

ASSESSMENT FORM FOR YOUR ADVERTISEMENT ANALYSIS

Criteria	(Grade 5-6) Exceptionally high to Very High Degree of Competence	(Grade 3-4) High to Fair Degree of Competence	(Grade 2-1) Low Degree of Competence
Structure	<p>You have structured your analysis and argument in an excellent way which makes it easy for the reader to understand the points you are making</p> <p>Your text is divided into an introduction, your analysis and a conclusion</p>	<p>You have structured your analysis and argument in a good way, but could still be easier for the reader to understand the points you are making</p> <p>Your text is divided into an introduction, your analysis and a conclusion</p>	<p>You have tried to structure your argument and analysis, but it is difficult for the reader to understand the points you are making</p> <p>Your text is divided into an introduction, your analysis and a conclusion</p>
Understanding of basic terms	<p>You have explained the terms Logos, Pathos and Ethos in a detailed manner that lets the reader know that you have understood the terms well</p> <p>You have used the terms Logos, Pathos and Ethos in your analysis</p>	<p>You have explained the terms Logos, Pathos and Ethos in a detailed manner, but your understanding of the terms is not obvious to the reader</p> <p>You have used the terms Logos, Pathos and Ethos in your analysis</p>	<p>You have tried to explain the terms Logos, Pathos and Ethos, but both your explanation and your understanding of the terms are lacking</p> <p>You have used the terms Logos, Pathos and Ethos in your analysis</p>
Analysis and Ideas	<p>You have mentioned/gone through all of these steps:</p> <ul style="list-style-type: none"> - Purpose/Intent - Target audience - Design - Language - Pictures/text <p>You have analyzed thoroughly and excellently how the advertisement appeals to the target audience</p>	<p>You have mentioned/gone through most of these steps:</p> <ul style="list-style-type: none"> - Purpose/Intent - Target audience - Design - Language - Pictures/text <p>You have analyzed well how the advertisement appeals to the target audience</p>	<p>You have mentioned/gone through some or none of these steps:</p> <ul style="list-style-type: none"> -Purpose/Intent -Target audience -Design -Language -Pictures/Text <p>You have tried to analyse how the advertisement appeals to the target audience, but failed to deliver a good argument for it</p>

	<p>You have analyzed thoroughly and excellently how the advertisement targets specific emotions and what elements it uses for its purpose</p> <p>Your analysis shows that you can understand and think independently/critically when presented with new material</p> <p>Your analysis is consistent, easy to understand and you present your ideas in a concise and original way</p>	<p>You have analyzed well how the advertisement targets specific emotions and what elements it uses for its purpose</p> <p>Your analysis shows that you can understand and think independently/critically to a certain extent when presented with new material</p> <p>Your analysis is mostly consistent, easy to understand and you have presented your ideas in a concise manner, and your ideas lack some originality</p>	<p>You have tried to analyse how the advertisement targets specific emotions and what elements it uses for its purpose, but failed to deliver a good argument for it</p> <p>Your analysis does not show that you can understand and think independently/critically when presented with new material</p> <p>Your analysis is not consistent, not easy to understand and your ideas are not presented in a concise manner. Your analysis lacks originality.</p>
<p>Language Use: Grammar, Usage, Sentence Structure and Use of Linking Words</p>	<p>Varied and concise vocabulary</p> <p>Use of many terms/words related to advertisements</p> <p>Few or no language or usage errors</p> <p>Sentence structure is varied and there is an excellent/good use of linking words.</p> <p>All Ideas communicated well.</p>	<p>Good/satisfactory range of vocabulary</p> <p>Use of some terms/words related to advertisements.</p> <p>Some language and usage errors/Many basic grammar and usage errors.</p> <p>Sentence structure is somewhat varied and there is a satisfactory use of linking words /Many short sentences</p> <p>Many ideas communicated well even though there are grammatical errors/Some ideas are communicated even though communication breaks down at times due to language errors.</p>	<p>Undeveloped vocabulary, mixed with Norwegian</p> <p>Use of very few/no terms/words related to advertisements.</p> <p>Extensive language and usage errors</p> <p>Sentence structure is not so varied and some sentences are unclear.</p> <p>Communication breaks down many times due to grammatical and/or usage errors.</p>