

English Applied 2017

SAMPLE ASSESSMENT TASK AND DRAFT ANNOTATED STUDENT RESPONSES

These sample assessment tasks and accompanying annotated student responses are provided to support senior secondary teaching and learning programs. It is understood that throughout the teaching year that all elements of the criterion will be addressed in teaching and learning programs to enable summative assessment.

The cross sectoral English Standards Leadership Group has developed the following set of draft standards to Module specific criteria and elements to illustrate module specific standards. The draft annotations represent one way of approaching assessment design and response.

RESPONSE FORMAT: ANALYTICAL RESPONSE

Criterion assessed

- Criterion 2
- Elements: 2.1, 2.2, 2.3, 2.4

Assessment Task

The student work presented in samples are in response to an assessment task.

SAMPLES 1 AND 2

Analytical responses to advertisements

SAMPLE 3

Analytical response to read and viewed texts

Assessment task-specific criteria matrix

Student responses have been matched to task-specific criteria and standards; those which best describe the student work in this sample are shown below. For more information about the course, criteria and standards, see relevant course information at: <https://www.tasc.tas.gov.au/students/courses/english/ena215114/>

CRITERION 2 COMMUNICATION IDEAS THROUGH THE CREATION OF TEXTS

The learner:

Rating A	Rating B	Rating C
E1 creates written texts appropriate for different purposes and audiences integrating ideas and information from varied	E1 creates written texts for different purposes and audiences drawing on ideas and information from a range of sources	E1 creates written texts for different purposes and audiences using ideas and information from a limited range of sources
E2 communicates ideas demonstrating fluency and consistent control of language and expression	E2 communicates ideas using clear and appropriate language and expression	E2 communicates ideas demonstrating some control of language and expression
E3 adapts text structures and language features to effectively communicate ideas in a wide range of modes and text types	E3 selects basic text structures and language features to communicate ideas effectively in a range of modes and text types	E3 uses basic text structures and language features to communicate ideas in a limited range of modes and text types
E4 presents ideas and opinions persuasively in different modes using detailed examples and evidence	E4 presents ideas and opinions effectively in different modes using relevant examples and evidence	E4 presents some ideas and opinions appropriately using some examples and evidence
E5 effectively uses a range of multimodal and digital conventions to communicate ideas and create effect.	E5 uses a range of multimodal and digital conventions to communicate ideas.	E5 uses some multimodal and digital conventions (such as the inclusion of visual elements) to communicate ideas.

Student response – B rating

The annotations show the match to the assessment task-specific standards.

Advertisement Assignment

Over the years Dove have come out with many advertisements to change the people's perception of beauty. Through these adverts, people have been able to see beauty in a different light and to think about beauty standards differently.

“Evolution” by Dove was an advert put on social media in 2006. The ad is a time-lapse video of a woman being made beautiful for an ad. It shows the evolution of her beauty to the final product. The video shows a woman getting her hair and makeup done and posing for photos. After the best photo is chosen, someone edits it and changes almost all of this woman's features. Her neck was made longer, face made thinner, eyes bigger and lips bigger. The result is then put on a billboard for a makeup ad. This ad is aimed at women in particular. This is because the main focus of the ad is how the woman was changed to look “beautiful”. It shows how the perception of beauty is very wrong and unrealistic. It's a very effective ad because it shows what's behind those beautiful models on billboards. It shows that there is a lot of editing in the ad to make the model and the brand more attractive. It also shows that many companies focus on fake beauty and not real beauty. The ad is about proving to people that aspiring to the beauty standards of the images seen in the media is unrealistic and unachievable.

#MybeautyMysay is a 2016 Dove television advert in the U.S. This advert shows women from all walks of life talking about how people criticised their beauty. Either they were too beautiful to play an important role or not beautiful enough to be what they want to be. It then went on to them saying that they don't care what people have to say about their beauty, only their perception of themselves counted. This advert is again, more aimed toward women because all the participants in the ad were women. This is an advert about empowering women to love themselves for who they see themselves as, and to not conform or listen to what others have to say. The hashtag #MybeautyMysay sums up this ad really well. This ad and its hashtag shows that if you find yourself beautiful then you are beautiful because true beauty is up to you.

The Campaign for Real Beauty was started in 2004 by Dove in both Canada and the UK. The Fat or Fit billboard advert had a woman on it. She appeared to be larger in size. Next to the woman were two check boxes, Fat and Fab. People were then able to vote for their decision. This ad was made to get people talking about beauty standards and to get the conversation happening. This advert is aimed at everyone. All the billboards have women on them, but it makes everyone really think about it. Both men and women can learn from an advert like this because they are talking about it. This advert gets people to think about beauty standards and to consider beauty in a different light.

Out of the three adverts, the “Evolution” ad is the most effective one. This ad shows how much time and editing goes into the final product of a brand's photo. It's been seen 12 million times in one year, so many people have been able to view it. It teaches young women that just because they see an image of a beautiful woman in a magazine or on a billboard doesn't mean they actually look like that in real life. The ad is a good awakening for people to realise that real beauty isn't like what's portrayed in the media.

Word count: 626

NB the prescribed length of the task may have limited the number of examples that could be used.

Student response – C rating

The annotations show the match to the assessment task-specific standards.

Toyota Advertising

It's not hard to find advertising for Toyota. Toyota advertisement can be found in the radio, on the internet but is probably most easily found on TV. You really don't need to look far, especially for car advertising. This one of the major reasons why I have chosen Toyota.

