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| **Civics & Economics Grade 12: Negative Externalities Project PSA** |
| **Standard: The student will be able to analyze how advertising and the media impact the individual, economy, and government.** |
| **Targets: Examine and evaluate how the media influences economic decisions. Create a public service announcement detailing a market failure.** |
| **Score 4.0** | **In addition to Score 3.0, in-depth inferences and applications that go beyond what was taught.** | **Sample Activities** |
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|  | **3.5** | In addition to score 3.0 performance, in-depth inferences and applications with partial success. |  |
| **Score 3.0** | **The student will be able to analyze how advertising and the media impact the individual, economy, and government by:*** **Providing an accurate description of the negative externality and its impact**
* **Taking action to bring awareness to the situation**
* **Providing a compelling message about the negative externality**
 | * Negative Externality Project PSA
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|  | **2.5** | No major errors or omissions regarding 2.0 content and partial knowledge of the 3.0 content. |  |
| **Score 2.0** | **There are no major errors or omissions regarding the simpler details and processes as the student:*** recognizes or recalls specific terminology, such as:
	+ negative externality, market, free market system, consequences, economy, supplier/producer, consumer, public service announcement
* performs basic processes, such as:
	+ identifying a clear message to raise awareness

 **However, the student exhibits major errors or omissions regarding the more complex ideas and processes.** |  |
|  | **1.5** | Partial knowledge of the 2.0 content, but major errors or omissions regarding the 3.0 content. |  |
| **Score 1.0** | **With help, a partial understanding of some of the simpler details and processes and some of the more complex ideas and processes.** |
|  | **0.5** | With help, a partial understanding of the 2.0 content, but not the 3.0 content. |
| **Score 0.0** | **Even with help, no understanding or skill demonstrated.** |