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

|  |  |  |
| --- | --- | --- |
| **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** |  |  |