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# PERFORMANCE TASK UNIDAD 1

DUE DATE (BLOQUE C): \_\_\_\_\_  
DUE DATE (BLOQUE E): \_\_\_\_\_

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PUBLICIDAD PARA PROMOCIONAR  
LA ESCUELA INTERNACIONAL DE  
MANILA (EIM)

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# OBJECTIVES

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You must convince the parents of one of your friends who does not attend ISM to enroll your friend at ISM.

You will act as a student ambassador to highlight what is great about ISM.

Your audience will be parents .

The situation will be for you to guide the parents through school and point out the who, what, where, when, why and how often of what happens at ISM.

In order to achieve your goal, you will create a 3 minutes video to send to your friend's parents.

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# ASSESSMENT

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## ORAL ASSESSMENT:

You will be assessed on your ability to interact with the parents and your school-tour team.

You will also be assessed on your ability to present specific and general information about ISM.

The assessment is done according to the rubrics for oral proficiency which is at the back of your notebook.

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# ASSESSMENT

## ORAL PROFICIENCY (bloque C)

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<b>LANGUAGE</b>	<ul style="list-style-type: none"><li>- Vocabulary</li><li>- Pronunciation - intonation</li><li>- sentence structure</li><li>- grammar</li></ul>
<b>MESSAGE</b>	<ul style="list-style-type: none"><li>- Ideas</li><li>- Informations</li><li>- Arguments</li><li>- persuasion</li><li>- organisation and structure</li></ul>
<b>SPOKEN INTERACTION</b>	<ul style="list-style-type: none"><li>- communication and interaction with audience</li><li>- fluency</li><li>- speak clearly and loudly</li></ul>

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# ASSESSMENT

## ORAL PROFICIENCY (bloque E)

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<b>LANGUAGE</b>	
<b>MESSAGE</b>	
<b>SPOKEN INTERACTION</b>	

# MANDATORY ELEMENTS

## **VOCABULARY:**

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Las asignaturas, Describir el horario de ISM, Los profes, Las instalaciones en ISM, Las actividades en ISM.

## **VERBOS Y GRAMÁTICA:**

Los verbos (tener, ser, estar, verbos de las actividades en la escuela).

Los adjetivos, La estructura “Me gusta, me encanta, prefiero...”, Los comparativos, Las preposiciones.

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# STEPS TO CREATE YOUR COMMERCIAL

**1/ Choice of the role of each member of the group:**

- Name of the photographer:

\_\_\_\_\_

- Name of the actor or actors: \_\_\_\_\_

**2/ Choice of what you are going to promote in the school to convince parents :**

- which aspects of the school (2 or 3):

\_\_\_\_\_

\_\_\_\_\_

- which places/ parts of the school (2 or 3):

\_\_\_\_\_

\_\_\_\_\_

**3/ Written part: write the script of the commercial with all the members of the group:**

The script has to be composed by:

- **a description** of the places you want to promote in the school

- **the reasons** why the school is a good place for the kids of the parents you want to convince.

YOU CAN FIND HERE A LIST OF QUESTIONS TO HELP TO FIND REASONS TO PROMOTE THESE PLACES

# GUIDING QUESTIONS

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DESCRIPCIÓN:	RAZÓN:
<p>1- ¿ <b>Cómo</b> se llaman los dos sitios? (librería, gimnasio, cafetería, área de juegos ...)</p> <p>2- ¿ <b>Dónde están</b> los dos sitios que quieres describir? (primer piso, al lado de, cerca de ....)</p> <p>3- ¿ <b>Cómo son</b>? (grande, pequeño, con mucho espacio, iluminado...)</p>	<p>4- ¿ <b>por qué</b> estos dos sitios promocionan la escuela para los padres? ¿Cuál es <b>el punto positivo</b> de cada sitio?</p> <p>(give one positive reason per place which is a good argument to promote the school for parents: for example:</p> <p><i>En la cafetería, podemos comer varios tipos de comidas como la comida filipina, la comida francesa...).</i></p>

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