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An Ideological and Political Lesson from China: The Impact of Price Fluctuations (Lesson video with English subtitles)

Ideological and Political courses are compulsory lessons for Chinese students throughout their schooling, which also are taken for granted as Citizenship Education courses by the authority. What's the real state of the lesson? Here we show you one example of the lesson.

The lesson was recorded in September 2013, in a special classroom with two cameras, one of which is focused on the teacher and the other on the students.

Keywords:

Ideological and political Lesson, China, ethics, ideological education

Lessons

Chinese students are required by the state to take ideological and political courses from primary school to university; even over the course of their PhD. China has curriculum standards for courses at various stages. However, for high school students, there are national curriculum standards and Shanghai curriculum standards. Shanghai is a special region in terms of politics, economy, education etc. For example, Shanghai students were ranked first in PISA in 2010. However, this does not represent the level of high school students throughout China.

What is the nature of ideological and political courses in China? One scholar defines them as follows, "The ideological and political course represents an attempt by a particular grouping in society characterized by specific ideas, political views and ethics, to influence its' members in a purposeful and planned manner so that they might form ideas in accordance with a certain social character or social practice."ⁱ

High school ideological and political curriculum standards are, for example, presented in the following terms. Based on the core principles of Marxism-Leninism, Mao Zedong thought, Deng Xiaoping theory and the "Three Represents", a socio-political ideology focused on economic production, cultural development and political consensus, and using socialist material, and material relating to political and spiritual civilization as content, the objective is to ensure that pupils form a correct

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world view and develop an ability to participate in modern social life. This is to be done by laying the

ideological and political foundation for lifelong development though a focus on developing an understanding of Marxist concepts and methods, an appreciation of the common idea of socialism with Chinese characteristics, as well as an understanding of the significance of both the national spirit and the international perspective.ⁱⁱ

1 Introduction to Chinese ideological and political lessons

Two lessons a week are compulsory to fulfill these demanding requirements. Required courses include the Ideological and Political Course (I) *Economics and Life*, Ideological and Political Course (II) *Politics and Life*, Ideological and Political Course (III) *Culture and Life*, Ideological and Political Course (IV) *Life and Philosophy*. Elective courses include *Approaching Economics, from "Communist Manifesto" to "Three Represents", Modern Society and Ethical Conflicts, Ideas and Innovation, Topics of Western Countries and International Organizations, Legal Issues in Life*.ⁱⁱⁱ

With social development and changes in teaching modes, educational practitioners and researchers have more and more debates about this course, relating for example to the names of courses and textbooks. China's economic and political system can be changed. Why is it not possible to change the names of courses? Is it better to be more realistic and scientific? School lessons could be renamed as *Foundations of Social Sciences* etc. Related textbooks could also be renamed as *Basics of Democracy, Market Economy Basics, Cultural and Ethical Basics, Marxist-Leninist Ideological Foundation* etc.

Is it possible that the ideological and political courses in high schools are losing their status? Universities are also confronting the issue of whether ideological and political courses should be abolished. On the one hand, some are of the view that ideological education in middle school does not assist social development on the ground. A larger percentage of the population are of the opinion, on the other, that the more complex social development becomes, the more necessary ideological education becomes.

2 Recruiting participants

Chinese people generally are introverted and not overly willing to be the focus of attention. I found a

lesson video "Refuse unhealthy temptation" on the internet, which represents the general teaching level throughout China. I tried my best to contact the teacher who recorded the lesson. He was an audio-visual teacher, is only responsible for recording and processing courses. I invited him to contact the teacher and students in the video in the hope of showing them in the video. They verbally agreed to translation and publication of the course on JSSE but unfortunately were not prepared to agree legally in writing and thus this avenue could not be pursued.

Therefore, I had to follow another route. I have worked as an English teacher in No.1 Middle School, Shanxian County, Shandong Province, for five years and am therefore familiar with the school and its principal who was in agreement with my pursuing of this project. Therefore, I contacted Mr. Guo, the ideological and political lesson teacher.

Mr. Guo and I are well acquainted having started as teachers in the school in the same year. As well as teaching the ideological and political lessons, he is also responsible for faculty research projects at the school. I explained some basic principles in advance of the recording. For example, there should be no rehearsal as this is intended to be an authentic reflection of the general level of China's middle school courses.

No.1 Middle School of Shanxian County was founded in 1951 and has thousands famous alumni. The school has three campuses, 150 classrooms, covers 320,000 square meters, with a school population about 10000. Undoubtedly this is the best school in the area and is known as the Standardized School of Shandong Province,

Audio-visual education Model School of Shandong Province, Science Education Model School of Shandong Province, Green School of Shandong Province etc.^{iv}

Generally speaking, In China the level of middle school education is related to the level of economic



The School

development, for example, Beijing and Shanghai have a good level of education, but the western regions have a somewhat inferior level of education. The middle school is in Shandong province, whose level of economic development is slightly above average, but the city in Shandong Province is relatively poor, so the school 's level of education in the country can be categorized as medium level, which represents the country's general level of education. On the other hand, No. 1 Middle School of Shanxian is a public school. Public schools rarely have the freedom to choose lessons, particularly in ideological and political courses, which has unified curriculum standards and textbooks, so this schools' education level only can be reflected through teaching and teachers.



The classroom





3 Lesson setting

Mr. Guo graduated from Department of Politics, Liaocheng Normal University, which specializes in training secondary school teachers, and obtained a middle school teaching qualification there. He now has 15 years of teaching experience and has been honored as an outstanding teacher by Heze City. The school is a Province Standardized School in Shandong province. Each classroom is equipped with a physical booth, projectors, and computers. Every teacher has a laptop computer (Ordinary classroom as shown). The classroom in the video is an Audio-visual classroom, especially well equipped for recording instructional videos. It is only used for recording purposes.

The students in the video are first grade senior high school students of which there are 54 in the school dividing into 7 groups. Each group has 8 students with the exception of one which has 6 and the groups are generally gender-balanced. All members of each group sit face to face together (Pictured above). Students also sit in groups in the video but due to the arrangement of the recording classroom, it is not possible for them to sit face to face in this instance.

4 The textbook

Most of China's lessons are textbook-based, especially in primary and secondary schools, with

some graduate lessons representing an exception to this rule. For secondary schools, the People's Education Press' textbooks are dominant. The same textbook is printed in millions per year and the textbooks are not recycled. Instead, the following year millions are printed again for another batch of new students. There are two national curriculum standards; correspondingly, there are two sets of textbooks.

