

## Integrated Thematic Unit

“May the Odds Be Ever in Your Favor”

English Assessment

**Public Service Announcement:**

<b>Below</b>	<b>Approaching</b>	<b>Meets</b>	<b>Exceeds</b>
<p>PSA does not have a clear topic or does not promote social justice in a way that is relevant or valuable to our time/society.</p> <p>Captions and slogans are not catchy, missing, or contain elements that are copyrighted or trademarked.</p> <p>Facts/statistics are absent or invalid. Link or contact for more information is missing, broken or inaccurate.</p> <p>Little creative effort has been put into the project.</p>	<p>PSA seeks to raise awareness regarding an issue of social justice, but it may not be very relevant to our time/society.</p> <p>Captions and slogans are unique. Some rhetorical appeals (logos, ethos, pathos) are employed.</p> <p>Includes facts/statistics. Includes a link or contact info for more information.</p> <p>Some creative effort has been put into the project.</p>	<p>PSA raises awareness or calls for action regarding an issue of social justice that is relevant to our time/society.</p> <p>Captions/slogans are creative, catchy and unique (not copyrighted or trademarked.) Rhetorical appeals (logos, ethos, pathos) are employed.</p> <p>Includes relevant facts/statistics. Includes link or contact info for more information and a call to action (the next step).</p> <p>Significant creative effort has been put into the project.</p>	<p>← Uses a highly creative and very powerful approach to the message.</p> <p>Employs a powerful call to action that is reasonable for the audience to take part in.</p> <p>Immense creative effort has been put into the project.</p>