

Guide to making judgments — Year 9 English

Student

Purpose: To demonstrate how well you can use language to influence different audiences.

Knowledge and understanding Appreciating texts		Knowledge and understanding Constructing texts		Reflecting		Constructing texts		
Explains how advertising features are used to influence the target audience.		Combines texts and visuals in an advertisement that suits the school's environment.		Explains how the advertisement will persuade students to care for their school environment.		Controls language choices and textual features (paragraphing, vocabulary, grammar, punctuation, spelling) in a justification.		
Q 1–4		Q 5		Q 6		Q 6		
<div><div></div><div>Valid and insightful explanations of features used to influence the target audience.</div></div> <div><div></div><div>Relevant interpretations and explanations of text and images.</div></div> <div><div></div><div>Connects images and text to messages in the advertisement.</div></div> <div><div></div><div>Connection of symbolism, text and colour to target audience is unclear.</div></div>		<div><div></div><div>Texts and visuals connect emotively with an environmental issue for students in the school.</div></div> <div><div></div><div>Text and visuals connect in an environmental message for students in the school.</div></div> <div><div></div><div>Text and visuals convey an environmental message that is relevant to the school.</div></div> <div><div></div><div>Text and/or visuals have a generic environmental message.</div></div> <div><div></div><div>Text and visuals are unrelated; message is unclear.</div></div>		<div><div></div><div>Identifies key elements of the advertisement in well-developed arguments with a convincing conclusion.</div></div> <div><div></div><div>Identifies elements in the advertisement that will persuade the students, using supported arguments and a conclusion.</div></div> <div><div></div><div>Identifies elements in the advertisement that will persuade the students, using arguments.</div></div> <div><div></div><div>Describes one or more elements in the advertisement that will persuade the students.</div></div> <div><div></div><div>Describes elements of the advertisement.</div></div>		<div><div></div><div>Precise use of arguments; accurate and controlled use of grammar, punctuation and spelling; cohesive in structure.</div></div> <div><div></div><div>Effective selection of language to influence the audience; control of grammar, punctuation and spelling; controlled structure.</div></div> <div><div></div><div>Appropriate use of language; control of grammar, punctuation and spelling; structure is evident.</div></div> <div><div></div><div>Superficial or repetitive selection of ideas; lapses in structure, grammar, punctuation or spelling may hinder meaning.</div></div> <div><div></div><div>Mostly irrelevant; poorly constructed.</div></div>		<div>A</div> <div>B</div> <div>C</div> <div>D</div> <div>E</div>

Feedback

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