English 9A, Argument Unit Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PSA Poster & Brochure** Period**:** \_\_\_\_\_\_\_Final Score: \_\_\_\_\_\_ /100

**Primary Traits List**

Directions: Research an important topic or issue related to fake news or media literacy and create an informative and persuasive poster, brochure, or letter to persuade your specific audience.

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| **Category** | **Description** | **Total Points Possible** | **Points Earned** |
| **Slogan** | Original slogan that captures the essence of the issue/topic | 10 |  |
| **Topic** | Name of topic/specific issue is directly stated | 5 |  |
| **Graphic(s)** | Original images that visually address issue/topic | 10 |  |
| **Action Steps** | Clearly provides steps the reader can take to address issue | 10 |  |
| **Consequences** | Addresses specific consequences of not following action steps | 10 |  |
| **Sources** | Reliable, credible, and most current sources provide viewers/readers a complete or balanced picture of issue | 5 |  |
| **Target Audience** | Poster or brochure is suitable for its target audience, thoughtfully applying appeals that reach specific group | 5 |  |
| **Editing** | Poster or brochure is free of spelling, grammar, punctuation issues | 10 |  |
| **Creativity & Organization** | Overall design is creative, colorful, and intentionally organized to persuade | 10 |  |
| **MLA Works Cited** | Properly formatted for all sources researched (at least 3) | 15 |  |
| **Letter to Audience for permission to display** | Short, informative and persuasive letter (email draft is fine) that is written to the principal for approval to display poster at AEHS or to one of your former middle school teachers, requesting him/her to share/hand out | 10 |  |

**Target Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Project will be published (name location): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Notes:**
1. You MUST have one peer (not in your group) provide you written feedback, using this checklist as a guide. This feedback will be due when final product is submitted.

2. You MUST use this checklist to score yourself before you submit your final product.