The original high school ideological and political course textbooks are obsolete, repetitive, old-fashioned and considered out of touch with reality and teenagers are not overly interested in them. However, since the implementation of the new curriculum, textbooks have been greatly improved. Content is newer, closer to reality, the writing style reflects students' cognitive rules. Considerable controversy remains in terms of the textbooks with one issue being the feasibility of developing one textbook appropriate for a country as large as China with significant regional differences. An additional issue concerns whether the textbooks are intended to educate citizens capable of genuine service to society or capable of serving on political reality. On these issues 'the donkey means one thing and the driver another'.



价格变动的影响

对生活消费的影响

某地是我国平壤旅游度假的好去处。春节期间，为了多赚钱，当地的酒店和餐饮企业大幅度提高价格，结果游客急剧减少，这些企业的收入也下降了。

你在现实生活中是否见过类似的情形？
为什么涨价后，企业的收入反而大幅度下降？

消费者享有消费自由，可以根据商品价格的涨落来决定是否购买以及购买多少。一般来说，当某种商品的价格上升时，人们会减少对它的购买；当这种商品的价格下降时，人们会增加对它的购买。



价格变动会引起需求量的变动，但不同商品的需求量对价格变动的反应程度是不同的。粮食、食盐等生活必需品价格的上涨，往往不会导致消费者对其需求量的急剧减少。液晶电视、轿车等高档耐用消费品价格的大幅度的下降，则会导致消费者对其需求量的急剧增加。

消费者对既定商品的需求，不仅受该商品价格变动的影响，而且受相关商品价格变动的影响。

对于出行者来说，火车和飞机是可以互相替代的交通工具；对于一些家庭来说，牛肉和羊肉互为替代品。在可以互相替代的两种商品中，一种商品的价格上升，消费者将减少对这种商品的需求量，转而消费另一种商品，导致对另一种商品的需求量增加；反之，一种商品的价格下降，消费者将增加对该商品的需求量，导致对另一种商品的需求量减少。

对于体育爱好者来说，乒乓球和羽毛球是互补商品；对于拥有汽车的家庭来说，汽车与汽油是互补商品。在有互补关系的商品中，一种商品的价格上升，不仅使消费者减少对该商品的需求量，而且会减少对另一种商品的需求量；反之，一种商品的价格下降，需求增加，会引起另一种商品的需求量的增加。


相关链接

如果两种商品的功能相似或相近，可以满足人们的同一需要，这两种商品就互为替代品。如果两种商品必须组合在一起才能满足人们的某种需要，这两种商品就是互补商品。

对生产经营的影响

20世纪90年代，牛蒡这种中药材的价格曾经达到每千克15元，巨大的利润促使许多药农一哄而上，纷纷种植牛蒡，可是好景不长。几年之后，市场开始出现严重的供过于求，牛蒡跌至每千克0.2元，致使药农纷纷缩减种植面积。

牛蒡价格的涨落是怎样影响药农生产活动的？
怎样才能减少牛蒡价格暴跌带来的损失？



价格变动对生产的影响，主要表现在以下两个方面。

调节产量。某种商品的价格下降，生产者获利减少，这时生产者会压缩生产规模，减少产量；某种商品的价格上涨，生产者获利增加，这时生产者会扩大生产规模，增加产量。

调节生产要素的投入。为了生产产品，生产者必须投入一定数量的人、财、物。当一些生产要素之间可以相互替代时，为了降低生产成本，哪种生产要素的价格下降，生产者就会增加这种要素的使用量；哪种生产要素的价格上升，生产者就会减少这种要素的使用量。

价格变动对生产的影响是价值规律发生作用的重要体现。

5 Lesson design

Mr. Guo explained that his lesson has five stages.

The lesson begins with a review of the content learned in the previous lesson. The 5 stages are then as follows:

Step 1: Learning objectives

Showing and explaining the learning objectives

Step 2: Preview

Here the students draw supply and demand curves as they would appear under normal circumstances. They are the asked to think about how they might look in different circumstances. The teacher then interacts with the students and guides them with regard to how price fluctuations for different commodities impact on demand. In this way, the concept of demand elasticity is approached and introduced.

Step 3: Cooperative Inquiry in Context

The teacher indicates the context and the students display the results of their inquiries and comment on the results obtained by their peers. The teacher also remarks on the comments made by the students and integrates elements of emotional education and brain-storming.

Step 4: Summary and integration of knowledge

The contents of the lesson are summarized in the context of related knowledge.

Step 5: Consolidation exercise

Additional exercises engaged in during and after class. However, this step was cancelled in the recorded class due to time constraints.



Seating plan for lesson of impact of price fluctuations

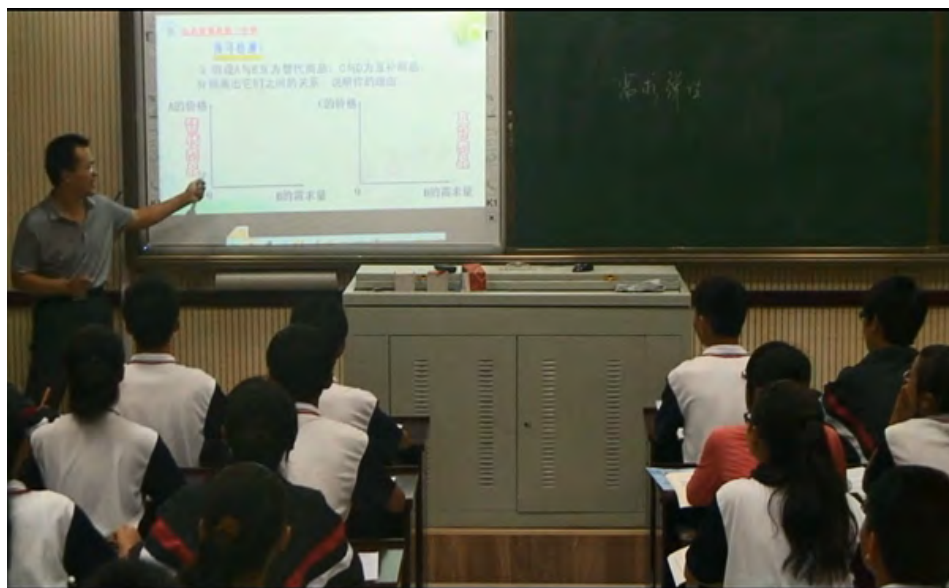
Multimedia Equipment

Blackboard

Teacher (Mr. Guo)

Student	Student	Student	Student
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S

Student	Student	Student	Student
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S
S	S	S	S



Protocol of the ideological and political lesson in China - Impact of price fluctuations

The Teacher: Guojianqiang, Shanxian No.1 Middle School, Shandong province, China

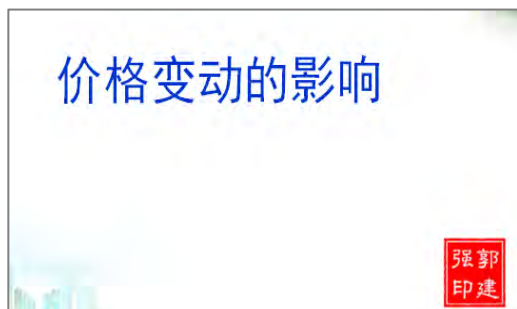
Students: The first grade senior high students, Shanxian No.1 Middle School, Shandong province, China

(S: Students T: Mr. Guo)

S: 老师好 Good morning, teacher.

