做好準備。

*總得分*

**正確率**分數: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**蝸牛搶分區**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**實際花費分鐘數**: \_\_\_\_\_\_\_\_\_\_\_min.

學期成績計算方式: 1.段考60% 2.課堂表現30%(個人+團體) 3.小考10%

班級: \_\_\_\_\_\_\_\_自己的名字: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 組別(1~12)是 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***自學、共學區(根據課本與提供的資料，思考出最合理的答案~)*** \*\*\* (待會兒報告互評時間)被抽到報告的組別，只要成功上台報告，直接推5分，並加上各組給你們的加分，老師追問的問題，若是其他組可以補答，在蝸牛區每次得5分。

**課文脈絡**

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| --- | --- | --- |
| 結構 | 大意／主題句 | 寫作技巧／手法 |
| Introduction | ***互評3a***在許多電視廣告裡，你會聽到許多經典老歌。例如，統一陽光豆漿的廣告就使用了Jimmie Davis的經典名曲〈\_\_\_\_\_\_\_\_\_\_\_\_〉。 | 以歌曲〈\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_〉為開端引出歌詞簡單、節奏明快的老歌經常被用來當作廣告歌曲，例如統一陽光豆漿。 |
| Body | 第一、二段主題句：Music plays \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TV commercials.  容易記住的旋律及簡單的歌詞時常盤旋在人們的腦中。〈雨中旋律〉及〈靠近你〉就是兩個很好的例子。〈雨中旋律〉可以讓人將夏日\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_與該公司產品口香糖的清新口味做連結；〈靠近你〉則拉近觀眾與該公司的產品\_\_\_\_\_\_\_\_\_\_\_的距離。 | 承接上段並分析歌曲在廣告中的重要性，包括增加印象、引發聯想、促進銷售等；並舉兩首歌曲〈雨中旋律〉、〈靠近你〉為例，分別闡述兩首歌曲成功導入產品形象的原因。〈雨中旋律〉是讓夏日的清爽雨水和薄荷的清涼口感產生聯想；而〈靠近你〉則是藉由此歌讓觀眾感覺與該產品更加「靠近」。 |
| Conclusion | 主題句：With music, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  音樂使得產品在觀眾心中更加生動有趣，並請讀者多留意廣告中的歌曲。 | 總結歌曲使廣告變有趣，請讀者多留意廣告中的經典老歌。 |

***互評4a***  要能讀出全段+要能找出課本的句型一 S+become/get/seem/appear/..+adj. 和 句型二 S+look/smell/taste/sound/feel + adj./like+N

【第一段】Does this song sound familiar to you? “You Are My Sunshine”

S V SC S

is an old song (from the 1940s), but it is still very popular today. You can

V / SC 時間片語/from表”從” 對等子句/S+V+SC/but表反意 S /

hear it (in many commercials). (In the Uni-President soy milk comer-

V / O 修飾hear/in表”在……裡” 片語/in表”在……中/裡”

cial), for example, the company used the song {because many people

轉折語 S V O 副詞子句/表原因

think [that soy milk is like “the sunshine at the beginning of a day]}.

名詞子句/作think的受詞

***互評5a***  要能讀出全段+要能找出課本的句型一 S+become/get/seem/appear/..+adj. 和 句型二 S+look/smell/taste/sound/feel + adj./like+N

【第二段】Music plays an important role (in TV commercials). Catchy tunes

S V O 片語/in表”在……方面” S

often get stuck (in people’s heads), and the tunes are associated with

V/SC 修飾stuck/ in表”在……裡” S V

the products (in their mind). “Rhythm of the Rain” (by the Cascades) (for

O 修飾products S 片語/by表”由……所作”

Doublemint gum) is a good example. {As you hear that song}, you may

目的片語/for表”為了” V / SC 副詞子句/表時間/as=when S

associate it [with the fresh rain (in the summer) and the fresh taste (of

V / O 片語/修飾associate 修飾rain 修飾

mint)].

taste

***互評6a***  要能讀出全段+要能找出課本的句型一 S+become/get/seem/appear/..+adj. 和 句型二 S+look/smell/taste/sound/feel + adj./like+N

【第三段】Also, music helps to create a mood (in a commercial). For

轉折語 S V O 片語/in表”在…中” 轉

example, Volkswagen used the song “Close to You” (by the Carpenters)

折語 S V O 同位語/指song 片語/by表“由…所作”

(in its car commercials). The lyrics go (like this):

片語/in表”在…中” S V 修飾go

*Why do birds suddenly appear / Every time you are near?*

S V 副詞子句/表時間(=Every time when)

*Just like me / They long to be / Close to you*

片語 S V O

*Why do stars fall down from the sky / Every time you walk by?*

S V 修飾fall down 副詞子句/表時間(=Every time when)

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***互評7a***  要能讀出全段+要能找出課本的句型一 S+become/get/seem/appear/..+adj. 和 句型二 S+look/smell/taste/sound/feel + adj./like+N

【第四段】(Through the lyrics), Volkswagen tried to tell the audience

片語/through表”透過” S V IO

{that it wanted to get “close to” them}. (With the gentle music), the

名詞子句/作DO 片語/with表”以/用”

audience felt more involved in the commercial. They might want to

S V SC S V

buy a Volkswagen (to experience the feeling) (in the song).

O 目的片語/to表”以便” 修飾feeling

***互評8a***  要能讀出全段+要能找出課本的句型一 S+become/get/seem/appear/..+adj. 和 句型二 S+look/smell/taste/sound/feel + adj./like+N

【第五段】 With music, commercials become more interesting.

With表“有了” S V SC

Some of the songs are real classics. {When you watch creative

S V SC 副詞子句

commercials}, you may even find some great oldies!

/表時間 S V O

***互評4a***  要能讀出全段+要能找出課本的句型一 S+become/get/seem/appear/... 和 句型二 S+look/smell/taste/sound/feel + adj./like+N

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