Unit 4, Module 1 – Persuasive Video

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| **Excelling** | Seeks teacher feedback on their final speech | Summarises key points as a conclusion | Re-records their video if they feel they can improve it | Presents for up to 4 minutes | Speaks at an appropriate speed and uses intonation consistently | Enhances presentation with hand gestures and facial expressions | Engages with the camera throughout | Uses persuasive language throughout presentation |
| **Achieving** | Seeks teacher feedback on their draft | Gives examples to back up their reasons | Applies feedback given from the audience | Presents for between 2 and 3 minutes | Speaks at an appropriate speed and uses intonation on occasion | Enhances presentation with hand gestures | Engages with the camera occasionally | Uses some persuasive language |
| **Satisfactory** | Drafts the speech in their workbook | Outlines reasons they would be an asset | Rehearses speech in front of a small audience | Presents for between 1 to 2 minutes | Speaks at a speed that allows them to be understood | Stands in a formal manner | Looks at the camera occasionally | Uses formal language |
| **Not yet satisfactory** | Completes a brainstorm and plan | Introduces themselves | Annotates their script with presentation tips | Presents for less than 1 minute | Speaks in monotone | Remains in one position or moves around a lot | Looks down throughout | Uses informal language |
| Not shown | Didn’t present | Not shown |
| **Criteria** | **Planning** | **Structure** | **Preparation** | **Length** | **Voice** | **Non-verbal communication** | **Eye contact** | **Spoken** |
| **Speech** | **Presentation skills** | **Language use** |
|  | **Monotone**= no change in speed or intonation, the voice stays the same the whole time, not engaging.**Intonation**= your voice going up and down when speaking, highlights key words, interesting to listen to.**Non-verbal communication** *=* body movement, posture (how you hold your body), gesture (hand movements) and facial expression.**Looks vs engages**= looking at someone means you glance at them for a short time but there is no connection. Engaging someone means you look them in the eye, may smile and are talking directly to them.  |

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| **Characteristics of formal & informal language** |
| **Formal**SeriousObjectiveImpersonalReasonedControlledReserved | **Informal**LightHumorousPersonalCasualOffhandedPlainspokenSimple |

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