Group Members: Country:

**Immigration Public Service Announcement (PSA): Group Project**

This is it! Time to put all of your good learning and thinking together to create a persuasive and powerful public service

announcement about immigration.

**PSA Requirements**:

\_\_\_\_\_\_\_\_\_\_\_\_ Photos: 15-20 *powerful* photos, and a wide variety to present a clear picture of your immigrant group

\_\_\_\_\_\_\_\_\_\_\_\_ Music: that creates the appropriate tone. You may use cultural music OR a song that’s theme represents the struggle and challenges your immigrant group has faced.

\_\_\_\_\_\_\_\_\_\_\_\_ Text: short, memorable phrases that state your issue. The audience and purpose should be clear. What information do you want the viewer to know about your immigrant group?

\_\_\_\_\_\_\_\_\_\_\_\_ Call to Action: what do you want the viewer to do? How can they help?

\_\_\_\_\_\_\_\_\_\_\_\_ Information from your Research: support your claim and the message of your video with facts, statistics, first-hand accounts, etc.

\_\_\_\_\_\_\_\_\_\_\_ Ethos

\_\_\_\_\_\_\_\_\_\_\_ Pathos

\_\_\_\_\_\_\_\_\_\_\_ Logos

\_\_\_\_\_\_\_\_\_\_\_\_ Length: 80-90 seconds long

**Rubric**:

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| Criteria | Points |
| Purpose   * The purpose of your PSA is clear. * Research and facts are evident while viewing. * Group clearly focused on assigned immigrant group. * The viewers are left with a clear understanding of the challenges and struggles of the immigrant group. | 30- Exemplary work that exceeded expectations.  26- Above-average work that showed thought and detail.  22- Good work that met the requirements.  18- Average work that met the minimum requirements.  14- Below-average work that did not meet the requirements.  0- No product |
| Persuasion   * The PSA includes ethos, pathos, and logos. * It makes an impact on the audience with emotion (shock, anger, sadness, guilt, surprise). * It includes a call to action. * The language used is persuasive. | 30- Exemplary work that exceeded expectations.  26- Excellent work that showed thought and detail.  22- Good work that met the requirements.  18- Average work that met the minimum requirements.  14- Below-average work that did not meet the requirements.  0- No product |
| Appearance/Presentation   * The PSA is attractive and pleasant to watch. * There is a wide variety of photos that all add to the viewing experience. * The music is well-chosen. * The font and any other textual elements are easily readable. * It is clear that the group put forth effort. | 20- Exemplary work that exceeded expectations.  18- Above-average work that showed thought and detail.  16- Good work that met the requirements.  14- Average work that met the minimum requirements.  12- Below-average work that did not meet the requirements.  0- No product. |
| Planning, Collaboration, Explanation, & Reflection   * The Planning & Collaboration Sheet was completed and turned in. * The Group Explanation & Reflection was completed and turned in. | 20- Exemplary work – You did it all and did it well.  10- Average work- You did some and/or did not do quality work.  0- No product. |