

Name:

Date:

### Assessment Rubric – Media

Media influences how we think, and the choices we make

4 Advanced	<p>Can explain and give examples of various purposes of advertising.</p> <p>Can explain and give examples of various types of advertising and reasons behind why advertisers choose particular types.</p>	<p>Identifies a range of persuasive techniques used by advertisers and <i>clearly</i> describes how these are effective.</p> <p>Gives a detailed explanation about the connection between a range of persuasive techniques and the target audience they aim to persuade, giving a variety of real life examples.</p>	<p>Consistently meets the criteria and demonstrates effective leadership skills within groups.</p>	<p><b>Accepting responsibility:</b> Taking on and completing tasks in an appropriate manner; being willing to take on a share of the responsibility.</p>
3 Proficient	<p>Can explain various purposes of advertising e.g.</p> <ul style="list-style-type: none"> <li>• To sell</li> <li>• To persuade</li> <li>• To take action</li> <li>• To promote</li> </ul> <p>Can explain and give examples of various types of advertising e.g.</p> <ul style="list-style-type: none"> <li>• Print (newspaper, magazine, billboards etc)</li> <li>• Radio</li> <li>• Internet</li> <li>• Television</li> </ul>	<p>Identifies a range of persuasive techniques used by advertisers and <i>clearly</i> describes how these are effective e.g.</p> <ul style="list-style-type: none"> <li>• Humour</li> <li>• Feel good factor</li> <li>• Exaggerations</li> <li>• Gimmicks</li> <li>• Play on words</li> <li>• Intense language</li> <li>• Association</li> <li>• Rhetorical questions</li> <li>• Celebrities</li> <li>• Beautiful People</li> <li>• Experts</li> </ul> <p>Gives a detailed explanation about the connection between some of these techniques and the target audience they aim to persuade.</p> <p>Uses a variety of examples from various target audiences e.g. children, mothers, boys/girls, culture.</p>	<p>Meets most of the criteria most of the time.</p>	<p><b>Respecting others:</b> Listening sensitively to others; making decisions based on fairness and equality; recognising that others’ beliefs, viewpoints and ideas may differ from one’s own; stating one’s opinion without hurting others.</p> <p><b>Cooperating:</b> Working cooperatively in a group; being courteous to others; sharing materials; taking turns.</p> <p><b>Resolving conflict:</b> Listening carefully to others; compromising; reacting reasonably to the situation; accepting responsibility appropriately; being fair.</p>
2 Consolidating	<p>Can list various purposes of advertising with some explanation.</p> <p>Can list various types of advertising with some explanation.</p>	<p>Identifies a range of persuasive techniques used by advertisers and may describe some ways they are effective.</p> <p>Gives some explanation about the connection between advertising techniques and target audiences.</p> <p>Uses some examples.</p>	<p>Meets most of the criteria some of the time.</p> <p style="text-align: center;">OR</p> <p>Meets some of the criteria most of the time.</p>	<p><b>Group decision making:</b> Listening to others; discussing ideas; asking questions; working towards and obtaining agreement.</p>
1 Beginning	<p>Can give some of the purposes of advertising. May attempt explanation.</p> <p>Can list some types of advertising. May attempt explanation.</p>	<p>With support, identifies the target audience and some techniques used by advertisers.</p> <p>Makes a connection between advertising techniques and target audience.</p>	<p>Works in a group with teacher assistance.</p>	<p><b>Adopting a variety of group roles:</b> Understanding what behaviour is appropriate in a given situation and acting accordingly; being a leader in some circumstances, a follower in others.</p>
	Explains the purpose and types of advertising.	Explains persuasive techniques used to reach and influence a target audience.	Works as part of a team to achieve a common goal.	Social Skills Criteria
	<b>Function and Perspective</b>	<b>Connection and Perspective</b>	<b>Social skills</b>	