T: 同学们好 Good morning, students

T: 上一节课我们讲的是...影响价格的 What did we learn last class ...? affect price?



Translation of Power Point:

Impact of Price Fluctuations

S: 因素 The factors



T: 影响价格的因素有两个 There are two factors that affect price.

T: 第一个是? The first is?

S: 供求关系影响价格 Supply demand relationship affects price.

T: 第二个是? The second is?

S: 是价值决定价格 is value determines price

学习目标:

1. 识记替代品和互补品的含义。
2. 阐释价格变动对消费需求和生产经营的影响(重点)、价格变动对替代品和互补品的影响(难点)。
3. 运用价格变动影响的知识, 分析生活现象, 制定消费计划及生产经营策略。
4. 树立诚信经营理念, 遵守市场伦理道德。

Translation:

Purpose of Learning:

1. Understanding of meaning of alternative and complementary products
2. Identification of price fluctuation that impacts on consumer demand and production, doing business (a key point), impact on alternative and complementary products (a different point)

3. Application of the knowledge of the effects of price fluctuation to analysis of phenomena in our daily life, in order to plan consumption and production and management strategies.

4. To establish views on integrity with regard to business management, obey the market ethic, moral principles

T: 这是讲影响价格的因素。今天我们反过来讲价格变动的影响。我们首先来看一看这一节课的学习目标, 从学习目标来看, 这一课给大家提的要求还真不简单。你看第三个要运用这个知识, 分析生活现象, 制定自己的消费计划, 还有生产及经营策略。

Here, it mentions the factors that affect price. We move on today; let's talk about the effect of price fluctuation. Firstly, we check the learning goal of this lesson. It seems to be a hard task from the learning goal. You see the third goal, put this knowledge into practice, analyze phenomenon of daily life, prepare individual consumption plans and business strategies.

T: 首先我们来检测一下大家的预习效果。这个我们都提了, 画出一般情况下的需求曲线和供应曲线。这个不用画, 大家都已经画过了。那么大家来看一看是怎么样的, 需求曲线是怎样的。

Firstly, we check out the effect of preview. And we have mentioned this before, draw the demand curve and the supply curve in a general situation. We don't need to draw down now, we have drawn once, now let's see, how, how about the demand curve.

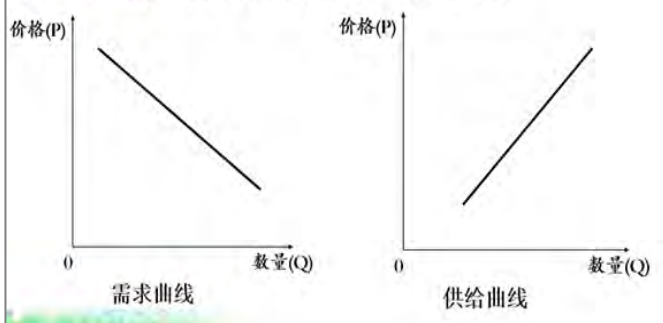
S: 价格上涨, 需求量就减少 Price gets high, demand reduces.

T: 那就是说, 价格上涨, 需求量就减少. 那也就是这样的了。这是第一个曲线

That is to say, price increases, demand falls. It's like this. This is the first curve,

预习检测:

1. 画出一般情况下的需求曲线、供给曲线

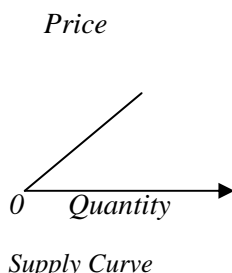
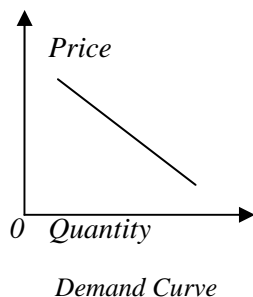


Translation:

Preview and Detection

1. Draw the Demand Curve and Supply Curve in a general situation

2.



然后第二个，供应曲线 then the second, supply curve.

S: 正比 Direct ratio.

T: 哎，这是一般情况下的 Em, this is in a general situation

S: 对 Right.

T: 有特例么 Are there some exceptions?

S: 有 Surely, there are.

S: 价格上涨了，需求量反而增加了 Price increases, but demand rises.

拓展延伸:

现实生活中是否存在以下两种现象:

1. 价格上涨了，需求量反而增加了。
2. 价格上涨了，供应量却没有变化。

Translation:

Expand and Extend

Are there the two phenomena in our daily life? 1. The price gets higher, but the demand gets larger.

2. The price gets higher, but the demand does not change.

T: 想想在我们生活中，哪些时候？特殊节日的时候... Let's think in our daily life, what and when? Special festivals.... A male student: 比如中秋节的月饼 moon cake in Mid-Autumn Festival.

T: 哦，价格上涨，需求量增加，好，请坐，还有么比如说...商品房？是么房子越涨价，人越是愿意去买，为什么？

Oh, price gets higher, and demand gets larger, ok, sit down please, what more? For instance, real estate? right? The higher the housing price gets; the more people are willing to buy, why?

S: 他可能想着这个房价可能还会涨 They maybe think that, house prices will rise higher in future.

T: 第二种情况 the second situation?

S: 生活必需品 Essentials

T: 生活必需品么价格上涨了，生活必需品的供应量不会增加么？比如说你是生产者，你看到脸盆的价格在嗖嗖的涨，你怎么办？

If price gets higher, does the supply of essentials increase? If you are a producer, you find the price of basins gets higher and higher, what are you going to do?

S: 多生产 Produce more (basins).

T: 那供应不增加了么？ Thus, does the supply increase?

S: 嗯 Em.



T: 所以你看。这种情况可能是什么情况, 如果这个东西是.....奢侈品, 他要是不可再生的那

So, you see. What kind of situation is this likely to be? Are these products are..... luxuries, or non-renewable products.

S: 哎? Em?

你比如说宋代的那个青花瓷 For example, it is a vase of the Song Dynasty.

