**A Paradigm Shift Within Society**

**HSB 4U Racism and Prejudice Culminating Project**

**Mr. Rautiainen**

 Using a variety of ideas we’ve covered this year, along with other materials you come across, prepare a media project which will promote acceptance among people in Canada. This should concern racial and sexual equality among Canadians, and may involve other issues surrounding prejudice as well, such as debunking stereotypes and proposing changes in key areas of society (ex. Educational curriculum). You want to strongly promote the concept of keeping an open mind to new ideas - perhaps suggesting a *paradigm shift -*  which would be useful in today’s society, especially among today’s youth.

Your **medium** should be a product which would typically reach a mass audience (ex. Books, magazines, newspapers, comic books, movies, advertising campaigns, poster campaigns, etc.). You should consult me prior to beginning to ensure your choice is appropriate. Whatever medium you decide upon, you need to have a range of visual and textual elements to your product.

 You will include a **rationale** (approx. 1-1 ½ pages) with your final product. It should be well organized and written in a formal voice. This will be an analysis of your product, and it should address the following:

\* Who is your target audience? Be as specific as you can.

\* How does your product appeal to this audience? Consider elements such as use of colour (and the implicit or even unconscious meanings behind colours), layout (placement of images, text, etc.), wording, explicit / implicit messages, etc.

\* Why would your approach be successful?

You will present your product and explain your objectives to the class / teacher in a conference to be scheduled during exam week. You should be able to make connections between your topic / product and aspects from the rest of the course – ex. The disciplines, social change, technology, acceptance, etc. This should be relatively formal in tone.

**HSB 4U - Racism and Prejudice Culminating Activity**

**Rubric**

Part I - Notes from Chapter, stories, videos

* Notes reflect significant points from text, and are prepared **1 2 3 4**

professionally and neatly; they are free of errors

Part II - Rationale (300-500 words)

* Strong organization with coherent, thoughtful ideas; writing

is free of errors **1 2 3 4**

* Response includes a strong structure with links between **1 2 3 4**

ideas

* Clear and accurate analysis of medium; content, themes, symbols,

and other elements are well explained **1 2 3 4**

Part III - Media Product

* Layout of medium is effective and catchy; careful thought **1 2 3 4**

and preparation have gone into a creative product

* Use of colour, images, and text creates an effective product**1 2 3 4**
* Text used in poster is succinct and significant to the message;

it is powerful and free of errors **1 2 3 4**

* The product clearly promotes acceptance and awareness in **1 2 3 4**

Canadian society; ideas from unit are well highlighted

Part IV – Conference

* Discussion with teacher in person or via video conference
* the student is confident in the understanding of the project **1 2 3 4**
* the student speaks clearly and at least semi-formally **1 2 3 4**

* the student makes connections between the product and elements of the disciplines, social change, and acceptance dealt with earlier in the course **1 2 3 4**

**Total / 44**

**Overall Comments:**