

## *Biotechnology Propoganda Project*

---

We have been studying the following topics in class:

- **Animal Cloning**
- **Therapeutic Cloning**
- **Stem Cell research**
- **Genetically Modified Organisms (animals and food)**
- **In Vitro Fertilization (Sex Selection and Preimplantation Genetic Diagnosis)**
- **DNA in crime solving**

**Assignment:** Design an advertisement/piece of propoganda about one of the topics above. The advertisement could be print (ex: poster, brochure), video (ex: commercial) or audio (ex: radio ad). Remember, you are creating an advertisement/propoganda, so you should choose a side and complete the assignment accordingly. The poster/brocure/commercial/radio must be clear and exciting. It should make someone either support or be opposed to your topic.

**Step one:** Conduct additional research on your topic. You can also look for current news in newspaper articles, web pages (ending mostly in .edu or .org) etc. You must site AT LEAST THREE other sources/articles.

**Step Two:** Divide the research up into the following areas. You must understand the following areas and include them in your propoganda:

Using the information given in class through the appropriate packet as well as any other needed research. You should put everything in your own words unless you are quoting directly. Any plagiarism will result in a zero.

- **Section One:** A large, clear, creative title for your poster/ad
- **Section Two:** A clear definition and description of the topic
- **Section Three:** The science behind the process, including the step by step process
- **Section Four:** Current applications of this technology
- **Section Five:** At least 2 examples of where and why it has been (ab)used, or ways it might be (ab)used. – *choose a side as this is propoganda!*
- **Section Six:** Reasons for using it (pros) and reasons against using it (cons) – *based on the side you chose*
- **Section Seven:** Politics / Ethics / Economics
  - a. Is there a difference between the way the United States views this science as compared to other countries?
  - b. What ethical issues does this technology present?
  - c. How is money involved with this project (there is usually money involved...)?
- **Section Eight:** Future uses/applications for this technology

**Grading:** Grading will be based on the information and visual appeal of the poster by using the following the rubric. If you cannot get materials on your own, please discuss this with me.

**Biotechnology Propaganda Rubric**

**Your Name:** \_\_\_\_\_ **Group Topic :** \_\_\_\_\_

**Partner Name (if applicable):** \_\_\_\_\_

**Biotechnology Presentation Rubric**

<b>Poster Content Rubric</b>	<b>Possible Points</b>	<b>Teacher Assessment</b>
<b>Section One:</b> A large, clear, creative title for your propaganda	3	
<b>Section Two:</b> A clear definition and description of the topic	6	
<b>Section Three:</b> Science behind the process was well summarized	10	
<b>Section Four:</b> Current applications of the technology	5	
<b>Section Five:</b> At least 2 examples of where and why it has been (ab)used, or ways it might be (ab)used	6	
<b>Section Six:</b> Reasons for using it (pros) and reasons against using it (cons)	6	
<b>Section Seven:</b> Politics / Ethics / Economics	8	
<b>Section Eight:</b> Future uses/applications for this technology	6	
<b>Appeal to the audience (creative, neat, easy to hear/read)</b>	5	
<b>Overall correct information throughout project</b>	5	
<b>Cites/includes information from class activities and at least 3 reputable outside sources (included in the bibliograph)</b>	5	
<b>Total Possible Points</b>	65	

**Dates**

**Project Assigned:** \_\_\_\_\_

**Choose partner and project by:** \_\_\_\_\_

**Computer lab/classwork time (you will have to work outside of school as well):** \_\_\_\_\_

**Due Date:** \_\_\_\_\_