Assessment – Research project

How are citizens’ political choices shaped?

Option 1

Write a 500-600 word essay on ONE of the following topics:

1. Political parties use social media such as Facebook, YouTube and Twitter to get their message out to voters. How does this influence the way citizens vote? Examine how social media is used by political parties to influence people’s understanding of issues and their electoral choices.

2. What role does the media (such as TV, radio, newspapers, internet blogs) play in influencing the outcome of elections? Examine the different ways the media operates. For example, TV often presents short reports with lots of visuals; newspapers can produce longer articles that explore issues in more depth. Which ways would be more effective in influencing voters’ choices? Why?

3. What methods do political parties use to influence voters’ choices in an election campaign? Are some methods more effective than others? Why?

4. How do interest groups influence voters’ understandings of issues and their electoral choices? Focus on one or two interest groups and examine how they influenced a particular debate.

Option 2

Political cartoons use satire to draw attention to the Parliament and political issues. Create your own election cartoon to influence citizens’ choices. Include a 250-300 word rationale for your cartoon. Describe the persuasive techniques you used and explain how the media influences citizens. For inspiration, check out examples of political cartoons on the National Museum of Australia website www.nma.gov.au/exhibitions/cartoons.

Political parties use advertising campaigns to encourage citizens to vote for them. Create your own 30 second television, radio or online election advertisement to influence citizens’ choices. Include a 250-300 word rationale for your ad. Describe the persuasive techniques you used and explain how the media influences citizens.

Use the essay plan OR the rationale plan provided to help you get started.

Include examples to support your conclusion. You must also include a bibliography. You will be given two lessons in class to work on this project and will be expected to complete it at home.
Marking rubric
(In accordance with the civics and citizenship curriculum achievement standard)

<table>
<thead>
<tr>
<th></th>
<th>ABOVE SATISFACTORY</th>
<th>SATISFACTORY</th>
<th>BELOW SATISFACTORY</th>
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</thead>
<tbody>
<tr>
<td><strong>How citizens’ political choices are shaped</strong></td>
<td>Provides an excellent analysis of how citizens’ political choices are shaped</td>
<td>Provides a satisfactory analysis of how citizens’ political choices are shaped</td>
<td>Does not provide a satisfactory analysis of how citizens’ political choices are shaped</td>
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<tr>
<td><strong>Understanding of topic</strong></td>
<td>Demonstrates an excellent understanding of the chosen topic</td>
<td>Demonstrates a satisfactory understanding of the chosen topic</td>
<td>Does not demonstrate a satisfactory understanding of the chosen topic</td>
</tr>
<tr>
<td><strong>Argument and conclusion</strong></td>
<td>Delivers a reasoned, logical and thought-provoking argument and conclusion</td>
<td>Delivers a solid argument and conclusion</td>
<td>Delivers a weak or illogical argument and/or conclusion</td>
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<tr>
<td><strong>Examples</strong></td>
<td>Includes relevant and varied examples</td>
<td>Includes relevant examples</td>
<td>Does not include relevant examples</td>
</tr>
<tr>
<td><strong>Research/bibliography</strong></td>
<td>Excellent research of the curriculum topic is evident and correctly referenced in a bibliography</td>
<td>Sufficient research of the curriculum topic is evident and referenced in a bibliography</td>
<td>Sufficient research of the curriculum topic is not evident</td>
</tr>
<tr>
<td><strong>Word limit</strong></td>
<td>Essay/rationale is within the word limit</td>
<td>Essay is outside the word limit by fewer than 100 words or Rationale is outside the word limit by fewer than 50 words</td>
<td>Essay is outside the word limit by 100 words or more or Rationale is outside the word limit by 50 words or more</td>
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**Teacher’s comments:**

**Grade/mark:**
Essay plan

INTRODUCTION

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POINT 1

Topic sentence

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Evidence/details

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POINT 2

Topic sentence

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Evidence/details

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POINT 3

Topic sentence

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Evidence/details

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CONCLUSION

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Rationale plan

Description of your persuasive techniques
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Why you chose these techniques
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How the media influences citizens
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CONCLUSION
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