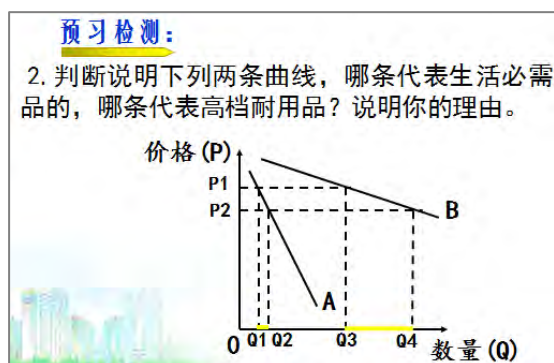
S: 哦 Oh.

T: 我们看到它的价格涨, 我们再来一个? 不可以。这就是说, 我们的生活中并不是我们所想的, 那样价格上涨需求量一定会减少或者增加。

We find the price get higher and higher, we make another? It is impossible. Thus that is to say, in reality, it's not the same as what we have thought, price gets higher, and demand must decrease or increase.

也有一些特例, 这是我们要搞清楚 There are some special cases, we should make them clear.

T: 这是一个, 再接着往下看 This is one case, we check another case out.



Translation:

Preview and Check out

1. Make a judgment which one stands for essential goods, and which one stands for -grade durable goods, why? (P refers to the Price, and Q refers to the Quantity)

(材料: 判断说明下列两条曲线, 那条代表生活必需品, 哪条代表高档耐用品? 请说明你的理由)

T: Make a judgment on which one stands for essentials, and which one stands for high-quality durable goods, why?
说明理由 why?

A Male student: 因为那个生活必需品受价格影响较小, 然后, 奢侈品受价格影响较大。Because essentials are less affected by price; and luxuries are affected more by price.

T: 嗯, 所以, 谁是生活必需品, 嗯呢。Em, so, which one is essential? em, em.

A 是生活必需品 A is the essential good.

B 是高档耐用品 B is the high-quality durable goods.

请坐 please sit down

在这里请同学们记住一个知识点 every one, we should remember one point here

就是如果某种商品的价格变动带来的需求量变化不大, that is, if the price fluctuation of some products does not affect the demand as much;

我们就说这种商品的需求弹性小 we say the elasticity of demand of the product is small.

出现了一个词需求弹性 We have a new term: demand elasticity

那也就是说生活必需品的需求弹性小 that is to say demand elasticity for essential goods is small.

如果一种商品的价格变动对他的需求量影响比较大 If the price fluctuation of some products affects demand much more.

我们就说这种商品的需求弹性大 We say this elasticity of demand for the product is big.

哎 Ah.

这是关于需求弹性的概念 This is the concept of elasticity of demand,



大家要搞清楚，你看 we should make it clear: you see,

这个就是 A this is A,

A 的价格变动对需求量的影响小 A's price fluctuation affects demand less.

B 的价格变动对需求量的影响大 B's price fluctuation affects demand more.

T: 好，这是第二个,现在我们来研究这样一个问题。 This is the second, now we develop this case.

生活探究:

2012年，北京、河北、山东等地蔬菜迎来了大丰收，但随之而来的却是蔬菜价格的一路狂跌，很多农民种菜的成本几乎都收不回来。有的地方大白菜价格狂跌至6分钱一斤，无人问津，菜农无奈弃收。

俗话说，“薄利多销”。蔬菜产量大了，农民薄利多销不一样可以赚钱吗。为什么还会出现“菜贱伤农”的情况？

Translation:

Practical application: In 2012, vegetables were harvested in Beijing, Hebei province, Shandong Province, etc. However, this was followed by a sudden drop in prices. Lots of peasants couldn't even get back the planting cost. In some places, the price of cabbages plunged to 0.06 Yuan per 500g, but nobody seemed to care. Thus, some of them even gave up reaping. There is a saying in China "small profit, large sale volume". Vegetables get a good

harvest, but if the more peasants sell, the more money they can also get, right? Why do the cheap vegetables hurt farming?

T: 为什么，如果说大白菜降价了，我买上一大车,你也买了一大车，这需求量不就上去了吗？那价格不也就上去了么，哎，这里有关系，白菜蔬菜等这些是生活必需品，他的需求弹性小，所以价格下降不会带来需求量的太多的增加，所以菜贱伤农。

Why? If cabbages get cheap, I bought a track of cabbages, you have bought as well. The demand increases? So the price increases as well? Ah, there is some relation. Vegetables, like cabbages they are? Essentials. It is the fact that the elasticity of demand is small, therefore, when the price falls that does not mean that demand will definitely increase and so the cheap vegetables hurt farming.

那好。用我们告诉大家的那个回答问题的模式，该怎么回答，来想想

Ok. Let's use our normal way of answering questions, how to answer, let's think,

第一步是原理 the first step refers to principles;

第二步是材料分析 the second is the case analysis.

第三步是 the third step is ?

好 Ok

你整理一下这个答案 please clear up the answer.

快速整理一下就行 quickly clear up your answer is Ok

也可以不写 or you do not need to write it down.

把思路调整一下 Adjust your thinking.

好 Ok

请没整理完的课下再整理 You could finish it after class, please.

现在我们继续向下说 Now, let us continue to say,

我们说了相关商品 we mentioned related products.



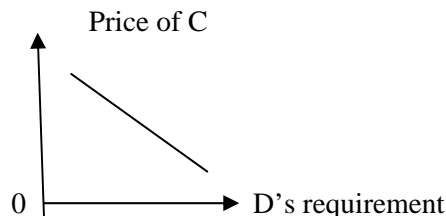
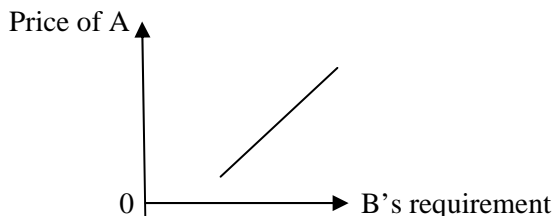
预习检测:

3. 假设A与B互为替代商品, C与D为互补商品, 分别画出它们之间的关系。说明你的理由。

Translation:

Preview and Check out

3 If A and B are substitute goods, C and D are complementary goods, please draw the relation between them, and tell us why.



Alternatives Complementary Products

假设 A 与 B 为相互替代商品, C 与 D 为互补商品, 分别画出他们之间的关系, 说明你的理由。A 和 B 互为替代商品) If A and B are substitute goods ,C and D are complementary goods, draw the relation between them separately, and tell us the reason.A and B are substitute goods.

这时候 A 的价格上涨 if the price of A gets higher

B 的需求就会增加 the demand for B will rise.

