

Advertisement Presentation

Group Names: _____

Category	1	2	3	4
Posture and Eye Contact	Slouches or appears too casual and does not maintain eye contact with audience during presentation.	Slouches or appears too casual but establishes good eye contact with audience during most of presentation.	Stands straight. Maintains eye contact with audience during most of presentation.	Stands straight and looks confident and relaxed. Maintains eye contact with audience during most of presentation.
Clarity	Often mumbles, cannot be understood or mispronounces a lot of words.	Speaks clearly and distinctly most of the time. Mispronounces a few words.	Speaks clearly and distinctly almost all the time, but mispronounces a few words.	Speaks clearly and distinctly almost all the time. No mispronunciations
Enthusiasm	Very little use of facial expression or body language. Does not generate much interest in topic being presented.	Facial expressions and body language are used to try to generate enthusiasm, but seem insincere.	Facial expressions and body language sometimes generate a strong interest and enthusiasm about the topic in others.	Facial expressions and body language generate a strong interest and enthusiasm about the topic in others.
Content	Does not show an adequate understanding of the topic.	Understands the main points of the topic and presents those with ease.	Clearly understands the topic fully and presents information with ease.	Understands the topic fully and presents information convincingly.
Analysis	Has trouble picking out the dominant elements and/or describing their effects.	Describes a few dominant techniques used by the advertisers, but has difficulty describing their effects.	Accurately describes some dominant techniques used by the advertisers and begins to describe their effects.	Accurately describes several dominant techniques used by the advertisers and accurately describes their effects.
Organisation	Few ideas are presented in a logical order and are difficult to follow.	Most ideas are presented in a logical order that is mostly easy to follow.	Ideas are presented in a fairly logical order that makes it reasonably easy to follow.	Ideas are presented in a logical order that makes it easy and interesting to follow.
Vocabulary	Uses words or phrases that are not understood by the audience. Uses very few advertising terms and phrases.	Uses vocabulary appropriate to the audience. Occasionally uses advertising terms and phrases in explanations.	Uses vocabulary appropriate to the audience. Uses some advertising terms and phrases correctly in explanations.	Uses vocabulary appropriate to the audience. Uses many advertising terms and phrases correctly in explanations.