

FINAL PROJECT: Political Action Campaign

Name: _____ Period: _____

Introduction

Congratulations! You have been chosen from among the top public policy firms to create a political campaign designed to persuade the public to take action on an issue about which you have expertise. Using a two-step approach, you will use the considerable research you have conducted on this topic to help you do the following:

First, you will deliver a **persuasive speech** designed to convince your audience of your point of view.

Second, you will construct a **political poster** designed to inform and persuade the public of your point of view.

Persuasive Speech

Introduction

1. Hook/Attention Getter (1 sentence)

2. State the problem (1 sentence)

3. State your solution to the problem with 2 sub-points – this is your claim (1 sentence)

Body

4. State point #1 of your claim (1 sentence)

5. Give evidence for point #1 of your claim (1 sentence)

6. State point #2 of your claim (1 sentence)

Name: _____ Period: _____

7. Give evidence for point #2 of your claim (1 sentence)

8. State counterclaim (1 sentence)

“Some have argued that...”

9. State rebuttal using evidence (1 sentence)

“However...”

Conclusion

10. Restate your solution to the problem with 2 sub-points (1 sentence)

11. Hook/Attention Getter – refer to opening statement (1 sentence)

12. Encourage call to action (1 sentence)

“You can help by...”

Speeches will be graded on the following criteria:

- Content of Speech – Did you follow the 12 sentence outline?
- Delivery of Speech
 - Volume
 - Tone
 - Pacing
 - Eye Contact & Gestures
- Length of Speech (1 – 2 minutes)

Audience participation will be graded on the following criteria:

- (-0 Points) Audience member has zero instances of disrespectful behavior, such as side conversations, doodling, mouthing or making faces, reading or attempting to study for another class, sleeping, or grooming (fixating on nails, hair, teeth, or makeup). **Student is an active listener for all performances.**
- (-10 Points) Audience member has one instance of disrespectful behavior.
- (-25 Points) Audience member has two or more instances of disrespect

Rubric (50 POINTS TOTAL) _____/50

Content of speech (25 POINTS)

Speaker provides their speech outline to the teacher at the beginning of their speech (this packet).

No Outline 1 2 3 4 5 Properly formatted outline

Extent of Social Issue is clear

Issue is unclear 1 2 3 4 5 Extent of issue is defined clearly

Argument/ Speaker's Opinion on what should be done is clear

Opinion is unclear 1 2 3 4 5 Well-established argument

Speaker uses evidence to support opinion

Evidence is not used 1 2 3 4 5 Evidence is clearly presented so the audience can understand

Organization is strong; listeners can follow the speaker's reasoning

Audience is confused 1 2 3 4 5 Strong organization and logical structure

Delivery (20 POINTS)

Speaker uses appropriate **volume**

Speaker cannot be heard 1 2 3 4 5 Speaker is audible

Speaker uses appropriate tone of **voice**

Monotone or voice does not match topic 1 2 3 4 5 Tone conveys emotions appropriate to topic

Speaker uses purposeful **pacing**

Speaker rushes or is too slow 1 2 3 4 5 Speaker uses purposeful pauses and is evenly paced

Speaker makes **eye contact and gestures**

No gestures / eye contact 1 2 3 4 5 Meaningful eye contact & gestures

Length (5 POINTS) Is the speech 1.5 – 2 minutes?

Over time limit 1 2 3 4 5 Within time limit

Political Poster

Name: _____ Period: _____

Create a political poster that is designed to inform and persuade the public about the issue for which you have been hired to promote. Be sure to include a color image, a powerful message (call to action), and a credible source of information that supports your overall message.

Rubric (40 POINTS TOTAL) _____ /40

Element	Awesome! (10-9 points)	Getting There... (8.5-7.5 points)	Needs Work. (7-6 points)	RUH ROH ☹️ (5-0 points)
Source	Includes highly credible source directly related to your claim (CRAAP Score 10+)	Includes credible source related to your claim (CRAAP Score 8+)	Includes source vaguely related to your claim (CRAAP Score 8+)	Includes source not related to your claim, or does not include source
Color Illustration	Illustration powerfully communicates the claim	Illustration communicates the claim	Illustration vaguely connects to the claim	Illustration has no relationship to the claim
Message	The message of the political poster is direct and powerfully communicates the call to action	The message of the political poster communicates the call to action	The message of the political poster vaguely communicates the call to action	The message of the political poster does not communicate the call to action
Overall	The overall message is well thought out, well executed, and is persuasive	The overall message is sufficiently executed, and is persuasive	The overall message is persuasive but not well executed	The overall message is insufficiently executed, and is not persuasive