所以二者是成....? So the relationship between the two sides is....?

Some students: 反比 Inverse ratio.

Some other students: 正...正比 Direct...direct ratio.

T: 成正比, 那再看互补商品那 Direct ratio.Let's see complementary goods.

S: 反比 Inverse ratio

T: 那就是反比 That's inverse ratio

C 的价格上涨 C's price gets higher

D 的需求量减少 The demand for C decreases.

理念生成:

1. 价格变动影响生活消费(需求)

- (1) 一般规律
- (2) 不同商品的需求量对价格变动的反应程度不同
 - ①生活必需品 ②高档耐用品
- (3) 相关商品价格变动影响消费者对既定商品的需求
 - ①替代商品 ②互补商品

Translation: Acquired Knowledge:

1. Price fluctuation impacts on consumption (requirement)
 - (1) general principles
 - (2) demand for different products' by price fluctuation
 - ① essential goods ② the high-quality durable goods
 - (3) Impact of price fluctuation of related products on consumer demand for established products
 - ① Alternatives ② Complementary Products

这是以上我们回顾的大家预习的情况 This is the review of our preview in this lesson,

看来还不错,啊 it looks fine, em.

也就是说我们这里涉及到的基本原理 That is to say, here we only have mentioned the basic principles

就这么三个

一般来说某种商品的价格上涨,需求量就会减。

Generally speaking, when the price of some products rises, then demand will fall.

这是一般规律 This is a general principle,

然后是 then

不同商品的需求量对价格的反应程度是不同的 the demand for different products reacts differently to prices.

也就是我们说的有的商品需求弹性小,有的需求弹性大

That's to say, some products have a small elasticity of demand, some products have a large one.

这是第二 This is the second,

第三个 the third

相关商品 related products

在这里有没有这样一种情况 Here, is there some situation like this one

就是你看 Let us take a look.

我们在过节的时候 during the festival period

往往羊肉的价格猛涨的时候 mutton's price rises

这时候人们往往就不买羊肉 people do not want to buy mutton anymore .

买鸡肉 They buy chicken,

买猪肉 pork

买其他替代的肉 and other substitute meat.

鸡肉啊 Chicken

牛肉啊等等 beef etc.

就是因为羊肉和牛肉之间是一种替代品 Just because mutton and beef are substitute goods.

好 Ok.

这是我们学习的第一个问题 this is the first point we have to learn.

通过预习基本就解决了 we learned from the preview,

在这里需要同学们来做这样一个计划 here we need a student to make a family plan.

生活探究:

假设你要从零开始成立一个家庭,一切生活用品都需要购置。限定一年中只能消费2万元。

根据所学知识,设计一个消费方案,合理使用这笔钱,让自己生活地更好。

要求: ①计划要合理可行,不必列出具体的支出额。
②要依据所学知识规划自己的生活。

Translation:

Application in daily life

We need to make a family plan here, if we want to start a family from the beginning, we have to buy everything, but we only have 20000 RMB to pay (about 2200 Euro). In accordance to the knowledge we have acquired, we will plan consumption for the family in order to improve life. Requirement: ① the plan should be sensible, no

need to list all of the individual expenditure. ② to make a life planning based on learned knowledge

假设我们要从零开始成立一个家庭 If we want to set up a family from the beginning.

一切生活用品都需要购置 All the essentials need to be bought,

但是这一年就两万块钱让你消费 but we only have 20000 RMB to use this year. (about 2200 Euro)

让你设计一个消费方案,让生活过的更好,现在各个小组可以讨论一下。

Please make a consumption plan for the family to improve their life. Now, we can discuss in groups.

(Group discussion)



T: 怎么样同学们 How about the result, students?

讨论的怎么样 how about the discussion

好, 差不多了 ok,

请坐 Please sit down,

嗯, em,

怎么说啊 how to begin?

先这边的同学说 This group first

2 组 Group 2

A male student from Group 2: 首先我们应该购置生活必需品 First we should buy essentials

来保障基本的衣食住行 to guarantee our basic necessities of life.

对于高档耐用品来说 For high-quality durable goods,

我们应该适当的 we choose a few and buy when the price is falling.

等他降价的时候来进行购买

T: 为什么 why

The male student from Group 2:

因为比如说如果不急需 Because, for example, it is not an urgent need.

T: 对于高档耐用品我们要等到降价的时候 we should buy high-quality durable goods when their price is falling..

继续 Go on

The male student of Group 2: 比如说某个商品价格升高了,我们可以选择他的替代品

If the price of some products increases, we can choose the alternatives.

T: 哦 Oh.

寻找替代品 Find alternatives

The male student for Group 2:

要精打细算

We should calculate carefully and budget strictly.

如果两个商品是互补商品 If two products are complementary products

一个商品升高了 one product's price increases

我们最好不要买另一种商品 we'd better not choose the other product.

T: 比如说 For example

举个例子 Can you give an example?

The male student from Group 2:

汽油和摩托车 Gas and motorcycle,

如果汽油价格升高的时候 if the price of gas increases

我们就不要购置摩托车 we will not buy a motorcycle,

可以买一辆电动车 we can buy an electric bicycle

T: 还有么? Any more?

好, 请坐 Ok, sit down please

4 组的同学有补充? Group 4, anything to add?



A male student from Group 4:

我认为应该以食品支付为主 I think we should mainly consume food.

货比三家，哪一家的比较便宜 We should shop around to see which one is cheaper, then we buy that in the shop.

我们就买哪一家的

T: 你考虑的, 还是价格 What you are concerned about is still price.

The male student from Group 4:

第二点我补充的是我们应当提倡低碳生活 The second point is we should promote low carbon living

T: 嗯 Em.

能步行的时候尽量步行 Try to walk when we can walk

T: 嗯 Em.

而且还节省支出 And that saves money.

The male student from Group 4:

第三点我认为应该把钱存入银行以备不时之需 The third point is we should save some in the bank for emergencies

T: 哦 Oh.

不能全花完了 Don't use all the money

S: 对 right

The male student from Group 4:

第四点我认为是捐适当的钱给慈善机构 The fourth point is we should donate some money to charities

T: 哦, 有一种博爱的精神 Oh. A spirit of fraternity,

好 ok,

请坐 sit down please,

很好 very good,

不仅想到了自己还想到了别人 not only care about yourself but also the others.

很好 Very good

六组的同学 Group 6

A male student from group 6:

我们组的意见是 Our group's comments

第一是必须消费的钱一定要花 first , we pay what we should buy.

第二点是在买东西的时候, 在价格低的时候买 The second is to buy something when its price is low. .

第三点就是 The third is

办理一个医疗卡 to apply for a medical insurance card

医疗方面更便宜 to get cheaper and better health care.

