

	Communication	Cultural conventions of language use	Linguistic structures and features				Strategies	EAL curriculum levels		
			Text structure	Structures and features	Vocabulary	Phonology		C2	B3 C3	C4
4	<ul style="list-style-type: none"> Explicit statement of the benefits of product for a audience and how it meets a need Confident, persuasive presentation Describes attributes of the product, making it sound attractive Makes comparisons with alternative products Longer presentation Fluent presentation, with some pauses 	<ul style="list-style-type: none"> Indicates purpose of interaction Maintains good eye contact with audience Offers reassurance of genuine, honest intent Projection of confidence, and good humour, including laughing at self Direct appeal to audience 	<ul style="list-style-type: none"> Presents need and purpose of the product Provides product information Uses wide range of words with positive connotations – <i>awesome, affordable, easy to clean, real deal, really great</i> Strong concluding statement 	<ul style="list-style-type: none"> Use of a wide range of sentence structures for a wide range of functions Combining adjectives – <i>cool, freshening air</i> Comparatives – <i>less money, cheaper, more powerful</i> and superlatives, Use of devices such as alliteration – <i>stylish and simple</i>, and rhyme, <i>real deal</i> 	<ul style="list-style-type: none"> Use of wide range of adjectives – <i>affordable, simple, stylish, elegant</i> Use of adverbs to add emphasis – <i>really great, or modify just wipe the outside... only \$46</i> Use of sales language – <i>affordable, easy to clean, real deal, Why wait?</i> 	<ul style="list-style-type: none"> Clear articulation of sounds Accurate word stress Use of sentence stress to give emphasis – <i>even if the atmosphere is hot ...it will cool the whole house.</i> Clear linking of sounds Varied intonation adds interest to what is being said 	<ul style="list-style-type: none"> Consciously ignoring notes at times to speak directly to audience Uses gestures to add emphasis Offers reassurance of sincerity, honest intent Sounding relaxed and assured Self corrects errors 			
3	<ul style="list-style-type: none"> Explicit statement of how product meets a need of the audience Confident presentation Describes attributes of the product, making it sound attractive Makes comparisons with alternative products Long presentation Fluent presentation, with some strategic pauses 	<ul style="list-style-type: none"> Indicates purpose of interaction Maintains eye contact with audience Use of words with positive connotations to describe qualities of the product – <i>good save you, simple, safe cheap</i> 	<ul style="list-style-type: none"> Presents statement of the product Provides product information Use of words with positive connotations, – <i>good, save you, simple, safe, cheap.</i> Comparison with competing products Strong concluding statement 	<ul style="list-style-type: none"> Use of wider range of grammatical structures, including some errors – <i>sell to you, is better because is cheaper</i> Use of comparatives <i>better than</i>, with some errors in comparative structures – <i>It costs less power, consumption my fan is better</i> Rhetorical questions – <i>Who would like to have a fan with so much noise?</i> 	<ul style="list-style-type: none"> Uses wide range of vocabulary to describe features of the product – <i>removable cage, power consumption, powerful,</i> Range of adjectives used – <i>less power consumption, better than, simple, easy to move around, amazing</i> Use of adverbs – <i>obviously</i> Use of sales language – <i>Good value for money features of product, I don't know why you're waiting</i> 	<ul style="list-style-type: none"> Clear articulation of sounds, words easily recognizable Clear linking of sounds Use of word stress to emphasise positive aspects of the product – <i>move it to your room</i> 	<ul style="list-style-type: none"> Smiling, looking confident Limited and brief reference to notes, Sounding relaxed and assured Use of gesture to add emphasis Use of rhetorical question Statement of additional benefits, portability, 			
2	<ul style="list-style-type: none"> Describes attributes of the product, making it sound attractive Reliance on notes or prompts Offers additional attractive terms for a sale Relatively short presentation Some fluent flow of words, some points of hesitation 	<ul style="list-style-type: none"> Makes eye contact with audience at times, Some use of words with positive connotations to describe qualities of the product <i>good save you simple, safe cheap</i> Uses some common sales techniques and offers Projection of self confidence 	<ul style="list-style-type: none"> Statement of purpose Provision of information about product Attempt at alliteration <i>simple and safe</i> Concludes with additional reasons to buy the product 	<ul style="list-style-type: none"> Use of simple sentence structure to describe product and attributes, <i>It is good, it has</i> Errors in parts of speech (intended meaning clear) <i>,very safety cage</i> Comparative used, <i>louder than, highest</i>, but with some errors, <i>more cheaper than</i> 	<ul style="list-style-type: none"> Limited vocabulary to describe product, restricted what is on task notes Some basic adjectives used <i>simple, safe, easy for cleaning</i> Use of sales language <i>buy one get one free, free delivery, warrantee</i> 	<ul style="list-style-type: none"> Generally intelligible Some errors of sounds in words eg /g/ pronounced /d3/ in <i>elegant</i>, Some stress errors – ‘per cent’ (‘per cent’ rather than ‘per cent’) 	<ul style="list-style-type: none"> Uses notes, with occasional reference to them Attempting to sound confident Concludes with statement of additional offered benefits, offers, <i>free delivery, buy one get one free, free guarantee, free fixing</i> 			
1	<ul style="list-style-type: none"> Describes some attributes of the product but doesn't elaborate on these features High reliance on notes or prompts Explicit appeal to audience – ‘I hope you can buy!’ Short presentation Hesitant delivery 	<ul style="list-style-type: none"> Little eye contact with audience Some attempt to make product sound desirable Limited eye contact with audience Limited projection of self-confidence 	<ul style="list-style-type: none"> Statement of purpose Provision of some information about the product Reiteration of assertion <i>it is/was good</i> without supporting reasons Concludes with expression of hope 	<ul style="list-style-type: none"> Limited SVO structure, seems like a series of phrases; <i>is a very good, not so much noise, airflow good</i> Some incorrect tense use; <i>it was good, you didn't need to waste your money</i> Adjectives used but not in comparative form, <i>good, cheap, easy</i> 	<ul style="list-style-type: none"> Limited control of vocabulary to describe attributes, <i>power, watts, decibels</i> Limited range of adjectives used to describe product, <i>good, more cheaper than</i> 	<ul style="list-style-type: none"> Intelligible, but with some effort for listener Hesitation and errors with unfamiliar technical words, such as ‘watts’ and ‘decibels’ Some errors of pronunciation of non-technical words – ‘loud’ /laud/ sounds like ‘low-ed’ /lɔəd/. 	<ul style="list-style-type: none"> Reliant on notes Explicit statement – <i>I don't know</i> and signalling ‘finish’ when runs out of ideas. 			

