**Stage 1 Essential English**

**Assessment Type 2: Creating Texts – Workplace Text Creation**

**Purpose:**

Demonstrate clear and coherent written and spoken expression, using appropriate vocabulary

Appropriate grammatical control

Creation of texts for different purposes, using appropriate textual conventions, in real or imagined contexts

**Task Explanation:**

You are required to create an imaginary business. You must decide on a name, product line and target market. Using the 4 P’s of marketing – place, product, promotion and price, you are to generate 2-3 texts based on your business.

These texts should vary in style and may include

* an advertisement
* social media campaign
* formal letter
* gift voucher
* menu list
* or another negotiated task.

**For this task you must produce 2-3 separate pieces which total 800 words.**

**Requirements:**

**Your folio should include:**

* A statement of the business, target market and audience requirements
* 2-3 workplace communication pieces

**Process:**

1. Complete the in class activities to help identity the features of workplace texts
2. Complete the planning document to identify features in your texts
3. Use diagrams and visuals to fully explore your concepts
4. Draft it personally, with a partner and then work with your teacher
5. Edit the piece appropriately and submit both digitally and in hard copy

**Stage 1 Essential English Performance Standards**

| - | Communication | Comprehension | Analysis | Application |
| --- | --- | --- | --- | --- |
| A | Consistently clear and coherent writing and speaking, using an appropriate vocabulary.  Thorough demonstration of grammatical control. | Detailed comprehension and interpretation of complex information, ideas, and perspectives in a range of texts.  Thorough understanding of the purpose, structure, and language features in texts. | Thorough analysis of ways in which creators of a range of texts convey information, ideas, and perspectives.  Identification and clear analysis of ways in which language features are used to create meaning in a range in texts. | Creation of complex texts for different purposes, using appropriate textual conventions. |
| B | Mostly clear and coherent writing and speaking, using a varied vocabulary.  Effective and usually accurate grammatical control. | Detailed comprehension and interpretation of some complex information, ideas, and perspectives in texts.  Appropriate understanding of the purpose, structure, and language features in texts. | Analysis of ways in which creators of a range of texts convey information, ideas, and perspectives.  Identification and analysis of ways in which language features are used to create meaning in a range of texts. | Creation of effective texts for different purposes, using appropriate textual conventions. |
| C | Generally clear writing and speaking, using a mostly appropriate vocabulary.  Appropriate grammatical control; some errors, but these do not impede meaning. | Comprehension of some information and ideas in texts.  Recognition and understanding of the purpose, structure, and language features in some texts. | Identification, with some basic analysis, of ways in which creators of a narrow range of texts convey simple information and ideas.  Identification, with some basic analysis, of ways in which language features are used to create meaning in a narrow range of texts. | Creation of texts for some purposes, using appropriate textual conventions. |
| D | Occasionally clear writing and speaking, with a restricted vocabulary.  Partial grammatical control; some errors impede meaning. | Identification of information and ideas in texts.  Some recognition and awareness of the purpose, structure, and/or language features in some texts. | Reference to one or more ways in which creators of a narrow range of texts convey simple information and ideas.  Reference to some ways in which language features are used to create meaning in a narrow range of texts. | Creation of texts for a narrow range of purposes, using some textual conventions. |
| E | Limited clarity in writing and speaking, with a limited vocabulary.  Limited grammatical control; errors impede meaning. | Identification of some information or ideas in a text.  Limited recognition and awareness of the purpose, structure, and language features in a text. | Recognition of the way in which a creator of a text conveys a simple piece of information or idea.  Reference to a way in which language features are used to create meaning in a simple text. | Creation of a partial text for a purpose, attempting to use appropriate textual conventions. |

**Creating my business:**

1. My business will sell:
2. My business will access customers in store/online
3. My target audience will be:
4. My “style” will be:
5. The name of my business will be:

**Analysing your own business text:**

**PURPOSE:**

**AUDIENCE:**

**LANGUAGE:**

**FORM:**