像保险似的 Just like medical insurance

T: 哦 oh

就是买个医疗保险是么 that's to buy health insurance, right?

哦 Oh,

想的太周全了 how thoughtful you are



很好 very good

The male student of group 6:

买东西的时候不要买那种零售的 Do not buy from the retailers

可以批发 buy wholesale;

买东西的不要买零碎的 do not buy things retail;

成套的更便宜 but it is cheaper to buy in whole sets of products.

哦哦 Oh, oh.

是 yes

很好 very good.

The male student from group 6:

我的意见就是这样 That is my point of view.

很好 very good

没有 8 组啊 no additions from group 8?

然后一组的同学需要补充么 How about group 1 making additional suggestions?

我们组需要补充的是 Our complement is

我们应该还要留一些储备基金 we should still save some money,

哦 oh

The male student: 还要有储备资金 we need save some money for an emergency

如果生病的时候或者其他特殊情况的时候需要一定的钱 when we are ill and should go to hospital or in other emergencies, we need money as well.

T: 哦 oh

备用钱 spare money.

好 Ok

还有么 more?

3 组 group 3

The male student from Group 3:

还要留一些购买那些食物、水费、电费已经那些出入所需要的路费 we should save some money for food, water charges, electricity and transportation etc.

大约三四千元的样子 about 3000-4000

生活中的突发状况所需要的钱 the money for emergencies in our life

T: 哦 Oh.

也是备用钱 save money too

还有么 any more ?

S: 没有了 no, 好 ok

请坐 please sit down

白亮 Bai Liang?

A student with the first name Liang: 我们组做了一个更具体的规划 Our group made a more comprehensive plan,

首先抽出一部分资金买一部分高档生活耐用品 first, take a part of it to buy durable goods

比如像一些厨具之类的 just as kitchen appliance etc



T: 嗯 Em

Liang: 这些是生活必备 these are essentials

后期消费有生活必需品 the next consumption still includes essentials,

比如服装及食品 just as clothing and food,

食品我们还有两个更具体的意见就是 for food we have two more pieces of detailed concrete advice.

比如说服装我们可以买反季服装 For example, we can buy clothing that is last season.

T: 哦 Oh.

为什么买反季服装 Why do you buy clothing that is not the latest fashion?

Liang:便宜 Cheap,

T:哦, 便宜 oh, cheap

Liang:还有一个就是食品 then there is the food

食品可以买一些时令蔬菜 we can buy seasonal vegetables,

大量上市的时候价格就便宜 they are cheap when they are in season

T: 哦是是这样的,很好 Oh, yes, yes, it's right. Very good.

Liang: 然后就是添加一些后期的高档耐用品 then adds some high quality durable products later.

T: 哦, 添加高档耐用品,然后剩下小部分备用资金,这两万块钱用的差不多了。

Oh. Add some high quality durable goods, then left a few for emergencies the RMB: 20000 are almost gone.

T: 好,请坐,很好。实际上同学们,你说我们学习的这些东西就是为了我们生活的更好, 对吧对。我们在这里做一个消费的方案, 实际上就是在规划我们的人生。

Ok, please sit down, very good .As a matter of fact, we should know everything that we learn is for a better life in the future, right? right. Here we make a consumption plan, exactly we are planning for our life

S: 哦, 有规划的人生才是幸福。今天同学们做的这些规划都非常好 today, every one made an excellent plan.相信将来你走上社会真正的成立了自己的家庭之后一定是一把过生活的好手。好,这个问题就讨论到这里

Oh people with a planned life have a happy life. I believe that, in the future when you enter into the society, and have your own family, everyone could be a life expert. Ok, we have finished this topic here.

T: 接着我们来看下一个问题 Let us check the next topic,

上面我们讲的是价格变动对生活的影响,那我们再看这一个 the last topic we have mentioned is how life is affected by price fluctuation. Let us take a look at this.

生活探究:

某食品企业生产的五仁月饼非常畅销,一再提价仍然供不应求。相比五仁月饼,该企业生产的其他种类的月饼,销量平平,即使降价促销,销量仍增长甚微。

该企业一直用杏仁、核桃仁、花生仁、葵瓜子仁、白芝麻作为月饼的原料。今年受到气候的影响,杏仁、核桃仁的价格高涨,而花生、芝麻的价格下降不少。

假如你是厂长,你该如何组织生产?

Translation:

Life Exploration:

The assorted nuts moon cake of a company sells well; even after raising the price several times, the supply is still not adequate to meet the demand. Compared to this product, other products sell less well. Even after several sales promotions, the sales of these products do not increase. The company

takes almonds, walnut, peanuts, sunflower, and sesame as the raw materials. Due to the bad weather, the price of almonds and walnut increase, but the price of peanuts and sesame fall, if you are the manager, how should you produce them?

在这里我们需要审读一下材料,你看第一段材料,给我们提供了一个信息,什么信息五仁月饼畅销,五仁月饼畅销,供不应求。



We have to read the case firstly, look at the first paragraph; it gives us some information, what kind of information is it? Assorted nuts moon cake sells well. Assorted nuts moon cake sells well, and the supply is not adequate to meet the demand.

S: 对 Right.

T: 然后是其他月饼销量不好,这是第一段告诉我们的信息。再看第二段告诉我们的信息,假如说你是这厂的厂长,你该怎么组织生产,在这里你要考虑到的是组织生产,你的目的是干什么?你怎么达到这个目的,分小组讨论讨论。

The next is, other kinds of moon cakes sell less well. This is what we can take from the first paragraph. Let's see the second paragraph, if you are the manager of the factory, how should you produce products? Here you should take produce into consideration, what's the purpose of producing, how to reach the goal. Please discuss it in groups.

第三组和第四组将讨论意见写到黑板上,将自己的再完善一下,对应讨论的结果。

Please write group 3 and 4's opinions on the blackboard, please refine your answers, in accordance to the discussion results.

(Group discussion lasts about 10 minutes)

A female student in the class:

我们先看三组同学写的一个方案减少对其他种类商品的生产,增加五仁月饼的生产量。因为材料中提到五仁月饼非常畅销,而且一再提价还供不应求。而其他的月饼都是销量平平,而五仁月饼和其他种类的月饼也是互为替代商品。如果哪一种的销量好,就提高哪种的生产量。所以才保证他卖的多盈利也多。

Let us check the first plan from group 3. Reduce the production of other kinds of moon cakes; increase the production of assorted nuts moon cakes. Because it was mentioned in the material, assorted nuts moon cake sells well, even though the price is continually increased, and the supply is still not adequate to satisfy the demand.

