

Goal: You will create a multimodal media text of your choice in order to identify a problem of practice in Canada's approach to Reconciliation, and then you will identify a solution that is appropriate for your target audience. Your media text must showcase persuasive rhetoric, effective mise en scene, and a clear understanding of identity and sovereignty as explored in the course to date. You will complete a reflection on the process and product in class on the submission date.

You may work on your own or you may have ONE partner. No groups larger than 2 permitted. If you choose group work, you must be able to meet outside school hours, and you must meet with your teacher to discuss how the assignment will be assessed.

Media Production: MUST BE SUBMITTED MARCH 25, 2019
Media Reflection: MUST BE COMPLETED IN CLASS MARCH 25, 2019

Follow these steps to achieve your goal:

STEP 1: CHOOSE YOUR APPROACH! Make sure to choose the best approach to suit your target audience and your purpose.

- interactive webpage
- Interactive video game
- music video
- VLOG
- poetry in voice media short
- short documentary
- _____ (Have another idea? Propose this to your teacher)

STEP 2: RESEARCH RECONCILIATION

- Identify why reconciliation is necessary (reflect on identity and sovereignty concerns which were explored in class activities, media presentations, and discussions).
- Be able to explain how the Canadian government has introduced and approached reconciliation to date - What were/are the goals? What has been achieved to date? What has not been achieved? What appear to be the priorities?
- Define what reconciliation means to you.

STEP 3: IDENTIFY A PROBLEM OF PRACTICE AND PRESENT A SOLUTION

- Identify what you think is problematic in the current approach to reconciliation. You may find more than one problem of practice, but focusing on too much will overwhelm you, so choose the one that is most appropriate to you and your target audience.
- Identify a realistic solution to that problem (You MUST be mindful of avoiding cultural appropriation in suggesting your solution. You MUST also be mindful of sovereignty when constructing a solution).
- Identify your target audience.

STEP 4: PRODUCE MEDIA

- Create a media piece that persuades your target audience to understand and adopt your point of view on reconciliation and your suggested solution. Make sure to include the following in your media piece:
 - Your understanding of identity with reference to course material, life experience and/or research.
 - Your understanding of sovereignty with reference to course material, life experience, and/or research.
 - Your understanding of reconciliation with reference to research.
 - One problem of practice and one solution to moving forward with reconciliation.
 - Persuasive Rhetoric (written or oral or a combination)
 - Multimodal Techniques (two or more of the following must be included: visual images, sound, words on the screen, speech, gestural, pop up video)
 - Mise En Scene: You must manipulate sound, lighting, camera angles, colour, text, costume, setting, and/or make-up to communicate your message effectively.
 - Be prepared to articulate where and how these items are present in your media peice and why you feel they helped in your communication of ideas.

SUCCESS CRITERIA:

	<u>LEVEL 1</u>	<u>LEVEL 2</u>	<u>LEVEL 3</u>	<u>LEVEL 4</u>
<p><u>Creating Media Texts:</u></p> <ul style="list-style-type: none"> ● Produces a media text for the purposes of persuading a specific target audiences about a problem of practice in Canada’s approach to reconciliation and presents a solution. ● Uses an appropriate form for the target audience and purpose ● Manipulates two or more conventions and techniques such as camera angles, text on the screen, verbal and/or written rhetoric, music and/or sound effects, colour, lighting, actors/characters, costumes, make-up, setting, segments, and symbolic props to create a persuasive text with a clear message. 	<p>Unclear problem and vague or unrealistic solution presented. Unclear Target Audience. Limited evidence of conventions and techniques.</p>	<p>The problem is identified and has some connection to class content and research. Some persuasive techniques employed and the target audience is somewhat clear. An effort was made to incorporate media conventions and techniques.</p>	<p>Clear problem and realistic solution. Clear target audience and the form chosen is appropriate to the audience. Effective use of media conventions and techniques.</p>	<p>Clear and insightful problem and solution. Clear target audience and the form creatively addresses that audience. Excellent, thorough use of media conventions and techniques.</p>
<p><u>Reflecting on Skills and Strategies</u></p>	<p>Limited understanding evident in the reflection. Limited goal setting and growth indicated.</p>	<p>Some understanding evident in the reflection. Basic goal setting and growth indicated.</p>	<p>Considerable understanding evident in the reflection. Effective goal setting and growth indicated.</p>	<p>Insightful understanding evident in the reflection. Excellent goal setting and growth indicated.</p>