

## MY COMMERCIAL

### Performance Standard 29C.E

After listening to an audio selection or watching a video commercial promoting a product or an event students will write their version of the original presentation accordingly:

- *Knowledge*: know key vocabulary and structures relative to important events;
- *Comprehension*: respond effectively to cues; and
- *Communication*: use appropriate strategies to communicate ideas in the target language.

### Procedures

1. *In order to understand literature and various media of target language societies (29C)*, students should experience sufficient learning opportunities to develop the following:
  - Rewrite selected media presentations in the target language to include the main points.
2. Have students review and discuss the assessment task and how the rubric will be used to evaluate their work.
3. Provide students with experience in listening to short audio selections or watching video tapes followed by questions about the content.
4. Present a list of questions to guide the students when writing will be presented before the presentation of the selection.
5. Evaluate the student's performance using the Foreign Language Rubric as follows and add the scores to determine the performance level:
  - *Knowledge*: identified key events and important aspects of selected product or event.
  - *Comprehension*: responded effectively to written cues.
  - *Communication*: used appropriate skills and strategies to convey ideas.

### Examples of Student Work not available

#### Time Requirements

- Two to three minutes to listen to audio selections and longer for video versions if the audio portion of the presentation was not constant
- 10 – 15 minutes to rewrite the commercial without the use of resources

### Resources

- A video or audio selection similar in length and difficulty to those used in the introduction of the skill
- A list of questions to guide the writing

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Suggested questions:

“When you listen to this tape, CD or watch this video, think about these questions before you create your own commercial.”

1. What is the name of the product or event?
2. What are the significant or desirable characteristics of the product or event?
3. Is there some way in which the product or event is presented as unique or special?
4. In your commercial, how will you or do you need to present the portion of the selection that was visual?
5. What is the image of the product or the event that the producers of the commercial tried to leave with you?