But the sales graph of other products remains flat; furthermore, assorted nuts moon cakes and other moon cakes are substitute goods. If one of them sells well, we will produce more of that kind of product. Thus, in this way, it insures more sales to make more profit.

再看方案二

五仁月饼中的杏仁和核桃仁可适当减少,因为杏仁和核桃仁的价格上涨,所以这时我们应该可以适当调配一下,减少这些成本比较高的投入。而芝麻和花生的价格下降,我们可以适当增加他们的放置。

Let's see Plan two, reduce almonds and walnuts in assorted nuts moon cakes. Because almonds and walnuts' price gets higher, therefore, at this moment we should make appropriate adjustment to reduce these investments in expensive raw materials. On the other hand, peanut and sesame's price gets lower, thus we can increase the quantity of them in the moon cakes.

再看方案三,可以从盛产杏仁和核桃的地方大量进货,这样会比较便宜。因为在盛产杏仁和核桃的地方,他们的供应量比较大,有可能是供过于求的情况,价格会比较低。

Let us see the third plan. We can buy a large amount of almonds and walnuts from the source areas, in this way they could be cheaper. Because in the source area, they have sufficient supply, sometimes supply exceeds demand, price is low.

在看方案四,原材料不变,但可以适度增加价格,做出说明,这个其实与方案二是相对的.这个是保持原来的品质价格增加,对老顾客也有一种解释说明,故价格的上涨不会有太多的抱怨。

Let us see the fourth plan .Do not change the ratio of ingredients, but you can raise the price, but you have to explain this, and this corresponds to the second plan. It keeps the same quality of moon cakes, raises the price and explains the reason for this to customers. Thus, price's increase will not result in too much complaint.

如果我们轻易地调节原材料的配量,可能会使他的味道和原来不同,会使顾客量减少,从而销量也会减少。 If we simply change the ratio of the original ingredients, it will change the flavor and be different from the original flavor, losing customers and reducing sales.

The female student in the class: 再看四组同学,调节产量,减少其他月饼的生产量,这个和那个方案一是相同的。第二个五仁月饼原料比例不变,价格适当提高,这个和方案四也是一样,但是这个没有写清楚,应当适当说明这样他如果贸然提价的话,价格上涨,顾客会选择其他的替代品,而不会选择五仁月饼,对盈利也是不好的。



Let us see the 4th Group, to change the production plan, and reduce production of other moon cakes, this is the same as plan one Secondly, do not change the ingredients of assorted nuts moon cakes, and raise the price. This is the same as plan four, but here it is not clearly explained to the customer: : If the company raises the price hastily, the price increases, customers will choose other substitute goods and will not choose assorted nuts moon cakes anymore. It is not helpful to profits.

再就是第三个 The next is the third point:

调节生产要素的投入 adjust investment in product ingredients,

五仁月饼原料里杏仁和核桃仁减少使用 reduce the content of almonds and walnuts in assorted nuts moon cakes.

增加花生芝麻的使用量 Increase the content of peanut and sesame

这个和方案二也是相同的 this is the same as plan two.

第四个加强广告宣传并使月饼的包装更精美 The fourth, strengthen advertising and make packaging more attractive

这是外在的宣传方面 This is the aspect of external advertisement.

这个广告宣传有一定的作用, 可以提高知名度 The advertisement has some effects, can enhance the popularity, 但这个忽视了月饼的本质 but has ignored the innate character of moon cakes.

我们组讨论的还有一个创新的方案 Our group has another innovative plan,

其他种类销售平平的月饼也不应该放弃 we should not give up other moon cakes with a poor sales.

也要对他们进行技术开发 but innovate in terms of their production technologically speaking

这样我们不仅一如既往的坚持生产五仁月饼 in this way, we not only can continually produce assorted nuts moon cakes as usual,

同时也要做好五仁月饼 simultaneously we can make good moon cakes.

这样即吸引了新顾客又保留了老顾客 In this way, it can hold old customers and attract some new customers

这就是, 这个公司的月饼需求量上涨 so, the whole demand of moon cakes of the company will rise,

所以销量也会上 thus the sales will rise simultaneously.

当其他月饼的销量高于五仁月饼的时候 When other moon cakes sales exceed assorted nuts moon cakes,

我们可以抬高五仁月饼的价格 we can raise the price of assorted nuts moon cakes.

用其他品种来代替五仁月饼 and make the other kinds of cakes substitute for assorted nuts moon cakes 进行这种创新 through this type of innovation.

这就是我的点评和观点 This is my view and point.

T: 还有其他问题么, 刚才看这两个同学写的有什么问题么? 如果我们从一个问答题的角度来分析, 仔细看看, 三组同学缺少了什么?

Other questions? Are there some questions about the two students' answers? From the perspective of answering question in the examination, take a close look, which elements are lack in group 3?

S: 缺少了原理 Lack of principles.

T: 四组同学分析的那, 比如说, 这一个, 为什么调节产量, 减少其他月饼的产量, 增加五仁月饼的生产量。

How about the group 4? For example, this is one, why adjust production, and reduce the production of other moon cakes to increase the production of assorted nuts moon cakes.

S: 这样可以获得更多利润 It can make more profit in this way.

T: 你别忘了, 你是厂长, 你要对这个企业负责。嗯 Do not forget, you are the manager, you should be responsible for the company, en.

这是一个 this is one thing

然后在另一个 then it is the other thing



比例不变, 价格适当调整 keep a normal ratio, and adjust the price.

这个是在提高产品的质量吧? Does this mean improving the quality?

以质取胜 Win with quality,

高质高价 high quality and high price,

然后这一个 then, this one

调节生产要素的投入 adjust the ratio of ingredients,

在这里减少使用量、增加使用量 reduce something and add something.

目的是干嘛 What is the purpose ?

S: 降低成本 Reduce the cost.

T: 漏了一句, 可以降低生产成本, 这里面生产成本给漏掉了, 最后加强宣传, 让包装更精美。

I lost one sentence, we can reduce the cost of production, here I have lost an element, the cost of production, the last, strengthen the publicity, and improve packaging.

这是 this is?

S: 提高知名度 Enhance the popularity

T: 所以你看四组同学这里写的, 结论都给漏了一点, 是吧, 这是关键。我们在回答问题的时候不要忘了, 三组同学设计的是一个整体的方案, 当然你可以从中理解。So, let's check the answer of group 4, all the conclusions have missed some points. Right? This is a key point. Don't forget when we answer the questions, group 3 pointed out a comprehensive plan.

Of course, you can understand within the plan.

你怎么办? 这样一个策略 How can you handle this? This is a strategy.

做这样一个方案可以, 如果是一个问答题 You can make this kind of comprehensive plan. But what if this is an open-ended question in an exam?

