

Les Publicités



Content Standards

- Produce language with acceptable pronunciation and intonation
- Effectively and accurately use and incorporate new and previously learned vocabulary in speaking
- Writing demonstrates accurate and correct use of known tenses and verb conjugations
- Able to move beyond choppy and one word responses in order to express themselves in a written manner using one or several sentences that are complete, coherent, and comprehensible.

Just as in the United States, the enormous cost of television production are paid by the corporations and companies that pay a premium for precious airtime during programs to advertise their products. Commercials, *les publicités ou les pubs*, are a large part of French television.

→ Working with two other partners you will be creating a television commercial (en français bien sûr!) for a French toiletry product. This should be a product or service that will help the customer improve the efficacy and/or quality of their daily routine. Decide on a scenario for your commercial and first write the script. After some peer editing in class you will begin to prepare product sample, find props and any other material you might want to include in your presentation. You will be checking out a video camera from the AV department to record your commercial; it will later be played in class for a grade.

→ Part of your grade is dependent upon your efficient use of class time. This time should be used for the planning and writing of the script, planning of production details, and rehearsing. This is not time for idle chit chat... Use your time wisely and productively...

****Be sure to pay close attention to pronoun placement in both negative and positive commands of reflexive verbs! You must have at least 6 uses of the imperative form!****

****Be sure to include as much vocabulary as possible from this current leçon, but do not be afraid to incorporate some vocabulary from previous chapters as well**

****You will also be turning in a final, edited copy of your script to me. ****



	Pauvre	Limité	Bien	Excellent
<i>Pronunciation and Intonation</i> _____/ 5 points	Incorrect pronunciation and intonation hinder a listener's ability to understand the majority of the conversation. (0-2 points)	Much of dialogue is pronounced incorrectly with little to no intonation. <i>Some</i> of dialogue is impossible to understand due to these pronunciation issues. (3 points)	Some of dialogue contains strong American pronunciation and/or intonation. However, it does not hinder communication and listener's ability to understand. (4 points)	Acceptably correct or near correct pronunciation and intonation is consistently evident throughout dialogue. (5 points)
<i>Fluency and Accuracy of Communication</i> _____/ 15 points	Dialogue is consistently choppy and contains many awkward pauses. Majority of sentences are incomplete, choppy, and incoherent. Commercial seems thrown together, poorly rehearsed and prepared. A native speaker would have difficulty understanding the situation. (0-8 points)	Dialogue is often interrupted by choppy and awkward pauses. More time needed for rehearsal of preparation. Many sentences are incomplete and hard to understand. Would be difficult for entire dialogue to be understood by native speaker. (9-11 points)	Dialogue is sometimes interrupted by choppy or awkward pauses. Evidence of sufficient rehearsal and prep. Some sentences are either incomplete or unclear. Most of dialogue could be understood by a native speaker. (12-13 points)	Dialogue flows smoothly. Few to no choppy awkward pauses. Evident that much time was dedicated to rehearsal and preparation. Sentences are complete and coherent. Would easily be understood by a native speaker. (14-15 points)
<i>Vocabulary Usage and Structure</i> _____/ 15 points	Insufficient vocabulary usage, few to no new vocab words included. Many mistakes in vocabulary usage and grammatical structures that hinder understanding. (0-8 points)	Limited use of new vocabulary expressions. Some mistakes do hinder some understanding. (9-11 points)	Some vocabulary expressions used. Some mistakes in vocabulary usage and grammatical structure, however these do not hinder understanding. (12-13 points)	Broad range of vocabulary used, including many new vocabulary expressions from this leçon. Vocabulary and grammar are accurately used in speaking with few to no mistakes. (14-15 points)
<i>Final Written Copy of Script</i> _____/ 10 points	Script includes 2 or less correct uses of the imperative form. Many grammatical mistakes and accent mistakes. Script is turned in late. (0-5 points)	Script includes 3 correct uses of the imperative form. Many grammatical mistakes and/or accent mark mistakes. Script is turned in on time. (6-7 points)	Script includes 4-5 correct uses of the imperative form. Some grammatical mistakes or misplaced accent marks. Script is turned in on time. (8 points)	Script includes at least 6 correct uses of the imperative (command form) Writing includes few to no grammatical mistakes or missing accent marks. Script is turned in on time. (9-10 points)
<i>Use of class time</i> _____/ 10 points	Most of class time is wasted and unfocused on task at hand. (0-5 points)	Some of class time is used productively, however much is lost to other topics. (6-7 points)	Most of class time is used efficiently. Some time wasted to time off task. (8 points)	Class time is used efficiently for planning and rehearsing. (9-10 points)

Total _____/ 55 points

