Project #2: Advertisement for a local Chinese restaurant

Objectives: Making an advertisement for promoting a local Chinese restaurant using the Pinyin, Characters, and expressions learned from this lesson as a poster, and oral present the content of this advertisement.

Format: Poster: Make a poster and orally present using combination of characters, pinyin characters and learned expressions to promote a local restaurant.

Due: Day 10 of this unit.

Guidelines: The Poster and Oral Presentation need to include the following information:

1. Writing:
   1. Hand write at least 6 of the 10 Chinese characters introduced in this unit
   2. Comment on the food or the restaurant using appropriate grammatical structures
   3. Use correct Pinyin, characters, and memorized expressions.
2. Oral:
3. Talk about the food and drinks served in the restaurant.
4. Comment on the food, drinks, the restaurant and its service.
5. Pronounce correctly, and use correct words and grammar expressions.
6. Culture:

Incorporate at least two of the cultural elements covered in the unit on your poster.

1. Overall design:
2. Include at least 4 photos/pictures in the poster (you may draw your own pictures)
3. appearing and eye-catching

Rubric:

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|  | **10-9** | **8-7** | **6-5** | **4-3** |
| **Content –**   * **Include 6 out of 10 learned characters sentences or phrases** * **Comments on food or drinks** | * Fulfill with all the requirements and use correct grammar in expression and may have 1-2 minor mistakes in grammar or expressions * Allow to miss 1 character. | * Meet most of the requirements and may have 3 minor mistakes in grammar or expressions. * Allow to miss 2 characters | * Meet most of the requirements (may missing 1 requirement from either name or size) * May have 4 minor mistakes in grammar or expressions * May miss 3 characters | * Not meet the requirements (missing more than 1 requirements) * Make at least1 major mistakes in grammar or expressions. * Miss more than 3 characters. |
| **Language -**   * **Include correct tones on Pinyin** * **Use correct meaning of characters and expressions.** | * Fulfill with all the requirements on using correct Pinyin and tones, as well as correct usage and writing of characters (allowing 1-2 minor mistakes in writing characters) | * Meet most of the requirements in Pinyin and tones as well as correct usage and writing characters and may have 3-4 minor mistakes in writing characters. | * Make more than 4 minor mistakes, or Make more than 1 major mistake.(such as using incorrect characters) | * Make 1 or more major mistakes, such as misspelling Pinyin or misuse of characters. |
| **Oral –**   * **Pronunciation** * **Correct sentence or grammar structures** | * Fulfill with all the requirements and use correct pronunciation and grammar in oral presentation. | * May not pronounce accurate for isolated phonetics, but understood. * May make1-2 minor mistake in grammar in oral expressions. | * May pronounce incorrectly and repetitively . * May have 3-4 mistakes in grammar or expressions in oral expressions. * Be understand with some difficulty | * Cannot pronounce correctly for most of the content. * Make more than 4 mistakes in grammar or expressions/ * Cannot be understood. |
| **Culture –**   * **Cultural elements** | * Fulfill with all the requirements to include 1 or more cultural elements | * Include 1 cultural element. | * Not include correct cultural element | * Not include any cultural elements. |
| **Overall design**   * **Include photo** * **Artistic appearance** | * Fulfill with all the requirements with creative artistic effort | * .Meet most of the requirements – may not include pictures * Some artistic effort | * Not completely meet the requirements. * Few artistic effort | * Not meet any requirements |