## Handout

### **Public Service Announcement**

Gro	oup members:		
1.	Identify key science ideas you have learned throughout this learning sequence. Highlight those that should be included in your explanation, or a combination of some that lead to a single piece of evidence.		
	a. Shark Encounters:		
	b. Fossil Evidence:		
	c. Fishers Logs:		
	d. REMUS:		
	e. Magnetic Fields:		
	f. Tags and Waves:		
	g. Digitized Signals:		
	h. Light, Which Way Does It Go?:		
	i. Sharks and Humans:		
2.	Who is your target audience?		
3.	3. What is your claim? Use the lens of cause and effect to frame your thinking. (Choose an element of the Contract of the Contract of Crosscutting Concepts for Middle School Students.)		

4. Record your full explanation (claim + evidence + reasoning):

# Handout

### Public Service Announcement (continued)

5.	What are three key Logos messages (persuasion using logical proof/actual evidence) you think are important to convey to your audience that help explain your claim and the cause and effect relationship(s) you have identified?  a.
	b.
	C.
6.	What else could persuade your audience? Generate a Pathos statement and an Ethos statement.
	Ethos (target the feelings or morals of your audience):
	Pathos (persuade your audience by revealing experts with credentials who agree with your side):
7.	What is a counter-argument (rebuttal) someone could make about your argument?
8.	What evidence might help you address the counter-argument?



#### Handout

#### Public Service Announcement (continued)

- 9. Use the following table to outline your public service announcement.
  - a. Your job is to incorporate key points from your explanation, as well as audience-targeted, evidence-based messages into your PSA. (Highlight these as you build your script so you can track that you have been successful at this.)
  - b. Consider organizing this like a well-structured essay:
    - i. Provide an introduction that welcomes your audience and introduces your key points (framed through the lens of cause and effect).
    - ii. Carefully make your points (backed by evidence).
    - iii. And finally, remind the audience of your key points.

TIME (seconds)	who (who is speaking or doing something)	DESCRIBE THE SCENE  (where is this being filmed, what's going on the background)	SCRIPT (what will be said)
	3,	<u> </u>	

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