

Commercial Assessment Summative #2 for Grammar Fun

Table of Contents

<u>Item</u>	<u>Page Number</u>
Teacher directions	2
Student directions	2
Scoring method	3
Student Copy	4

Duration: 45-60 minutes

Standards Assessed:

FLA.2.3.2 (main idea/details)

LAC1.3.4.6.1 (alert while listening)

LA.C.1.3.1.6.2 (paraphrasing)

Description of Assessment: After listening to a taped commercial, students must determine the main idea and details from the presentation. The commercial should be one that is not common or perhaps is one that is not of interest to middle schoolers. The whole purpose is to determine if students can use their English language skills to determine the main idea of the commercial through listening and viewing and if they can paraphrase that main idea.

Teacher Directions: Choose and tape a commercial from television that you think presents a product clearly and gives details as to why someone should buy the product. Make sure that the commercial does not use words that students have not been exposed to or has a subtle message ESOL students may not comprehend. Play the taped commercial for the students. They are to be silent and listen. Give them the questions for the commercial. Depending on where the group is in reading ability, you may need to read the questions for the students. Allow them time to answer those that they can. Play the commercial a second time for the students. Again allow time for them to answer the questions. If necessary, play the commercial one more time for the students. Do not interpret the commercial or answer any questions for the students.

Student Directions:

1. Listen and watch this commercial. Do not talk among yourselves.
2. (After commercial has played one time) Say: Look at the questions about the commercial on the sheet I just handed to you. Read all of the questions and then take a few minutes to see if you can answer any of them.
3. Now watch and listen again as I play the commercial.
4. (After second time commercial has played) Answer the remaining questions and then turn your papers over.

Scoring Method:

Determine the answers based on the commercial you chose. Make sure when scoring the questions, that you can determine that the answer is from the knowledge that the student gained from listening and viewing the commercial. In other words, on some questions there is no right or wrong answer unless the student includes information that was not in the commercial. Also make sure that the student paraphrases the requested information from the commercial correctly and does not add anything that was not in the commercial. Summative grades can be computed by percentage correct.



Student's Name: _____

Questions for Commercial Summative #2



1. What is this commercial advertising?
2. Is there music in this commercial?
3. How many people are in this commercial?
4. What is the main idea of the commercial?
5. How do you think the writer of the commercial wants you to respond to it?
6. Would you like to try this product? Why or why not?
7. How does this commercial make you feel, when you listen to it?
8. Name two details about the product that you heard in this commercial.
9. Name 4 nouns that you heard in this commercial.
10. Were there any verbs in this song? Give 4 examples.
11. What is this commercial telling you about this product?

