

PUBLIC SERVICE ANNOUNCEMENT PROPAGANDA PROJECT

Your project will be graded on how well you work as a group and on how effectively and creatively you convey the overall message that obedience to the values and organization of the society leads to individual virtue and sanity, thereby bringing about stability and happiness for all.

Self-assessment Checklist

- ___ Is the video between 2 and 3 minutes in length?
- ___ Does the video clearly state the core message of the subdepartment you are working for?
- ___ Is the announcement understandable and digestible to society members both young and old?
- ___ Is the message upbeat, and does it reflect the ideals of the “paradise” described in the assignment overview?
- ___ Did you use strong diction, vivid imagery, and well-selected sound effects to set the tone?
- ___ Did you appeal to audience emotions?
- ___ Did you effectively incorporate at least one propaganda technique?
- ___ Did you include simple, catchy slogans and/or jingles that will stay in people's minds afterwards?
- ___ Did every group member play a role in planning and producing the final product?
- ___ Does the video contain an introduction and a conclusion (see ideas below)
 - Introduce the name of your society and what your society promotes: “Here in (society name), we believe ___”
 - Conclude by calling your audience to action; leave a lasting impression by stating the subdepartment’s philosophy
 - “This message is brought to you by...”
 - “To be happy is to live healthy” (subdepartment philosophy)

Evaluation Rubric

CRITERIA	POINTS	WGT	TOT
Content The video plan addresses all project guidelines and clearly conveys the message that obedience to the values and organization of the society leads to individual virtue and sanity, thereby bringing about stability and happiness for all; the development is consistently appropriate to the task, purpose, and audience. <ul style="list-style-type: none"> <input type="checkbox"/> The video is between 2-3 minutes in length. <input type="checkbox"/> The video clearly and effectively communicates the subdepartment philosophy. <ul style="list-style-type: none"> Consumerism: <i>Increased production & consumption leads to happiness and virtue. Newer is better! More is best!</i> Health: <i>To be happy is to live healthy!</i> Entertainment: <i>A normal person just wants to have non-stop 24-7 fun! Sensory stimulation is the key to happiness!</i> Technology: <i>Technology makes life easier and better for everyone!</i> 	10 9 8 7 6	2	
Organization Text, images, and video clips are arranged cohesively, making the PSA understandable and digestible to young and old. <ul style="list-style-type: none"> <input type="checkbox"/> The video contains an introduction and conclusion. <input type="checkbox"/> Ideas are unified through repetition, transitions, and design scheme. 	10 9 8 7 6	1	
Style The project utilizes strong diction, vivid imagery, and well-selected sound effects to set the tone and appeal to audience emotions. <ul style="list-style-type: none"> <input type="checkbox"/> Slogans and/or jingles are catchy and memorable <input type="checkbox"/> The message is upbeat and reflects the ideals of the “paradise” described in the assignment overview <input type="checkbox"/> At least 1 propaganda technique is utilized to appeal to audience emotions (bandwagon, testimonial, plain folks, transfer, glittering generalities, fear) 	10 9 8 7 6	2	
Planning & Production All group members participated in the planning and production process. <ul style="list-style-type: none"> <input type="checkbox"/> Project planner and storyboard were completed and re-submitted at end of project. <input type="checkbox"/> Script was submitted, approved, and re-submitted at end of project. <input type="checkbox"/> All group members submitted job list. 	10 9 8 7 6	1	

Comments