S: 就漏掉了原理, 非常好, 啊。You missed principles, very good,

在这里我有一个问题, 你看这里不是说月饼有些原料贵, 有些原料便宜么, 我能不能这样, 我把那些烂的杏仁、坏的核桃仁做的时候加进去。Here, I have a question.

In this case, they mentioned some ingredients are expensive and some are cheap,

Could I add poor quality almonds and walnuts to the ingredients?

S: 不行 no

T: 那成本不就降低了么 But the cost would be reduced?

这实际上是 in fact, this is ?

S: 不道德的 Immoral.

T: 对 Right.

是不讲诚信的 Dishonesty

现实生活中有这样的事情么 are there some cases like this?

S: 有 Yes!

T: 太多了 We have a lot of cases, like this

对不对 right ?

S: 对 Right.


T: 我们社会上有一些食品安全问题 We have some problems with food safety in reality



地沟油、三聚氰胺毒奶粉、瘦肉精、苏丹红，等等等等。 Drainage oil, Melamine-tainted infant formula and milk powder, lean meat powder, tony red, etc.

食品安全事件:

苏丹红鸭蛋
三聚氰胺奶粉及牛奶
地沟油
瘦肉精
假牛肉
毒韭菜
漂白大米



Translation:
Food safety incidents
Tony red
Melamine-tainted infant formula and milk
Drainage oil,
Lean meat powder
Fake beef
Poison leek
Bleached rice, etc
(Obey the principles of the market, Respect ethical and moral principles, Good Faith Business)

这实际上都是那些不法的生产者们为了降低生产成本而损害了消费者的利益，所以我们说啊，作为一个企业的领导人，或者说作为一个经营者，一定要树立这样一种观念，就是要有社会责任感，要诚信经营。

These are the illegal producers who want to reduce production costs but harm the interests of consumers. So as a leader of a company or as a business operator we should have a sense of social responsibility should respect the integrity of management.

温家宝总理说过一句话，他说企业家的血液里一定要流淌着道德的血液，那就是说企业家更应该讲道德，这样我们这个社会才能够更美丽，更和谐。那人们生活的才能更幸福,所以这是我们讲的根据价格对企业的影响企业应该怎么办。

Prime Minister Wen Jiabao has a saying: The blood of morality must flow in entrepreneurs veins, that is to say entrepreneurs should be ethical. Therefore, the society can be more beautiful and harmonious. People can have happy life; this is what entrepreneurs should do according to the price effect

理念生成:

2. 价格变动影响生产经营(供给)

(1) 调节产量
(2) 调节生产要素的投入
(3) 促使企业提高自主创新能力，形成自己的竞争优势

Translation:
Idea generation:
1. Price fluctuation impacts on the supply of products
(1) Adjust the production plan
(2) Adjust the ingredients of products
(3) Enhance the independent innovative ability of companies, and to strengthen their competitive advantage

T: 归结起来，原理大致有两条：第一个就是？ To sum up, there are basically two principles, the first is?

S: 调节商品产量

Adjusting yield of products

T: 第二个就是 The second is

S: 调节生产要素

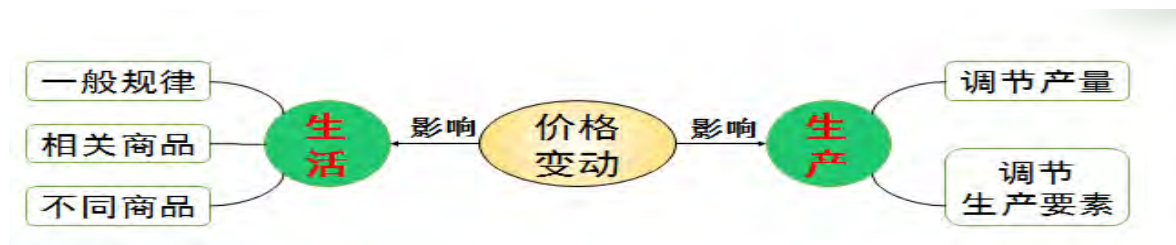
Adjusting the ingredients of products

T:好 Good,

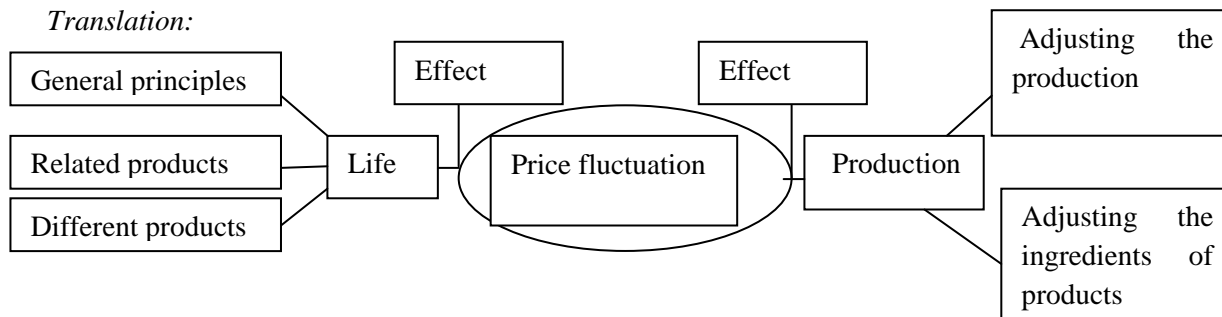
这就是我们今天这节课的内容 this is all the content of this lesson.

这节课实际上看看就讲了两个问题？ In this lesson we only mentioned two points?





Translation:



T & S: 就是价格变动影响生活，影响生产 that is price fluctuation affects life and production

生活就是消费需求 Life requires consumption

生产就是供给 production is supply,

所以概括起来一句话 so let us sum up in a sentence.

T: 就是? That is?

T & S: 价格变动影响供求 Price fluctuation affects supply

反过来，供求变化影响价格 Conversely, supply affects the price

T: 这是整个第二课的内容 That is the whole content of Lesson 2,

好 good.

这节课的内容就到这里 Let us finish our class here,

好，下课 ok, class is over.

Monitor: 起立 Stand up.

S: 老师,请休息。

Teacher, please take a rest!

T: 同学们再见 Goodbye students!

Link to the Lesson Video in Dropbox:

<https://www.dropbox.com/s/1f2zyz4e62jd2il/price%20fluctuation%28subtitle%29.wmv>

Endnotes

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- iii. 耿辽, 关于中学思想政治课改革几个问题的思考, 希望月报, 2007年7月
- iv. <http://www.sdsxyz.com.cn/gk/lc/2009-02-15/84.html>

