

## Grade 7 ELA Media & Advertising Outcomes

**4** - The student demonstrates achievement with a *thorough* understanding and application of concepts and skills

**3** - The student demonstrates achievement with a *very good* understanding and application of concepts and skills

**2** - The student demonstrates achievement with a *basic* understanding and application of concepts and skills

**1** - The student demonstrates achievement with a *limited* understanding and application of concepts and skills

Media & Advertising Outcomes	
Outcomes	Score
<b>2.2:</b> Recognize that different purposes and audiences influence communication choices such as vocabulary, sentence structure, rate of speech, and tone during talk; consider appropriate communication choices in various speaking contexts	
<b>3.3:</b> Recognize that spoken language reveals values and attitudes such as bias, beliefs, and prejudice; understand how language is used to influence and manipulate	
<b>3.4:</b> Recognize that different situations (interviews, speeches, debates, conversation) require different speaking and listening conventions (questioning techniques, persuasive talk, formal language) appropriate to the situation	
<b>7.2:</b> Recognize that print and media texts are constructed for particular readers and purposes; begin to identify the textual elements used by authors	
<b>9.3:</b> Demonstrate an understanding that ideas can be represented in more than one way and experiment with using other forms such as dialogue, posters, and advertisements	
<b>10.3:</b> Acquire some exposure to the various technologies used for communicating to a variety of audiences for a range of purposes (videos, e-mail, word processing, audiotapes)	
<b>10.4:</b> Demonstrate a commitment to crafting pieces of writing and other representations	

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