

Ebaluaziorako erreferenteak eta bakoitzaren definizioa	Ebaluaziorako irizpideak	Oinarrizko kompetentziekiko lotura											
		OK1	OK2	OK3	OK4	OK5	OK6	OK7	OK8	OK9	OK10	OK11	OK12
RELEVANCE	EI01. The student has interpreted, according to the situation, the elements of the advert or media message required.								x				x
	EI02. The student has evaluated, according to the situation, the (un)acceptability of the advert or the media message.								x				x
COHERENCE	EI03. The student has justified his/her interpretation of the advert by relating the elements or the information in the advert or media message to advertising methods and techniques.								x				x
	EI04. The student has justified his/her opinion by relating the elements or the information in the advert or media message to legal/ethical issues in advertising.								x				x
	EI05. The student has organised the ideas in the text using the appropriate discourse markers and cause-consequence language.								x				x
USE OF SUBJECT TOOLS	EI06. The student has used the required advertising concepts and vocabulary.								x				x
	EI07. The student has used the required language structures and spelling.								x				
The competence to learn and live together and an appropriate self- image and self-esteem, and self-regulation to enable autonomy (the competence required to be oneself)	EI08. The student has freely expressed his/her own ideas and feelings and has respected those expressed by others.										x	x	
	EI09. In the group, the student has performed his/her own duties responsibly, then asked for and given help when required.										x	x	
	EI10. The student has accepted the proposals made and then tried to use them to deal with the difficulties that arose.												x
	EI11. The student has acted responsibly when carrying out his/her own decisions and duties.												x
	EI12. The student has tried to communicate with classmates and teachers using the appropriate language.										x		