



Communicating Student Learning

Student: _____

Date: _____

Assessment Name: Publicité persuasive

Assessment Focus: Using persuasive writing techniques, students were asked to write and present an advertisement that convinces an audience to buy their product.

Oral Communication in French

Aspect	→			
Speaking and Thinking Vocabulary	Needs instruction and support to develop vocabulary and / or fluency	When called upon can respond by asking a question, making a connection or expressing opinions related to the topic	Vocabulary is mostly precise and ideas are clear; is learning new vocabulary	Takes risks to experiment with and use new and more precise vocabulary
Sharing, Discussing and Presenting	Ideas are brief and need more detail to be clear; may wander off topic, and be unorganized	Ideas sometimes stay on topic and are logical and correct; some ideas may be unclear and need more detail	Ideas and opinions stay on topic and are presented in a logical way with enough detail to be understood	Ideas and opinions are presented in a logical, well organized, expressive way, often with more supporting details and examples; captures audience attention

Written Communication in French

Aspect	→			
Form Introduction	Confusing start that doesn't 'set' the topic	Basic beginning; reader knows the topic	Interesting beginning that 'sets' the topic	Clear, engaging beginning that 'grabs' the reader
Body	Ideas unrelated; focus wanders	Related ideas that wander in places	Similar ideas are grouped together and develop logically	Unique ideas in a logical sequence
Conclusion	No ending yet	Ending is sudden or hard to believe	Logical ending that attempts to tie up the writing	Effective ending that ties up the writing and attempt to have impact
Style Word choice	Simple, repetitive language; may make errors in word choice	Generally simple, familiar language; at times vague; beginning to try to use some descriptive words	Language is clear with some variety and description	Writing includes descriptive and precise word choices
Voice	Personality not evident yet; limited unique thoughts or feelings; has not yet considered audience	Shows personality, and includes some unique thoughts and feelings; some consideration for audience is evident	Has personality; unique thoughts and feelings are evident throughout; audience is considered	Demonstrates passion and personality; fully engages the audience
Conventions Spelling, punctuation, grammar, paragraphs	Frequent errors make writing hard to understand; no paragraphs	Some errors make parts hard to follow; some beginning use of paragraphs	Few errors but meaning is clear; paragraphs used correctly	Occasional errors that don't affect meaning; paragraphs used correctly