	QUESTION	NOT SURE ? SPECULATE	START YOUR PHRASE	USE THE RIGHT VOCABULARY	J U S	GIVE QUOTES & EXAMPLES	CONNECT AND ADD (A2 > B1)	
D E S C	WHO? Who is speaking? Who made this?	l think can may	It is made by It is painted by We can see / hear / guess The document we are presented with is	the director / the studio the company / the brand the organisation / the charity the artist / the writer	b e ^v	he says « … »	EMPHASISE (surtout) above all most importantly CONTRAST however	A
R I B E A1	WHO? Who is the audience / the reader / the viewer? Who is the intended audience?		It is written / drawn / made for The video/painting/book addresses to The video/ is intended for	the general public / children / youngsters teens / adults / fans		she says «…» it says «…»		D D A
	WHAT? What type of document? What is the subject?		This document/trailer/film deals with It is a It is about			We can observe/notice		S E C O N
	WHERE and WHEN? Where and When is the action ?		The scene takes place in / during			we can hear « »		D
ANALYSE A2	WHY? Why have they made this video / painting / book /? What is their goal or intention?	Perhaps	The aim of this document / film / advert is to It is designed to It tries to They want us to understand / to think about / to find out	convince / persuade / seduce / advertise promote tell us that make us want (to) / make us aware of /	c a u s e	we can see « »	cependant nonetheless neanmoins that said ceci dit	P H R S E
	HOW? How do they achieve this?	probably	It features It shows / It contains			we can read «… »		OR
REFLECT / COMMENT B1	IF YOU WERE DIRECTOR /AUTHOR / PAINTER / PHOTOGRAPH What would you change? What would you have changed?	Possibly	FUTURE: I would (Ce que je ferais) PAST: I would have (Ce que j'aurais fait)	chang <mark>ed</mark> add <mark>ed</mark> left out improved		it is written/drawn/told « »		C L A U S E

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DESCRIBE

ANALYSE

NIVEAU B1

REFLECT/COMMENT