

'Be the Change': IB Final Task Assessment

Your task: As we study the Holocaust, students will have the opportunity to learn from the past and be the change that we want to see in the world. For this task, you are an advertiser who is promoting a new service project for your school. Your goal is to communicate opportunities for your school and family to participate in a meaningful service project.

Team 831: You will plan, create, and follow through with an animal supply donation drive. Donations will be collected for 4 different animal rescuing organizations in our area. Classes and students will communicate with the classroom teacher, provide meaningful follow-through, and establish specifics and logistics for the drive.

Tips for writing an argumentative piece (your advertisement):

❖ Present your ***persuasive advertisement*** in any approved creative format. Suggestions include: TV commercial for GTV, Radio Broadcast, Posters for the halls, speeches to be delivered to Mountain Time classes, lunch, and morning announcements, social media campaign etc.

❖ Present at least ***one quality*** persuasive argument based on ***ethos, pathos, and logos***.

➤ Organize your ***claims*** and ***evidence logically*** (hint- leave your strongest claim for last!)

❖ Present a ***counterclaim***. Use careful word choice to create cohesion and clarify the relationships between your claims and ***counterclaim***.

➤ Use ***figurative language*** and ***rhetorical devices***

Your advertisement must include:

* Your advertisement must include a “Call to Action”-- Now that your audience has heard your ***argument***, so what? What do you want them to do about it?

Citing your sources used for researching your service project:

→ You will use proper MLA in-text citations

Your advertisement is due on: _____ FRIDAY, MARCH 8 _____

On the due date, you will present your piece, or have your scheduled presentations prepared.

➤ Only information presented orally will be assessed using IB Criteria C: Producing Text and D: Using Language.

- The written work will only be assessed for Criterion B: Organizing regarding the accuracy of the MLA Format, in-text citations, and Works Cited Page.

	1-2	3-4	5-6	7-8
Criterion B: Organizing	iii. Makes minimal use of referencing and formatting tools (MLA Format, in-text citations, and Works Cited Page)	iii. Makes adequate use of referencing and formatting tools (MLA Format, in-text citations, and Works Cited Page)	iii. Makes competent use of referencing and formatting tools (MLA Format, in-text citations, and Works Cited Page)	iii. Makes excellent use of referencing and formatting tools (MLA Format, in-text citations, and Works Cited Page)
Criterion C: Producing Text	iii. selects few relevant details and examples to develop ideas	iii. selects some relevant details and examples to develop ideas	iii. selects sufficient relevant details and examples to develop ideas	iii. selects extensive relevant details and examples to develop ideas
Criterion D: Using Language	ii. speaks in an inappropriate register and style that do not serve the context and intention v. makes limited and/or inappropriate use of non-verbal communication techniques	ii. sometimes speaks in a register and style that serve the context and intention v. makes some use of appropriate non-verbal communication techniques	ii. speaks consistently in a register and style that serve the context and intention v. makes sufficient use of appropriate non-verbal communication techniques	ii. speaks competently in a register and style that serve the context and intention v. makes effective use of appropriate non-verbal communication techniques