**ENERGY AND SOCIETY SUMMATIVE TASK: OPTION #1**

**Nuclear Energy Infomercial Assignment & Rubric**

The Ontario government is planning to build a Nuclear Power Plant in Fenelon Falls. In groups of 1 or 2, create an infomercial to either support or protest the plan. The infomercial should be no more than 5 minutes in length and try and sway the opinions of others to your view.

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| **Categories** | **Level 0**  **0 – 49%** | **Level 1**  **50 – 59%** | **Level 2**  **60 – 69%** | **Level 3**  **70 – 79%** | **Level 4**  **80 – 100%** |
| **Opinion – For or Against** | No opinion is presented | Does not present a clear opinion | The opinion presented is somewhat clear | The opinion is clearly presented | The opinion is clearly and effectively presented |
| **Content** | There is no relevant content | No reasons are given to support the opinion | Few, relevant reasons are given to support the opinion | Relevant reasons are given to support the opinion | Specific and valid reasons are given to support the opinion |
| **Delivery** | The language used make the content incomprehensible | Does not use effective and persuasive language | Uses little effective and persuasive language | Uses some effective and persuasive language | Uses effective and persuasive language |
| **Performance** | Video cannot be seen or heard | Video is unclear and hard to hear | Video can be hard to hear/see at times | Video is easy to see and hear | Video is easy to see and hear and is well edited |
| **Scenery/Images** | Images and/or scenery are not used to present the opinion | Little use of images and/or scenery to present the opinion | Simple use of images and/or scenery to present the opinion | Adequate use of images and/or scenery to present the opinion | Advanced use of images and/or scenery to present the opinion |
| **Creativity** | The submission is not in a format appropriate for an infomercial | The submission demonstrated little or no creativity | The submission demonstrated some level of creativity. It might have been interesting. | The submission demonstrated a moderate level of creativity. It was interesting. | The submission demonstrated a high level of creativity. It was exciting and interesting. |
| **Overall Quality** | Presentation is so poor as to be unusable. | Poor presentation that does not appeal to the audience | Good presentation that somewhat appeals to the audience | Sophisticated presentation that appeals to the audience | Excellent presentation that entices the audience to believe the presented opinion |