

<p><u>Theme:</u> sales message is simple and clear 5 pts</p>	<p>Sales message is simple and clear 5 pts</p>	<p>Sales message is simple but unclear 3 pts</p>	<p>Sales message is not simple but clear to specific audience 2 pts</p>	<p>Sales message is neither simple nor clear 1 pts</p>
<p><u>Headline:</u> Attracts readers and remain in their memory 5 pts</p>	<p>Headline attracts the readers and remains in their memory 5 pts</p>	<p>Headline is not attractive enough to remain in the readers' memory 3 pts</p>	<p>Headline catches the readers' attention briefly 2 pts</p>	<p>Headline is present but not engaging 1pts</p>
<p><u>Illustration:</u> shows the product and tells a story to reinforce sales message 5 pts</p>	<p>Illustration shows the product and tells a story to reinforce sales message 5pts</p>	<p>Illustration suits the product and reinforces sales message 3pts</p>	<p>Illustration 's relationship to the product is general 2pts</p>	<p>Illustration is present but has no apparent connection to the product 1pts</p>
<p><u>Language, emphasis, volume and tone:</u> Language is advanced, emphasis is varied and is used to engage the audience, audience could hear the speaker clearly, and the tone is appropriate to the content of the presentation 10 pts</p>	<p>Language is advanced, emphasis is varied and is used to engage the audience, audience could hear the speaker clearly, and the tone is appropriate to the content of the presentation 10 pts</p>	<p>Language is good , emphasis is many times varied and is used to engage the audience, audience could hear the speaker clearly, and the tone is appropriate to the content of the presentation 8 pts</p>	<p>Language is simple, emphasis is somehow varied and attempt to engage the audience, audience could barely hear the speaker clearly, and the tone is to some degree appropriate to the content of the presentation 6pts</p>	<p>Language is poor, emphasis is never varied and doesn't engage the audience, audience could not hear the speaker clearly, and the tone is inappropriate to the content of the presentation 3 pts</p>
<p><u>Presentation Components:</u> Excellent Eye contact, appropriate body language 5 pts</p>	<p>Presenters scan the audience and uses excellent eye contact, use body language that is appropriate 5 pts</p>	<p>Presenters address the audience and uses some eye contact, use body language that is appropriate 3 pts</p>	<p>Presenters address the audience from time to time and rarely uses eye contact, use body language that is acceptable 2 pts</p>	<p>Presenters don't address the audience and do not eye contact, use body language that distract the audience 1pts</p>

My Advertisement: 30 pts for portfolio/folder

All the following documents are to be put in a folder or a portfolio with the students' names on the front (per pairs)

Step 1:

Research: 'How to make an Advertisement?' , 'Elements of a good advertisement,' and 'Examples of Advertisement.'

Here are a few sites you can use.

<http://www.wikihow.com/Create-an-Advertisement>

<http://www.hongkiat.com/blog/70-creative-advertisements-that-makes-you-look-twice/>

<http://www.startupinternetmarketing.com/pagelinks/how2ad.html>

<http://inspirationfeed.com/inspiration/advertising-inspiration/50-creative-effective-advertising-examples/>

Step 2:

Print out the articles you need to use. (1 point per article, maximum 5) **5 pts**

Step 3:

Highlight the information you will need and write it in your own words (2 points per article, maximum 5) **10 pts**

Step 4:

Choose a product to be advertised in a magazine, radio or billboard, and TV and show clearly who IS THE AUDIENCE TARGETED. (1 item)

Step 5:

Outline the form of your advertisements. (write/ draw a well-organized outline, tell me what do you want to start with and where you are going to put the headline, message, picture, colours... ..in other words, how will your advertisements look like?) You have to be ready to justify any choice of colour, form, audience, target market..... in your oral presentation. **10 pt** **Deadline: 12th/03/13**

Step 6:

Make your advertisements. (Assessed according to the rubric)

Step 7:

Write your oral presentation on a sheet of paper to put in your folder. **If this document is not in your folder, you lose 5 points.** (Assessed according to the rubric)

Write your magazine article and put it in your folder for the teacher's assessment. **5 pts**

Step 8: Class presentation. **Each student will present and hand in his folder/ portfolio.** (Assessed according to rubric)