

	FRENCH AIRLINE TERMINOLOGY  FSO 415	<b>VIDEO COMMERCIAL- ORAL ASSIGNMENT</b> <b>(online class)</b> TOTAL: /35
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Outcomes: Upon successful completion of this assignment, you will gain a continued appreciation for the French language and its requirements in the Canadian Airline Industry.

Subject Matter: Individual videos will be created in order to demonstrate creativity, originality and subject matter learned in the classroom. You need to incorporate the information and the French airline terminology you have practiced this semester.

This is a **TWO-PART ASSIGNMENT** with part one due week 9 and part two due week 12. Exact dates are found on Blackboard under Assignments.

Create a commercial relating to any aspect of the airline industry or for Seneca College's Flight Services program. The video must be detailed and preparation apparent. You need to do your research and decide what you will present, making it as realistic as possible. Use any technology available to help you make this your best work. You have most of the term to work on this, so start planning now!

**The points below are full instructions but refer to the section for part one (rough draft). Then refer back again to complete part two once you have been given feedback.**

1. Write an organized script in French and English that will be used to create a video (using YouTube). The script must be submitted separately on a clear, organized, double-spaced Word Document.
2. After you have received feedback from your professor, you will create a video for your final product. Remember that you must speak in it and be visible. Voiceovers or media with audio are accepted, but not for your minimum required number of sentences. Any extra lines used to be creative may be used as a voice over. Here are a few examples to give you ideas, but you may choose your own scene.

- You can choose to be the narrator describing a typical scene from an airline or a specific department, in an effort to promote it.
- It can be an advertisement to enroll at Seneca College-Flight Services to prepare for employment.
- It can be an advertisement for available jobs at the airline.
- It can be to market the airline to passengers for travel.
- You could include clips from online videos of your choice, add music, movie scenes, etc. Anything that will make it realistic. Be Creative!
- Remember that you are representing an airline (or Seneca College) so the expectation is that you must be in full uniform and be perfectly groomed as per Air Seneca standards. If you do not have your uniform, proper business attire is acceptable.

### 3. Minimum Requirements for the final product:

- a. Your video must be a minimum of 1 minute long (it can also be longer if you wish).
- b. You must speak at least 8 lines (complete sentences-subject, verb, object) and must be visible for this minimum. Any voice overs for creativity would be extra and would NOT count towards your minimum eight lines as you must be seen for those.
- c. **No more than three lines can be directly copied from PowerPoints in this course.** You must create your own sentences.
- d. When doing your research, you can get information from airlines or the Seneca websites, but **you CANNOT just directly copy from their website and translate** as this would be considered plagiarism. It must be an original script.
- e. You must incorporate **at least FIVE airline terminology words learned in this course.** This means that you DO NOT refer to Google translate for the French translation. You MUST refer to the PowerPoints in the weekly folders as tools such as Google Translate do not recognize proper airline terminology. Example: Google Translate says “the galley” in French is “la galère”, however in actual airline terminology it is “l’office”. **You will lose marks if you use different terminology than what has been taught in this course.** Other tools are to be used for translation of everyday sentences only.
- f. Evaluation is based on preparation, met objective, delivery/participation, script, originality/engagement and pronunciation.
- g. This assignment should reflect an ongoing work effort that you have been given **TWO MONTHS** to complete.
- h. Please refer to the rubric on the last page for a full explanation of each category.

## PART ONE: ROUGH DRAFT -due week

9

( /5)

Referring to the assignment instructions on page one of this document, map out your plan.

- Write a synopsis (in English) of your intention for part two. This does not need to be much more than one paragraph. Be as detailed as possible (consider location, media, people that may be in this video, etc.).
- Include a rough draft of your script in **both English and French**.
- Required AIRLINE terminology words from the course must be **highlighted**.
- If you will be soliciting the help of others in the video, they are not required to speak French. Make sure this is clearly indicated on your script.
- Submit a Word Document that is **double-spaced** so you can get feedback where needed. Emails, pictures of scripts, handwritten scripts, etc. will not be accepted.
- A video is not required for the rough draft. The synopsis and script only.

**The rough draft allows you to make the necessary improvements or alterations before moving onto part two of this assignment based on professor feedback. It is for this reason that no late submissions will be accepted.**

## PART TWO: FINAL PRODUCT -due week 12

( /30)

- You have now received your feedback. You are ready to create your video and upload to YouTube.
- Include your FINAL edited French/English script on an organized, clear, double-spaced Word document. Emails, pictures of scripts, handwritten scripts, comments on your YouTube page, etc. will not be accepted. **Your first submission with the rough draft will not be considered as your script submission.**
- **Highlight** the airline terminology words that were used. Note: This should be a product of the feedback from your rough draft.
- Your video must be a minimum of one minute long and you must have a minimum of eight spoken full sentences (subject, verb and object) for which you are visible in the video. Any extra lines can be incorporated as a voice over.
- Practice your lines and perfect your pronunciation. Reading your lines is permitted, but you must know them. Remember that on TV or at a presentation, although the speaker may be using a teleprompter, he or she does not appear to be reading. It is natural and you are being graded on your delivery.
- No Mask permitted for your minimum eight lines. It can be used for extra ones.
- This is where your professionalism, organization, creativity and originality must shine!
- Submit your French script and YouTube link via Blackboard prior to the deadline.

CATEGORY	SCORE	SCORE	SCORE	SCORE	SCORE	SCORE
<b>PREPARATION</b> Student's preparation was apparent. Presentation was well rehearsed. Student appeared to be well-organized. Assignment presented in a way that flowed and reflected two month's preparation	5	4	3	2	1	0
<b>MET OBJECTIVE</b> Video was relevant to commercial for an airline or Seneca College-Flight Services. Video was professional and was at least one minute in length. Video included at least eight full sentences (subject, verb and object) and took into account any feedback from the rough draft.	5	4	3	2	1	0
<b>DELIVERY/PARTICIPATION</b> Good eye contact either with others in the video or looking into the camera. Speech was loud and clear. Airline employee was in uniform (or proper business attire) and well groomed. Student was visible and not wearing a mask in the video for the minimum eight sentences.	5	4	3	2	1	0
<b>SCRIPT</b> A finalized French script was included on a <u>Word Document</u> and included <b>highlighted</b> airline terminology that was <u>learned in this course</u> . Spelling and grammar were correct.	5	4	3	2	1	0
<b>ORIGINALITY / ENGAGEMENT</b> Video was creative and a definite product of two month's work. Student was confident and enthusiastic. Visual aid/media were created. Student's description was engaging, entertaining and spoken in a natural way.	5	4	3	2	1	0
<b>PRONUNCIATION</b> Proper pronunciation and vocabulary were used.	5	4	3	2	1	0

**NOTE: Automatic loss of 25% (or 7.5 marks) if student is not physically in video while speaking the minimum 8 sentences. Audio can be incorporated for any extra lines only.**