**Individual ad analysis project / Evaluation grid Name :………………………**

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| **Introduction (5 pts)**Purpose of the analysis |  |  |
| **Analysis (36 pts)**The Sender (12 pts)The Message (12 pts)The Receiver (12 pts) |  |  |
| **Grammaticality of expression** **and articulation (30 pts)**Pronunciation (10 pts)Vocabulary (10 pts)Grammar (10pts)  |  |  |
| **Presentation (29 pts)**Clarity (5)Articulation (7)Voice projection (5)Eye contact (7)Quality of visual support (5) |  |  |
| **Total** |  |  |