

Task and Rubric

Submission: You will turn in your project on Instagram and use **#psamigrantwomen**. The whole point of a Public Service Announcement is for people to be aware of the issue, so our IG community would be a great place for you to share your work! You will get a Google Classroom assignment to submit your reflection next week!

Task: You are going to create a Public Service Announcement (PSA) that answers the following questions:

Why do migrants make the choices they make at different stages of migration?
How can people support them?

Part 1: Public Service Announcement

For your Public Service Announcement, you must include the following:

- Background Information: Cite at least one article from the [issue portal](#) that you read and explain the individual's background and circumstances. You can focus on more than one person or story, but make sure to address the following:
 - Why did you choose to share this particular story? What did you find interesting about it or why were you drawn to it?
 - Who is this person?
 - What is their situation?
 - Where are they from and where did they migrate?
 - When did they decide to move? How old were they?
 - Why did they decide to migrate? Why did they make some of the choices they made?
- Explicitly use rhetorical appeals- ethos, pathos, or logos to answer the following questions:
 - Why is this story/ issue important?
 - How can people take action to address this issue?
 - Here are the slides to refresh your memory on the [rhetorical appeals](#)
- Call to Action
 - What are some actions that need to be taken in order to help migrants?
 - Who or which group needs to take this action?

- What can the public (your audience) do to support them?
- You must create this PSA as either a poster or a video. You may use any program you are familiar with including iMovie, Adobe Sparks, Canva, or Pages. Here are links that shows you how to use each tech tool:
- To create a video, you can use:
 - Link to [iMovie](#)
 - Link to [Adobe Sparks](#)
 - Link to [Invideo](#)
- To create a poster, you can use:
 - Link to [Canva](#)
 - Link to [Pages](#)
- **You must cite all of your sources and programs you used! Give credit where credit is due!**

Part 2: Reflection

After you are done write a paragraph and reflect on this PBAT by answering the following question:

**Now that it's over, what are your first thoughts about this overall project?
Are they mostly positive or negative? Explain!**

You may want to address the following questions in your paragraph:

- How much did you know about the subject before we started?
- What process did you go through to write this piece?
- What problems did you encounter while you were working on this piece? How did you solve them?
- How do you feel about this piece of work? What parts of it do you particularly like? Dislike? Why?
- What did/do you enjoy about this piece or work?
- What would you change if you had a chance to do this piece over again?
- If you were the teacher, what comments would you make about this piece?
- What is something your teacher could have done differently to help you further?
- What is one goal you would like to set for yourself for next time?

Performance Based Assessment Task: Public Service Announcement Rubric

Performance Indicator	ME (Exceeds Standards)	MA (Above Meeting Standards)	MT (Meets Standards)	MB (Below Standards)
<p>E2 Thesis/Claim</p> <p>Present a viewpoint, thesis or claim that is clear, debatable and well-reasoned as directed by the task</p>	<ul style="list-style-type: none"> Has a clear, compelling argument that is debatable and coherent 	<ul style="list-style-type: none"> Has a clear, coherent argument 	<ul style="list-style-type: none"> Has an implied argument, though may lack focus at times 	<ul style="list-style-type: none"> Has a central idea, but vague, unfocused, and undeveloped
<p>E3 Organization</p> <p>Logically organize argument, ideas, and information to create a coherent and cohesive response appropriate to task</p>	<ul style="list-style-type: none"> Organizes ideas in a logical and cohesive manner 	<ul style="list-style-type: none"> Organizes ideas in a cohesive manner 	<ul style="list-style-type: none"> Organizes ideas in a general manner 	<ul style="list-style-type: none"> Does not organize ideas and is unfocused
<p>E4 Analysis & Supporting Evidence</p> <p>Use specific, relevant, and convincing evidence from text to defend viewpoints, arguments and conclusions reached</p>	<ul style="list-style-type: none"> Uses relevant and convincing evidence as well as examples of ethos, pathos, and/or logos that thoroughly support the argument Provides insightful and meaningful interpretation of evidence 	<ul style="list-style-type: none"> Uses relevant evidence as well as examples of ethos, pathos, and/or logos that supports the argument Provides meaningful interpretation of evidence 	<ul style="list-style-type: none"> Uses general evidence as well as examples of ethos, pathos, and/or logos that support the argument Provides general interpretation of evidence 	<ul style="list-style-type: none"> Little, irrelevant, or no evidence is used Little or no interpretation of evidence
<p>E5 Voice</p> <p>Present answers and ideas using language that is specific, accurate, and appropriate to task</p>	<ul style="list-style-type: none"> Vocabulary and language is accurate and enhances content 	<ul style="list-style-type: none"> Vocabulary and language is appropriate 	<ul style="list-style-type: none"> Vocabulary and language is adequate 	<ul style="list-style-type: none"> Vocabulary is inappropriate for the audience
<p>E6 Connections</p> <p>Connect evidence between text and other works of literature or a variety of sources (eg: historical, biographical, or cultural context, film versions)</p>	<ul style="list-style-type: none"> Makes insightful connections as to how the public can address this issue 	<ul style="list-style-type: none"> Makes appropriate connections as to how the public can address this issue 	<ul style="list-style-type: none"> Makes a general connection as to how the public can address this issue 	<ul style="list-style-type: none"> Inappropriate or no connection as to how the public can address this issue
<p>E7 Conventions</p> <p>Rare or no mechanical errors are present Follow accepted conventions of quotations and citations Use transitions between ideas</p>	<ul style="list-style-type: none"> Correct grammar is used throughout the speech Uses a variety of transitions effectively 	<ul style="list-style-type: none"> Correct grammar is used during the speech Uses a variety of transitions appropriately 	<ul style="list-style-type: none"> Occasionally incorrect grammar is used during the speech Uses a few transitions appropriately 	<ul style="list-style-type: none"> Poor grammar is used throughout the speech Shows little to no use of transitions
<p>E8 PRESENTATION</p> <p>Communicate clearly to audience Be articulate and prepared for presentation Be able to respond to questions and give accurate information</p>	<ul style="list-style-type: none"> Communicates ideas clearly in appropriate, sophisticated, and original way to audience Delivery is well-rehearsed and smooth The speaker(s) enunciates clearly and uses a pleasant expression 	<ul style="list-style-type: none"> Communicates clearly in appropriate and original way to audience Delivery is somewhat rehearsed but still choppy The speaker(s) is/ are sometimes unclear and muddled 	<ul style="list-style-type: none"> Communicates clearly in appropriate way to audience Delivery is very choppy, and the speaker(s) is/are difficult to understand 	<ul style="list-style-type: none"> Neither clear nor appropriate presentation to audience Delivery appears unrehearsed The speaker(s) is/are completely unclear and is expressionless