

Helburu didaktikoak	Ebaluazio adierazleak
1. To identify some of the most common verbal and non-verbal resources used in advertising and use that knowledge to interpret adverts.	<p>1.1. <i>The student has identified some of the language features used in advertising.</i></p> <p>1.2. <i>The student has identified some common advertising techniques: celebrity endorsement, music and target audience.</i></p> <p>1.3. <i>The student has identified narrative and non-narrative structures in advertising.</i></p> <p>1.4. <i>The student has interpreted the explicit/implicit message of an advert by analysing the use of verbal and non-verbal resources.</i></p>
2. To interpret the implicit messages of adverts by analysing how the verbal and non-verbal resources are used to portray some of the current issues in advertising.	<p>2.1. <i>The student has identified some of the legal and ethical issues that constitute the acceptability of advertisements.</i></p> <p>2.2. <i>The student has inferred the meaning of implicit messages in adverts from a legal and ethical point of view.</i></p> <p>2.3. <i>The student has used the required language to organise her/his interpretation of the advert.</i></p>
3. To evaluate adverts using given criteria, and then justify that evaluation.	<p>3.1. <i>The student has used the appropriate language to justify his/her opinion of certain advertisements.</i></p> <p>3.2. <i>The student has given his/her opinion on the acceptability of given adverts using legal and ethical criteria.</i></p>
4. To participate in group activities both actively and responsibly	<p>4.1. <i>The student has talked and listened respectfully to his/her classmates.</i></p> <p>4.2. <i>The student has followed the rules required by the class tasks.</i></p> <p>4.3. <i>The student has made an effort to communicate in English.</i></p> <p>4.4. <i>The students has done homework, participated in class and contributed to the good atmosphere in class.</i></p>
5. To acquire the required grammar items for this project.	<p>5.1. <i>Tenses: present simple, present continuous, past simple and past continuous</i></p> <p>5.2. <i>Conditional type 1 and type 2</i></p> <p>5.3. <i>Modals: must, have to, mustn't, don't have to, should, shouldn't</i></p> <p>5.4. <i>Linkers</i></p> <p>5.5. <i>Irregular Verbs: 30 verbs (per unit)</i></p>