

## **TASK**

Create a radio advertisement for a sale in a French clothes shop

## **FORMAT**

Oral

## **TITLE**

Solde d'hiver– Pimkie

## **TEACHING AND LEARNING CONTEXT**

After learning about fashion and shopping in French speaking countries, students were asked to create a radio advertisement for a sale in a clothes shop in a French speaking region.



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Features of Quality: Student Language Portfolio	
<p><b>Exceptional</b></p> <p>A piece of work that reflects these features to a very high standard. The strengths of the work far outstrip its flaws.</p>	<p>Ideas are communicated very clearly, with very good fluency, accuracy and range of vocabulary</p> <p>The text shows very good awareness of language and social conventions and of language patterns</p> <p>The text reveals a very good understanding of the purpose and potential audience for the communication and, where appropriate, aspects of the target language country/countries or culture</p>
<p><b>Above expectations</b></p> <p>A piece of work that reflects these features very well. The student shows a clear understanding of how to complete each area of the task. Feedback might point to the necessity to address some aspect of the work in need of further attention but, on the whole the work is of a high standard.</p>	<p>Ideas are communicated clearly, with good fluency, accuracy and range of vocabulary</p> <p>The text shows good awareness of language and social conventions and of language patterns</p> <p>The text reveals a good understanding of the purpose and potential audience for the communication and, where appropriate, aspects of the target language country/countries or culture</p>
<p><b>In line with expectations</b></p> <p>A piece of work that reflects most of these features well. It shows a good understanding of the task in hand. Feedback might point to areas needing further attention but the work is generally competent.</p>	<p>Ideas are communicated clearly enough to be understood, with limited fluency, accuracy and range of vocabulary</p> <p>The text shows a limited awareness of language and social conventions and of language patterns</p> <p>The text reveals some understanding of the purpose and potential audience for the communication and, where appropriate, aspects of the target language country/countries or culture</p>
<p><b>Yet to meet expectations</b></p> <p>A piece of work that falls some way short of the demands of the Classroom-Based Assessment and its associated features. Perhaps the student has made a good attempt, but the task has not been grasped clearly or is marred by significant lapses. Feedback will draw attention to fundamental shortcomings that need to be addressed.</p>	<p>Ideas are frequently communicated unclearly and are limited to very basic words and phrases</p> <p>The text shows little or no awareness of language and social conventions or of language patterns</p> <p>The text reveals little or no understanding of the purpose and potential audience for the communication or aspects of the target language country/countries or culture</p>

Students select their best texts within the timeframe stipulated by the NCCA. They are free to choose any three items they have created over the time period, to submit for assessment, as long as at least one text is in oral format and at least one text shows awareness of aspects of the country/ countries and/ or culture of the language. Teachers assess each text individually using the features of quality. Expectations of the standard they achieve will be at a level appropriate to their age and experience at that stage in their language learning in junior cycle.

## TEACHER ANNOTATIONS USING THE FEATURES OF QUALITY

Overall communication in this piece is very good. The ideas are logically sequenced to provide all the information needed to the potential audience and are communicated clearly for the most part. There is a rich range of vocabulary including a variety of nouns and verbs (e.g. various items of clothing, prices, times are referred to). Problems with pronunciation, rhythm and intonation impedes the overall clarity and fluency of the piece (e.g. “attention”; “maintenant”; “article”; “seulement”) causing communication to break down on occasion.

The register of language is appropriate throughout and there is a good awareness of language patterns with good adjectival agreement and appropriate use of prepositions (e.g. *à* and *de* used to outline the days and times of sales).

The text reveals a very good understanding of the purpose and potential audience of this task, with the words ‘attention, attention!’ used at the very beginning of the piece, before being told that the Winter sales are here and a slogan used at the end to sum up the end “*Pimkie, pour valeur incroyable*”.

The text demonstrates a very good understanding of aspects of the target language country by referring to the Winter Sales and providing the dates of such sales, as well as referring to a well-known French boutique “Pimkie”).

While some aspects of the text reveals a very good awareness of language, feedback might point to the necessity to address aspects such as pronunciation, intonation and rhythm. On the whole the work is of a high standard.

## LEVEL OF ACHIEVEMENT

Best fit on balance judgement =



Above expectations

The annotations capture observations by the student's teacher, using the features of quality, with a view to establishing the level of achievement this work reflects. The annotations and judgments were confirmed by a Quality Assurance group, consisting of practicing MFL teachers and representatives of the Inspectorate, the State Exams Commission and the Junior Cycle for Teachers support service.