


Subject: Social Studies		Course: Civics																	
Standard: SS.7.C.2: Evaluate the roles, rights and responsibilities of United States citizens, and determine methods of active participation in society, government, and the political system.																			
Topic (Keywords): The Political Process																			
Grade Level(s):7																			
4.0	<p>In addition to Score 3.0, in-depth inferences and applications that go beyond instruction to the standard</p> <p>The student will:</p> <ul style="list-style-type: none"> • Create an ad campaign ad using multiple propaganda techniques, <p>No major errors or omissions regarding the score 4.0 content</p>																		
3.5	In addition to score 3.0 performance, in-depth inferences and applications with partial success																		
3.0 	<p>Students will be able to examine multiple views on public and current issues by analyzing media and political communications (bias, symbolism, propaganda) and the impact it can have on government.</p> <ul style="list-style-type: none"> • Use scenarios and examples to identify bias, symbolism, and propaganda. (C.2.11) • Explain how bias, symbolism, and propaganda can impact public opinion.(C.2.11) • Explain how the media, individuals, and interest groups monitor and influence government and public policy(C,2.10) <p>No major errors or omissions regarding the score 3.0 content (simple or complex)</p>																		
2.5	No major errors or omissions regarding 2.0 content and partial knowledge of the 3.0 content																		
2.0	<p>The student recognizes and describes specific terminology such as:</p> <table border="0" style="width: 100%;"> <tr> <td>• Bias</td> <td>• Mass media</td> <td>• Special interest group</td> <td>• Lobbyist</td> </tr> <tr> <td>• Propaganda</td> <td>• Interest group</td> <td>• Public policy Political Action Committee (PAC)</td> <td>• Propaganda</td> </tr> <tr> <td>• Symbolism</td> <td>• Public Opinion Poll</td> <td></td> <td>• Watchdog</td> </tr> <tr> <td>• Public opinion</td> <td>• Pollster</td> <td></td> <td></td> </tr> </table> <p>The student will be able:</p> <ul style="list-style-type: none"> • Describe the 7 propaganda techniques. (bandwagon, card stacking, glittering generality, name calling, plain folks, transfer, etc.) • List groups that influence public perspectives <p>No major errors or omissions regarding the simpler details and processes but major errors or omissions regarding the more complex ideas and processes</p>			• Bias	• Mass media	• Special interest group	• Lobbyist	• Propaganda	• Interest group	• Public policy Political Action Committee (PAC)	• Propaganda	• Symbolism	• Public Opinion Poll		• Watchdog	• Public opinion	• Pollster		
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• Public opinion	• Pollster																		
1.5	Partial knowledge of the score 2.0 content, but major errors or omissions regarding score 3.0 content																		
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 score 2.0 content, but not the score 3.0 content																		
0.0	Even with help, no understanding or skill demonstrated																		

