

Levels of achievement	Communication	Cultural conventions	Linguistic structures and features				Strategies	EAL curriculum levels		
			Text structure	Grammatical features	Vocabulary	Writing conventions		B2 C2	B3 C3	C4
Level 4	<ul style="list-style-type: none"> Convincing attempt to persuade a customer Selected information is provided to effectively make simple point(s) about the value of the product Language is limited to essential phrases and expression that convey key messages 	<ul style="list-style-type: none"> Use of cultural icons and conventions to add to message and interests and perceptions of the audience Shows skilful control of tone to create relationship with audience 	<ul style="list-style-type: none"> Layout allows key words and phrases to be prominent Text shows an effective and varied use of cohesive devices throughout Text is fully coherent and makes references readers will understand Reference to sales brand or source of product 	<ul style="list-style-type: none"> Use of limited grammatical features to convey a simple but strong meaning and impression, including: <ul style="list-style-type: none"> Conditional e.g. <i>Could you live without...?</i> Imperative e.g. <i>Just do it!</i> Comparison of adjectives & adverbs e.g. <i>When only the finest is good enough.</i> Rhetorical questions, e.g. <i>Don't you deserve the best?</i> 	<ul style="list-style-type: none"> Precise and skilful use of a range of vocabulary to convey meaning and impression Use of words that have impact in terms of impression being conveyed e.g. <i>Enjoy! Quality!</i> 	<ul style="list-style-type: none"> Minimal punctuation, so as not to detract from main message of the limited text Careful integration of visual elements (picture, logo) and text 	<ul style="list-style-type: none"> Uses devices observed in world print advertisements e.g. <i>you and your baby will be happier and healthier</i> 			
Level 3	<ul style="list-style-type: none"> Text provides to persuade the audience about the value of the Provision of about the qualities of the product 	<ul style="list-style-type: none"> Explicit indication persuasive purpose Appropriate and tone is used overall with occasional inconsistency 	<ul style="list-style-type: none"> The layout and structure are appropriate for an advertisement Cohesion in the through use of pronouns for the article, audience and the seller Provides information, price 	<ul style="list-style-type: none"> Use of a range of features, provide information about the product, including: <ul style="list-style-type: none"> complex sentences conditional, imperatives, adjectives & adverbs of comparison rhetorical questions 	<ul style="list-style-type: none"> Use of that portrays product favourably Use of and superlatives e.g. <i>better than...</i>, <i>the best...</i>, <i>the cheapest</i>, 	<ul style="list-style-type: none"> Punctuation successfully within text Picture and information (price, source of product, contact for product) given prominence 	<ul style="list-style-type: none"> Uses ideas from prompt sheet 			
Level 2	<ul style="list-style-type: none"> Text partially achieves its purpose to persuade a customer Information provided is limited but appropriate to an advertisement 	<ul style="list-style-type: none"> Some appropriate use of persuasive language and elements of advertisements Use of interpersonal voice and tone but not consistent 	<ul style="list-style-type: none"> Layout and text structure show some appropriate features for an advertisement Cohesion is achieved through use of pronouns, such as <i>it</i>, and <i>this</i> Use of some advertising techniques - inducement and website information 	<ul style="list-style-type: none"> Writing shows varying control but uses some features successfully, including complex sentences, conditional, imperatives, comparative adjectives, including superlative, and adverbs 	<ul style="list-style-type: none"> Vocabulary is generally sufficient for the task. Usually uses correct part of speech with some errors 	<ul style="list-style-type: none"> Punctuation is adequate for the task with some errors. Organisation of text elements around picture 	<ul style="list-style-type: none"> Follows the task prompt sheet closely 			
Level 1	<ul style="list-style-type: none"> Provides description of product emphasising positive features Some Information provided is relevant but some is not relevant for the purpose of an advertisement 	<ul style="list-style-type: none"> The writing shows some use of persuasive strategies, Voice and tone are often inappropriate for an advertisement 	<ul style="list-style-type: none"> Layout has limited elements of an advertisement text, name of product s heading, text and illustration Text is too long for an advertisement Excessive repetition and limited linking between sentences. 	<ul style="list-style-type: none"> Writing shows limited range and control with frequent errors. Some basic grammatical features may be used successfully e.g. conditional, imperatives, comparative adjectives, e.g. <i>beeter than before</i> & adverbs 	<ul style="list-style-type: none"> Use of adjectives to provide information about the product. 	<ul style="list-style-type: none"> Capitalisation errors, some initial letters inappropriately capitalised Errors with us of inverted commas, incomplete or separated from conversational context Text relates to picture of product 	<ul style="list-style-type: none"> Attempts to spell new words e.g. <i>deret</i> for decorations 			