

Ethics PSA Assignment

In this project you and your group will create a brief public service announcement that explains how ethics can help us to know and understand a difficult issue that faces us today. In this project you will:

1. Identify a contemporary issue with ethical dimensions.
2. Explain how ethics as an area of knowledge, helps us, as a society and as individuals to understand the issue and equips us with knowledge that allows us to conduct ourselves in ways that will benefit ourselves, our communities, our society and our world.

Here are the details. Your PSA must:

1. Take the form of a video not shorter than 1:30 and not longer than two minutes.
2. Center on a specific issue of contemporary concern. Issues can be local, regional, national or global.
3. Be accompanied by a full script that indicates not only what people will say, but also any stage directions or visual descriptions of what will occur on the screen (the video cannot be extemporaneous or impromptu).
4. Clearly identify a contemporary issue that presents problems for ourselves, our community our society and/or our world. This issue must be briefly explained and explanations should highlight the ethical dimensions of the problem.
5. Clearly, but briefly explain how ethics helps us to understand this issue in a way that promotes individual, community, societal and or global well being. This explanation must include at least one quote from one of the sources used in class. Quotes can and should be brief and well-integrated into your script.
6. Address all three sides of the rhetorical triangle we discussed in the unit on language.
7. Include auditory elements that contribute to the overall production (sound effects and or music would work).
8. Be visually appealing.
9. Your PSA can include video clips from the internet, but must also include your own voices.
10. Must include credits that do not count toward your time limits. I would prefer these credits be included at the end of the video, but they can be submitted to me in hardcopy if the group wishes. Credits must explain precisely the role each group member played in the production of the video
11. You will work with your table group

This project will be worth 7 annotations (70 points) and will be graded on content, professionalism/production and overall appeal/quality. Sloppy efforts will be significantly graded down. Humor is fine, so long as the humor helps achieve the overall message of the video, which is the value of ethics in helping us to understand critical issues. Videos must be school appropriate. If you have questions about this, ask.

PSAs will be due on April 30 and will be viewed by the class on May 2 and will be followed by a Socratic discussion on the value of ethics as an area of knowledge that is useful in navigating the challenges of the modern world on Monday, May 5.

Here are some examples of famous PSAs and an example from last year's projects. Remember, your PSA is somewhat different because, it is essentially an advertisement for the value of ethics as an area of knowledge. Your PSA is also significantly longer than the non-student examples. If you search for PSAs you can find other examples.