**Stage 2 English as an Additional Language**

**Assessment Type 2: Responses to Texts**

**Task – Advertising analysis – oral presentation**



Maximum length: 4½ minutes Due date: …………………

In an oral presentation to the class, critically analyse at least two of the anti-smoking advertisements from The Critics’ Choice resource: [quit.org.au/criticschoice](http://www.quit.org.au/criticschoice/)

Explain how various elements of the production of the advertisement appeal to specific target audiences and persuade them of its key message(s). Production elements include script, sound effects, visual effects, lighting, music, acting/direction, cinematography, framing, setting, narrative.

Preparing a PowerPoint slideshow with annotated still shots from the advertisements will help to illustrate your discussion.

Use the following table to analyse your two chosen advertisements:

|  |  |
| --- | --- |
| Target audience  age group /gender /ethnicity /social class |  |
| Characters the target audience may empathise / identify with |  |
| How are smokers represented? |  |
| Rational Appeal  benefit / danger |  |
| Emotional Appeal  fear / humour / image / status / sex |  |
| Language used to appeal  words / phrases |  |
| Images used to appeal |  |
| Key message(s) |  |
| Slogan |  |
| Argument a tobacco company might use to rebut advertisement |  |

**Stage 2 English as an Additional Language**

| - | Communication | Comprehension | Analysis | Application |
| --- | --- | --- | --- | --- |
| A | Consistently clear and coherent writing and speaking, using a diverse and sophisticated vocabulary.  Sophisticated and consistent demonstration of grammatical control and complexity. | Thorough comprehension and evaluation of information, ideas, and opinions in texts.  Sophisticated comprehension of ways in which texts are composed for varied purposes, audiences, and contexts. | Consistently clear analysis and evaluation of personal, social, and/or cultural attitudes and perspectives in texts.  Thorough analysis of the relationship between purpose, conventions, and language features of texts. | Discerning use of a wide range of appropriate language features and conventions to produce coherent texts for different purposes, audiences, and contexts.  Comprehensive selection and use of information from sources, with consistent and appropriate referencing. |
| B | Usually clear and coherent writing and speaking, using a sound vocabulary.  Effective and usually accurate grammatical control and complexity. | Well-considered comprehension and evaluation of information, ideas, and opinions in texts.  Detailed comprehension and evaluation of ways in which texts are composed for specific purposes, audiences, and contexts. | Well-considered analysis and evaluation of personal, social, and/or cultural attitudes and perspectives in texts.  Effective analysis of the relationship between purpose, conventions, and language features of texts. | Effective use of a range of appropriate language features and conventions to produce texts for different purposes, audiences, and contexts.  Effective and considered selection and use of information from sources, with appropriate referencing. |
| C | Generally clear and coherent writing and speaking, using an appropriate vocabulary.  Appropriate grammatical control and some complexity. | Comprehension and some evaluation of information, ideas, and opinions in texts.  Accurate comprehension of ways in which texts are composed for familiar purposes, audiences, and contexts. | Appropriate analysis of personal, social, and/or cultural perspectives in texts, with elements of evaluation.  Some analysis of the relationship between purpose, conventions, and language features of texts. | Appropriate use of language features and conventions to produce texts for different purposes, audiences, and contexts.  Selection and use of information from sources, with appropriate referencing. |
| D | Occasionally clear and coherent writing and speaking, using a restricted vocabulary.  Partial grammatical control and some complexity. | Some comprehension of aspects of information and/or ideas in texts.  Some comprehension of ways in which some texts are composed for purposes and audiences. | Some recognition of the personal, social, and/or cultural perspectives in texts.  Some description of the relationship between purpose, conventions, and language features of texts. | Some use of language features and conventions to produce texts with some awareness of purposes and audiences.  Use of information from a narrow range of sources, with attempted referencing. |
| E | Limited clarity and coherence in writing and speaking, with a restricted vocabulary.  Limited grammatical control. | Limited comprehension of information in texts.  Limited awareness of one or more ways in which texts are composed for a purpose and audience. | Limited recognition of the personal, social, or cultural ideas in a text.  Limited description of purpose, conventions, and/or language features of a text. | Limited use of language features to produce a text.  Use of information from a source. |