***Unit 3 Culminating Activity – Tackling Intolerance***

“Dialogue and education for peace can help free our hearts from the impulse toward intolerance and the rejection of others.”

-Daisaku Ikeda

**Directions**: After exploring intolerance through a few historical events and local statistics, develop an advertisement campaign to help eliminate or reduce a specific form of intolerance that still exists today. You will need to create a Public Service announcement either by creating a PowerPoint slideshow, recording a video PSA, developing a poster campaign (4 posters), writing and recording a song/jingle, or developing a speech to the public.

**Topic Choices**:

* Accepting ALL sexualities
* Fixing negative cultural trends (stereotyping)
* Ending racism
* Ending Religious Intolerance
* Exposing American Intolerance and Terrorism
* Preventing Material Intolerance: Brand names

\*\*If you have your own idea, present it to your teacher for approval

**Project selection** - step by step

1. Select a topic from the choices above. Try to pick a topic you care about personally so it is easier to complete the assignment and you are more passionate about your progress.

I selected the following topic:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Select a medium for your PSA: PowerPoint (12 slides), Video (1 minute), Poster (4 different), Song/Rap/Jingle (2 minutes), or Speech (5 paragraph).

I selected the following medium:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Gather information that will help you prove your point. You literally can simply search for specific statistics or quotes to be used in your Public Service Announcement. You will need to have 3 items in your PSA that you researched (stats, quotes, facts, visual aids, etc). You need to document your research and show who your source is – you need a REFERENCE page for this project.

I plan to use the following 3 pieces of research in my PSA

* + 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Devise a plan for creating your PSA depending on what medium you selected (ex. If you choose a video, how and when will you film it).

What is your plan to complete the assignment? Briefly detail a timeline.

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1. Begin developing your PSA (other side of paper).
2. Complete your PSA and submit for grading.

**PSA Development:**

1. Message – What is the essential message of your PSA campaign?
2. Target Audience – Who is your target audience for this PSA? How will you tailor your PSA to this audience?
3. Appeals – Provide one example of each appeal that you could use in your PSA (you don’t HAVE to use the example, but provide it anyway)
   1. Ethos (ethics – right vs. wrong)

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* 1. Pathos (emotions)

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* 1. Logos (statistics/facts)

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1. Attention Catcher – What will you employ to grab your audience’s attention in the beginning of your PSA?

**PSA RUBRIC:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Statement of Purpose/Focus** | **Organization** | **Elaboration of Evidence (research)** | **Language/Vocabulary** | **Conventions** |
| 5 | Message is clearly stated and strongly maintained | PSA has a clear and effective organizational structure. Ideas progress logically from beginning to end | Message provides convincing use of sources, facts and details. Uses persuasive appeals effectively. | PSA response clearly and effectively expresses ideas using precise language | Strong command of conventions using consistent use of punctuation, capitalization and spelling |
| 4 | Message is adequately sustained and generally focused | PSA has an adequate progression of ideas from beginning to end | Message provides adequate use of sources, facts and details. Uses persuasive appeals adequately. | PSA response expresses ideas using more general language | Adequate command of conventions but there are some errors in usage and application |
| 3 | Message is somewhat sustained and may have a minor drift in the focus | PSA has a somewhat uneven progression of ideas from beginning to end | Message provides limited use of sources, facts and details | PSA response expresses ideas using a simplistic language | Inconsistent use of conventions including: punctuation, capitalization and spelling |
| 2-1 | Message may be related but message may be confusing or ambiguous | PSA has little to no discernible organization and/or structure | Response has little to no use of evidence | PSA response is vague and often ambiguous | Errors are frequent and severe and meaning is often obscured |

Rubric Total: \_\_\_\_\_\_\_\_\_\_/25 🡪 x2  **🡪** Project Grade: \_\_\_\_\_\_\_\_\_/50