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.   |