



National Certificate of Educational Achievement  
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

**2009**

## **Internal Assessment Resource**

Subject Reference: **Languages 1.6**

Internal assessment resource reference number:  
**Lang/1/6\_FrenchH6**

### **Ad Campaign**

Supports internal assessment for:

Achievement Standard 90089 v3

Write crafted text in simple French on a familiar topic, with the support of resources

Credits: 3

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**Ministry of Education  
quality assurance status**

For use in internal assessment  
from 2009

### **Teacher Guidelines:**

The following guidelines are supplied to enable teachers to carry out valid and consistent assessment using this internal assessment resource.

### **Context/setting:**

For this activity students will create a new health drink and an advertisement to promote it. Their task will include two steps:

- (1) write the labels for the product package; and
- (2) write the text for an advertisement to promote the product.

### **Links to other documents:**

This resource material should be read in conjunction with:

- the **registered achievement standard French AS 90089**; and
- **Assessment Guidelines for NCEA Learning Languages** for internally assessed Languages achievement standards.

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## **Student Instructions Sheet**

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For this activity you will create a new health drink or health product and an advertisement to promote it. Your task will include two steps.

1. Write the labels for your product package.
2. Write the text for an advertisement to promote your product.

### **Step 1: Product labels**

Choose **one** of three styles of packaging (bottle, carton, tin). Write the text for the label for your new health drink. Your writing could include:

- name of product;
- name of product producer, eg. company name;
- product ingredients;
- three qualities of your product, eg. taste, cost, convenience, health, energy, availability.

Write about **20** words in French for your label.

## **Step 2: Product advertisement**

Write the text for an advertisement. Your writing could include:

- a leading question about your product to generate interest, eg “Have you tried Joy Juice?”;
- a description of your product ;
- instructions on where you can buy your product;
- the cost of your product;
- a comparison with other similar products;
- why you liked your product;
- why you feel the consumer will like your product;
- why the consumer should buy your product;
- a consumer’s comment about the product.

Write about **100** words in French for your advertisement.

**Your texts must total about 120 words**

## Assessment Schedule: Lang/1/6\_FrenchH6 – Ad Campaign

Judgement leading to Achievement	Judgement leading to Achievement with Merit	Judgement leading to Achievement with Excellence
<ul style="list-style-type: none"><li>• Student writes crafted text in French of a minimum length of about 120 words as an ad campaign.</li><li>• Relevant information is given.</li><li>• Simple language is used up to and including level 6 of the curriculum, or equivalent.</li><li>• Communication is achieved overall, despite errors.</li></ul>	<ul style="list-style-type: none"><li>• Student writes crafted text in French of a minimum length of about 120 words as an ad campaign.</li><li>• Relevant information is developed.</li><li>• A variety of simple language is used up to and including level 6 of the curriculum, or equivalent.</li><li>• Any errors do not significantly hinder communication.</li></ul>	<ul style="list-style-type: none"><li>• Student writes crafted text in French of a minimum length of about 120 words as an ad campaign.</li><li>• Relevant information is substantially developed.</li><li>• A wide variety of simple language is used up to and including level 6 of the curriculum, or equivalent.</li><li>• Any errors do not hinder communication.</li></ul>

### Sample text for Lang/1/6\_FrenchH6

#### Achievement

Crocodilait c'est une boisson délicieuse et n'oubliez pas que c'est très bon pour la santé aussi

#### Merit

Crocodilait, c'est une boisson vraiment délicieuse. Ça coûte un euro cinquante la bouteille, c'est meilleur que beaucoup de boissons plus chères et n'oubliez pas que c'est très bon pour la santé aussi

#### Excellence

Essayez Crocodilait, ça va vous donner beaucoup d'énergie. Tant mieux si vous en buvez tous les jours. Vous allez vous sentir en très bonne santé, et, à un euro cinquante, vous allez voir que c'est meilleur que beaucoup de boissons plus chères.