Example:

AN AWARENESS CAMPAIGN

Safe Internet Banking

Cliquez sur l'image pour visionner le vidéo [Ou ici](https://www.youtube.com/watch?v=F7pYHN9iC9I)
Reacting to the **awareness campaign for Safe Internet Banking**

### Describe A1

#### WHO?
Who is speaking? Who made this?
- We see random people/volunteers. They visit a fake mindreader/mentalist in Brussels. We see hackers. He pretends to read people's minds.

#### WHO?
Who is the audience? To whom is the speaker speaking?
- Everybody / anybody
- Internet users
- Facebook members
- It may be the government.
- It may be an online banking provider.

#### WHAT?
What is the subject?
- This is an awareness campaign.
- It is about internet security.
- Our online lives.

### Analyse A2

#### WHY?
Why have they made this video? What is their goal or intention?
- It is to warn people about identity theft.
- To raise awareness of online security.
- They want to reach the general public.

#### HOW?
How do they achieve this?
- We can hear mysterious eastern music which evokes the supernatural powers of a telepathic guru.
- We are tricked by mystery and amazement.
- We are surprised by the reveal.
- The volunteers are scared by what they see.

### Quotations, images and ideas to support your arguments:
- www.safeinternetbanking.be
  - "Be vigilant"
  - "Be careful"
- Not sure? 
  - Maybe... Perhaps... I think...

### Key vocabulary
- awareness campaign = to raise awareness = It is about = They want to reach = It evokes =

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**Décrire le document: Niv A1**


**Analyser le document: Niv A2**


**Réfléchir: Niv A2/B1**

ET SI? Ce qu’ils auraient pu faire... Ce que t’aurais fait à sa place... Ce qui aurait été plus intéressant...
### What type of document is this?
Quel type de document est-ce?
This is an awareness campaign.

### Who produced this video?
Qui a produit cette vidéo?
It was made by [WHO?]
C'était fait par....

### Who do we see and hear in this video?
Qui est-ce que nous voyons et entendons dans cette vidéo?
We can hear [WHO?] We can see [WHO?]
On peut entendre/voir...

### What is this document for? What is its purpose?
A quoi sert ce document?
Quel est son but?
The goal of this trailer is to [WHY? VERBS!!]
Le but de ce document est de.....

### Who is the intended audience?
...le public visé?
This campaign is intended for [WHO?]
...est destiné à....

### Is the campaign successful? Does it work? Is it effective? What emotions are solicited?
Est-ce que la bande annonce réussie? Est-ce que ça fonctionne? Est-elle efficace?
Yes, because [HOW?]
No, because [HOW?]

### If you had to remake this campaign, what could you change?
Si vous aviez à refaire cette bande annonce, que feriez-vous pour l’améliorer?
I would.....
Je ferais.... Je changerais.... Je mettrais...
**HOW?** What emotions or feelings does the video use, trigger and exploit?

The video makes us feel [**ADJECTIVE**] / [**NOUN**].

<table>
<thead>
<tr>
<th>NEGATIVE EMOTIONS</th>
<th>POSITIVE EMOTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The video makes us feel sad / unhappy</td>
<td>happy / happiness</td>
</tr>
<tr>
<td>dangerous</td>
<td>safe</td>
</tr>
<tr>
<td>uncomfortable</td>
<td>safety</td>
</tr>
<tr>
<td>We are scared / It is scary</td>
<td>comfortable</td>
</tr>
<tr>
<td>fear</td>
<td>comfort</td>
</tr>
<tr>
<td>We are reassured</td>
<td>reassurance</td>
</tr>
</tbody>
</table>
# FICHE D'EVALUATION 1 : A mindreader in Belgium : Secure Internet Banking

## Compréhension, description, analyse, réflexion.

### Q1: What type of video is this? (1pt)
Translation (1pt)

### Q2: What does the video try to do? (1pt)
Translation (1pt)

### Q3: According to you, who produced this document and why? (1pt)
Translation (1pt)

### Q4: So, who is the intended audience? (1pt)
Translation (1pt)

### Q5: Why is the video effective? What would you change? (1pt)
Translation (1pt)

### Q6: What emotions does the video use? (1pt)
Translation (1pt)
## FICHE D’EVALUATION 2:

### A mindreader in Belgium: Secure Internet Banking

**Compréhension, description, analyse, réflexion.**

<table>
<thead>
<tr>
<th>Q1: What type of video is this? (1pt)</th>
<th>Translation (1pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1pt)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q2: What does the video try to do? (1pt)</th>
<th>Translation (1pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>......essaie.......</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3: According to you, who produced this document and why? (1pt)</th>
<th>Translation (1pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selon vous, ..........</td>
<td>(1pt)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q4: So, who is the intended audience? (1pt)</th>
<th>Translation (1pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>.................................................public visé?</td>
<td>(1pt)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q5: Why is the video effective? What would you change? (1pt)</th>
<th>Translation (1pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>........................................................................efficace?</td>
<td>(1pt)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q6: What emotions does the video use? (1pt)</th>
<th>Translation (1pt)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1pt)</td>
</tr>
</tbody>
</table>
**Q1:** What type of video is this? (1pt)

It is a ................................ because....................................................... (1pt)

**Q2:** What does the video try to do? (1pt)

........................................................... because ........................................ (1pt)

**Q3:** According to you, who produced this document and why? (1pt)

Selon vous, ............

Maybe, this video was produced by ................................................ because......................... (1pt)

**Q4:** So, who is the intended audience? (1pt)

The video is intended for ................................................ (1pt)

**Q5:** Why is the video effective? What would you change? (1pt)

The video is effective because....................... (1pt)

But I would ........................................ (1pt)

**Q6:** What emotions does the video use? (1pt)

It makes us [EMOTION: ADJECTIVE] (1pt)

The video uses [EMOTION NOUN]............. in order to make us [EMOTION: ADJECTIVE] (1pt)