Name**:**

**African PSA Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **A = 50 - 45** | **B = 44 - 40** | **C = 39 - 35** |
| **Overall Message** | Writer states the overall message / theme of PSA | Writer almost states the overall message | Writer hints at an overall message |
| **Opening Hook /** | Engages the audience with a hook in words or pictures. | Somewhat engages the audience with a hook | Opening is present, but flat or tired; |
| **Persuasive Techniques Informational Elements** | Effective development of topic with significant and relevant information and persuasive techniques: pathos, ethos, logos, emulation, bandwagon, injustice, celebrity, pleasure, statistics, questions, emotional appeals | Develops the topic with relevant information and three persuasive techniques | Attempts to develop the topic, but limited use of information and persuasive elements |
| **Call to Action** | Powerful call to action that leaves the audience with something to consider. | A call to action included that supports message | Call to action hinted but not clear |
| **Contact Information** | Clever contact information that includes email, web and realistic telephone number | Contact information included | Includes only one way to contact |
| **Graphic Organizer** | Graphic organizer used to create an effective, organized and meaningful PSA. | Graphic organizer effectively used and completed. | Organizer used after the presentation was created. |
| **Timing** | 120 – 90 seconds | 90 – 60 seconds | 60 – 45 seconds |
| **PowerPoint “movie”** | Creates a PowerPoint “movie” that flows with automatic transition between slides and message enhancing animation on each slide. | Creates a PowerPoint “movie” with only a couple minor errors | Creates a PowerPoint slide show that needs mouse clicks to advance slides |

**Works Cited Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **A = 20-18** | **B = 17-16** | **C = 15-14** |
| **Layout** | Citation page is titled Works Cited centered at top. Sources are typed with hanging indents; double spaced; one inch margins | Good citation page with some errors. | Numerous errors on citation page. |
| **Alphabetical Order** | Citations are alphabetized correctly and not numbered. | Citations are alphabetized with minor errors. | Citations are not in alphabetical order. |
| **Citation Information** | All citations contain all required information in the correct sequence. | Most citations contain required information. Some omissions, extra, or improper sequence. | Few citations are written correctly with all the necessary information. |
| **Number of Sources** | 5 or more sources | 4 sources | 3 sources |

SAVE THIS PAPER! RETURN TO MS. BISHOP TO SCORE PRESENTATION.