

Assessment – Research project

NAME: _____

How are citizens' political choices shaped?

CLASS: _____

DUE DATE: _____

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)

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

Teacher's comments:

Grade/mark:

Essay plan

INTRODUCTION <ul style="list-style-type: none">• _____• _____• _____• _____		
POINT 1 <p>Topic sentence</p> <ul style="list-style-type: none">• __________ <p>Evidence/details</p> <ul style="list-style-type: none">• ____________________• ____________________• ____________________	POINT 2 <p>Topic sentence</p> <ul style="list-style-type: none">• __________ <p>Evidence/details</p> <ul style="list-style-type: none">• ____________________• ____________________• ____________________	POINT 3 <p>Topic sentence</p> <ul style="list-style-type: none">• __________ <p>Evidence/details</p> <ul style="list-style-type: none">• ____________________• ____________________• ____________________
CONCLUSION <ul style="list-style-type: none">• _____• _____• _____• _____		

Rationale plan

Description of your persuasive techniques	Why you chose these techniques	How the media influences citizens
<ul style="list-style-type: none">• _____ _____ _____ _____ _____ _____ _____• _____ _____ _____ _____ _____ _____ _____• _____ _____ _____ _____ _____ _____ _____	<ul style="list-style-type: none">• _____ _____ _____ _____ _____ _____ _____• _____ _____ _____ _____ _____ _____ _____• _____ _____ _____ _____ _____ _____ _____	<ul style="list-style-type: none">• _____ _____ _____ _____ _____ _____ _____• _____ _____ _____ _____ _____ _____ _____• _____ _____ _____ _____ _____ _____ _____
 	 	 
CONCLUSION <ul style="list-style-type: none">• _____ _____ _____• _____ _____ _____• _____ _____ _____		