**Public Service Announcement (PSA) Project**

**Public service announcements** are messages in the public interest broadcasted by the media with the objective of raising awareness, changing public attitudes, and behavior towards a social issue.

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| Directions: In groups of 2-4 students, create a PSA to persuade an audience to take part in the cause/charity of your choice. You will incorporate the persuasive techniques and rhetorical devices we have been studying throughout our Revolutionary Writers unit. |

**Possible Project Formats:**

* Video advertisement
  1. Length: 30 seconds-1 minute
* Poster/flyer/billboard advertisement
  1. Colored, area filled with content
* Radio broadcast
  1. Length: 30 seconds-1 minute
* *Ask for approval of any other format*

**Requirements:**

* **All 3 persuasive techniques** 
  1. Logos, Ethos, Pathos
* **At least 2 rhetorical devices** 
  1. Repetition, Restatement, Rhetorical Question, Allusion
* **Elements of an argument**
  1. Introduction
     1. Hook, background, thesis
  2. Body paragraph
     1. Support, counterclaim, rebuttal
  3. Conclusion
     1. Rephrase thesis/sum up ideas, call to action!
* **Typed copy of the PSA (1 per group)**
  1. 3 paragraphs
  2. Bold the persuasive techniques
  3. Underline the rhetorical devices

**Due:**

B DAY Monday 12/22 A DAY: Friday12/23

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| **ONE** MEMBER OF EACH GROUP MUST UPLOAD THE THREE PARAGRAPHS TO **TURNITIN.COM!** |

**PSA Project schedule and due dates**

**A Day**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Class Activities** | **Assignments Due** | **Homework** |
| Thursday 12/11 | * PSA PowerPoint * Sarah Kavanagh petition * Project Directions & Examples * Media Center: Research causes/charities. Write introduction paragraph | * X | * Finish introduction paragraph |
|  |  |  |  |
| Monday 12/15 | * Media Center: Work on project and write the body paragraph | * Introduction paragraph HW check (10 pts) | * Finish the body paragraph |
|  |  |  |  |
| Wednesday 12/17 | * Work on projects and write the conclusion paragraphs | * Body paragraph HW check (10 pts) | * Finish the conclusion paragraph (have a copy to hand in to the sub) |
|  |  |  |  |
| Friday 12/19 | * Substitute * Work on projects, type and revise three paragraphs | * Conclusion paragraph HW check (10 pts) | * Finalize projects  (due 12/23) |
|  |  |  |  |
| Tuesday  12/23 | * Present Projects | * Projects | * X |

**B Day**

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| --- | --- | --- | --- |
| **Date** | **Class Activities** | **Assignments Due** | **Homework** |
| Friday 12/12 | * PSA PowerPoint * Sarah Kavanagh petition * Project Directions & Examples * Media Center: Research causes/charities. Write introduction paragraph * 2B: Laptop cart | * X | * Finish introduction paragraph |
|  |  |  |  |
| Tuesday 12/16 | * Media Center: Work on project and write the body paragraph | * Introduction paragraph HW check (10 pts) | * Finish the body paragraph |
|  |  |  |  |
| Thursday 12/18 | * Work on projects and write the conclusion paragraphs | * Body paragraph HW check (10 pts) | * Finish the conclusion paragraph |
|  |  |  |  |
| Monday 12/22 | * Substitute * Present Projects | * Projects | * X |

**Grading rubric:**

* **Group Members:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Project Description:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Submitted to** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**’s Turnitin account**

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| *Category* | *Points Earned* | *Points Possible* |
| 3 Persuasive Techniques |  | 15 |
| At least 2 Rhetorical Devices |  | 10 |
| Introduction Paragraph |  | 15 |
| Body Paragraph |  | 15 |
| Conclusion Paragraph |  | 15 |
| Group Collaboration & Productivity |  | 10 |
| Creativity/Effort |  | 10 |
| Typed & Uploaded to TurnItIn.com |  | 10 |

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| --- |
| **Total Points Earned \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Total Possible Points 100** |