**TEAL Writing assessment criteria Task 14: Writing a text-based advertisement Name: *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* Date: *\_\_\_\_\_\_\_\_\_\_\_\_***

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| **Levels of achievement** | **Communication** | **Cultural conventions** |  **Linguistic structures and features** | **Strategies** | ***EAL curriculum levels B2 B3******C2 C3 C4***  |
|  **Text structure**  | **Grammatical features**  |  **Vocabulary**  |  **Writing conventions** |
| **Level****4** | * Convincing attempt to persuade a customer
* Selected information is provided to effectively make simple point(s) about the value of the product
* Language is limited to essential phrases and expression that convey key messages
 | * Use of cultural icons and conventions to add to message and interests and perceptions of the audience
* Shows skilful control of tone to create relationship with audience
 | * Layout allows key words and phrases to be prominent
* Text shows an effective and varied use of cohesive devices throughout
* Text is fully coherent and makes references readers will understand
* Reference to sales brand or source of product
 | * Use of limited grammatical features to convey a simple but strong meaning and impression, including:

- Conditional e.g C*ould you live without…?*- Imperative e.g *Just do it!*,- Comparison of adjectives & adverbs e.g *When only the finest is good enough.*- Rhetorical questions, e.g. *Don’t you deserve the best?* | * Precise and skilful use of a range of vocabulary to convey meaning and impression
* Use of words that have impact in terms of impression being conveyed e.g. *Enjoy!*

*Quality!* | * Minimal punctuation, so as not to detract from main message of the limited text
* Careful integration of visual elements (picture, logo) and text
 | * Uses devices observed in real world print advertisements e.g. *you and your baby will be happier and healthier*
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| **Level****3** | * Text provides reasons to persuade the audience about the value of the product
* Provision of information about the qualities of the product
 | * Explicit indication of persuasive purpose
* Appropriate voice and tone is used overall with occasional inconsistency
 | * The layout and text structure are appropriate for an advertisement
* Cohesion in the text, through use of pronouns for the article, audience and the seller
* Provides contact information, price
 | • Use of a range of features, to provide information about the product, including:* complex sentences
* conditional,
* imperatives,
* adjectives & adverbs of comparison
* rhetorical questions
 | * Use of terminology that portrays product favourably
* Use of comparatives and superlatives e.g.  *better than.., the best.., the cheapest,*
 | * Punctuation used successfully within text
* Picture and important information (price, source of product, contact for product) given prominence
 | * Uses ideas from prompt sheet
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| **Level****2** | * Text partially achieves its purpose to persuade a customer
* Information provided is limited but appropriate to an advertisement
 | * Some appropriate use of persuasive language and elements of advertisements
* Use of interpersonal voice and tone but not consistent
 | * Layout and text structure show some appropriate features for an advertisement
* Cohesion is achieved through use of pronouns, such as *it,* and *this*
* Use of some advertising techniques - inducement and website information
 | * Writing shows varying control but uses some features successfully, including complex sentences, conditional, imperatives, comparative adjectives, including superlative, and adverbs
 | * Vocabulary is generally sufficient for the task.
* Usually uses correct part of speech with some errors
 | * Punctuation is adequate for the task with some errors.
* Organisation of text elements around picture
 | * Follows the task prompt sheet closely
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| **Level****1** | * Provides description of product emphasising positive features
* Some Information provided is relevant but some is not relevant for the purpose of an advertisement
 | * The writing shows some use of persuasive strategies,
* Voice and tone are often inappropriate for an advertisement
 | * Layout has limited elements of an advertisement text, name of product s heading, text and illustration
* Text is too long for an advertisement
* Excessive repetition and limited linking between sentences.
 | * Writing shows limited range and control with frequent errors.
* Some basic grammatical features may be used successfully e.g. conditional, imperatives, comparative adjectives, e.g *beeter than before* & adverbs
 | * Use of adjectives to provide information about the product.
 | * Capitalisation errors, some initial letters inappropriately capitalised
* Errors with us of inverted commas, incomplete or separated from conversational context
* Text relates to picture of product
 | * Attempts to spell new words e.g *dere*t for decorations
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