**Stage 1 Essential English**

**Assessment Type 1: Responding to Texts – Website Analysis**

**Purpose:**

Analyse ways in which texts are created for specific purposes and audiences.

Websites are created for a range of reasons

* to provide information to current and potential clients
* to sell products/services (i.e. generate revenue)
* to provide easier access to an organisation’s services
* to allow customers to interact with an organisation

**Task Explanation:**

Choose a website to analyse and present the analysis to the class. Analyse the website content, structure and language features. Focus on how the website meets the needs of the audience and achieve its purpose. Analysis is to be conveyed through a formal oral presentation including PowerPoint and annotations.

**Format:**

Produce an oral of up to 5 minutes supported by a PowerPoint.

**Requirements:**

* Your PowerPoint must include the name of the website and screen grabs of the features discussed (An2)
* Discussion of the form, purpose, audience and language features (Cp2)
* Specific examples of the ideas (Cp1)
* Reference to the success of the website i.e. is it a good/useful/informative website? (An1)

**Useful links**

**Types of websites**

[**http://www.teach-ict.com/gcse\_new/software/web\_design/miniweb/pg2.htm**](http://www.teach-ict.com/gcse_new/software/web_design/miniweb/pg2.htm)

**Parts of a webpage**

<http://www.teach-ict.com/gcse_new/software/web_design/miniweb/pg5.htm>

**Menus**

<http://www.teach-ict.com/gcse_new/software/web_design/miniweb/pg7.htm>

**Responsive design**

<http://www.teach-ict.com/gcse_new/software/web_design/miniweb/pg13.htm>

**Analysing a website**

<http://www.teach-ict.com/gcse_new/software/web_design/miniweb/pg14.htm>

**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. |