

Written Task 1 (Creative Analysis)  
IB Language & Literature HL

Objectives:

- Demonstrate your understanding of an aspect of a text of your choice
- Demonstrate your competency with a particular medium by creating your own version of that medium
- Select a style of language appropriate to a task

Learning Outcomes:

Language and Mass Media:

- Examine different forms of communication within the media
- Show an awareness of the potential for educational, political or ideological influence of the media
- Show the way mass media use language and image to inform, persuade or entertain

The Product:

- A completed rationale that explains your choices regarding text type, audience, purpose, and the nature of your task (**200-300 words**; written from your proposal form)
- An **800 to 1,000** word creative piece that conveys your understanding of a language or literary text. The text you create should illustrate your understanding of the conventions of the text type you are creating. For instance, if you create a screenplay, it should look like a screenplay, and the writing should be in the style of a screenplay.
  - It is expected that you have a thorough understanding of the text type you choose to create. Therefore, you should pick something with which you are already familiar or be prepared to do some research to learn more about the conventions of that genre.

Text or Topics to Analyze (your WT2 should relate to the texts and topics listed below):

Language and Mass Media topics:

- Textual bias (news reporting, sports coverage)
- Stereotypes (social groups, gender, ethnicity)
- Popular culture (comics, soap operas)
- Language and presentation of speeches and campaigns (elections, lobbying)
- Language and the state (public information, legislation)

- Media institutions (television channels, internet search engines)
- Role of editing (news bulletins, websites)
- Use of persuasive language (advertising, appeals)
- Arts and entertainment (radio and television drama, documentaries)

Language and Mass Media text types to analyze:

- advertisement (print or online)
- news report (print or online)
- episode of a TV show (not the entire show- just one episode)
- film
- blog post
- tweets
- political ad
- satire
- political speech
- comic/political cartoon
- video game
- Manga
- magazine article (or cover)
- photograph
- editorial
- set of instructions
- radio broadcast
- other (feel free to suggest more!)

Selecting a Text Type to Create:

Think about the best way to present your analysis. You may not write a formal essay for this written task. Choose a text type from the list below or suggest a different one. This list is not exhaustive.

- advertisement
- news report
- infographic
- screenplay
- poem/pastiche (a pastiche is an artistic work in a style that imitates that of another work, artist, or period) example: a poem or collection of poems in the style of Elizabeth Bishop
- blog post\*
- series of tweets
- text conversation
- political ad

- satire
- political speech
- comic/political cartoon
- video game
- Manga
- magazine article
- editorial
- letters to the editor
- op-ed piece
- news report
- obituary
- set of instructions
- recipe
- song
- radio broadcast
- other (feel free to suggest more!)

\*Be careful if you select blog. They'll most likely be overdone, and they can sometimes be a formal essay in disguise.

Remember that you will need to write a rationale that justifies your choice of text type. Be sure to select something that makes sense in the context of your analysis. In other words, have a valid reason for your choice that relates to your analysis of the source text.

#### Writing the Paper:

1. Use the information you have in your proposal to guide you.
2. Remember that your paper may not exceed 1,000 words.
3. Cite sources (including images) appropriately. You must use parenthetical citations (MLA).
4. Include a works cited page.
5. Submit to turnitin by the due date.

#### Writing the Rationale

- Use your proposal form to write a rationale that is between 200 and 300 words long.
- In your rationale, you must address the following (you may notice that these are basically the questions from the proposal form, so just turn those answers into paragraphs!).
  - How is the content of the task linked to a particular part of the course?
  - How is the task intended to explore particular aspects of the course
  - What is the nature of the task chosen (describe the text type, its conventions, and how they relate to the aims of the task)?

- Information about audience, purpose and the social, cultural or historical context in which the task is set.

Format:

- Your text should be formatted according to the conventions of the text type you have selected.

Scoring:

- See the IB assessment criteria for scoring. The assessment criteria make up a 20-point score.
- This is an external assessment
- Next year, you will select your two best tasks for submission to IB.
- Each of the papers you submit will make up 10% of your overall IB score.
- This year, I will score your paper with the IB rubric and convert the score out of 20 to the IB scale. It counts as a major assessment for Term 3.