The first ad that is going to be looked at it is a TV ad and is quite well known and can easily be found on the internet. Made in in New Zealand 1999 this ad is known as the "Bugger ad". The ad was actually censored in New Zealand because the word bugger being the only word used in the advertisement, can be seen as offensive. In this ad we see a farmer in Toyota Hilux and using its pulling power to complete simple tasks but instead making the situation much worse, causing the word used in the bugger to be said. This adds some humour to it, making it stand out and sets it apart from the more serious ones making it more appealing for farmers or builders.

The second ad is a Toyota magazine cover from 2015 and is introducing the Toyota Camry. The cover of this Toyota magazine has new the Toyota Camry with the golden gate bridge in the background and the title, "all new Camry the new icon of elegance". This ad is directed more towards upper class citizens as it indicates that it's a luxury vehicle. This can be backed up by the use of the word elegance. The cover page itself is simplistic focusing on the Camry and the golden gate bridge, both of these are used to catch the eye.

This last ad is a safe driving message from Toyota in 2015, this ad is called The Sirious Safety message. This ad attempts to remove the temptation of talking or texting while driving by commanding Apples Siri to activate airplane mode, a separate ad was also used for android phones. This ad was aired in Sweden and Norway during peak hour traffic a week before the summer holidays, this was because many people move to their holiday homes during this time of year. The creators of this advertisement knew this was a busy time of the year and the choice to air the ad at this time was intentional. Many people still sometimes use their phones while driving despite the dangers so Toyota crated this clever ad, so if you won't turn off the phone Toyota will.

All of these ads are effective and for different reasons, but the best two would have to be the Bugger ad and the Sirious safety message. Although the Sirious Safety Message ad is creative and uses "word of mouth" well, the humour and the somewhat rudeness of the Bugger ad has stood out compared the serious messages of the other ads, and memories of this ad have stayed in the people's minds and is still well known. If the Sirious safety message was aired in more countries it could have been much more effective. For its longevity the "Bugger" ad is the most successful and effective.

Word count: 532

NB the prescribed length of the task may have limited the number of examples that could be used.

Student response – C rating

The annotations show the match to the assessment task-specific standards.

TTH Film Analysis

The Tell Tale heart is a gothic fiction by Edgar Allen Poe that is about a man who slowly becomes insane and wants to kill the old man that lives with him all because of the old man's 'vulture eye'. The themes also helps to add to the story's themes: "A human being has a perverse, wicked side- another self - that can goad him into doing evil things that have no apparent motive" and "Fear of discovery can bring about discovery". The film techniques help to show the two themes of the films through camera shots and angles as well as lighting and sound.

Human beings have a perverse, wicked side-another self-that can goad him into doing evil things that have no apparent motive.

This statement is saying that even if you are a very nice person you can always have a dark side within you that can cause you to do bad things without motive. This statement is one of the main themes in all three film adaptations of the Tell Tale Heart. As shown in each film adaptation, the main character says that he loved the old man and yet he still killed the old man because of his white eye, that he named his 'vulture eye'. The main character even says that he can't figure out why he wanted to kill the old man and doesn't understand his own motives. The main character was also hearing voices that slowly drove him insane and made him hear things that were there only in his imagination.

All three of the films use camera techniques to show the perverse side of the main character, e.g. during the 2011 colour film, when the main character is looking at the old man, his facial expression is one of madness, e.g. his eyes wide and his face was blank with a small sneer. Just before he kills the old man, he smiles a sadistic smile that shows his perverse or wicked side. The camera uses a close-up pan technique to focus on the madness of the man's face. The use of shadows during the 2011 film is also present, for example, on the 8th night when the old man is awoken, a shadow of the grim reaper is shown on the wall of the room and is moving closer to the old man. This shadow represents the old man's fear of what he thinks is in front of him. A film technique that is used throughout all three of the films is camera shot and angles and this can show what the main character is doing though out the film. Sound also adds to the suspense of the film in the lead-up to the main character killing the old man.

Fear of discovery can bring about discovery

What this is saying is that fear of being discovered, because the main character did something that he wasn't not meant to do, may lead him to have overwhelming feelings of guilt. Feelings that can built up so much that he thought that everything that was said and done by the policemen showed that they thought he was guilty of a crime. In the end, the guilt gets so bad, that every action and word made him paranoid and fearful of discovery. His anxiety and paranoia combine to push him over the edge and admit his crime and, and display the proof by showing them the carved up body under the floorboards.

The film techniques that were used to show that fear of discovery can lead to discovery are sound because if you listen closely during the 1941 version, the heart beat that the main character can hear is in fact the sound of the clock which slowly drives him insane as he believes the clock ticking is the beating of the old man's heart. His own fear, a manifestation of the ticking clock being the dead man's heartbeat, drives him insane. During the 2011 version of the Tell Tale Heart the lighting techniques changed when

the police officers were talking to each other, and not leaving the house when the main character asked them to. The man started to see them as if they were from hell, and the lighting in the room also changed to look make it look that way. The haunting, ominous music also added to the suspense during the three films.

The Tell Tale heart's two main themes are both present in all three of the films and are seen through the main character as he slowly becomes insane and wants to kill the old man whom he loves all because of what he perceives as hell goading him through the old man's eye. At the end of all three of the films the main character's guilt slowly begins to take hold of him; his fear of being discovered by the police eventually makes him so guilty that he ends up telling, even blurting the truth in front of them.

Word count: 833

ACKNOWLEDGMENTS

The Department of Education Curriculum Services acknowledges the contribution of Bronwyn Stow St Patrick's College in the preparation of this document.