

China One Child Policy

Student Writing Prompt & Assessment Checklist

Writing Prompt #1 – PRO stance

The State Family Planning Commission of China has decided it is time to modernize the “One Couple, One Child” campaign for the 21st century. You are the government consultant, who has been assigned to design this “new and improved” campaign, which will be publicized throughout the country. Your job is to create 1) a propaganda billboard featuring a catchy new family planning slogan AND 2) a one minute public service announcement (commercial) that promotes the billboard and slogan.

OR

Writing Prompt #2 – CON stance

Knowing that Beijing will be the site for the 2008 Olympics, several international human rights organizations have decided it is time to launch a massive media protest against the abuses of China’s One Child Policy. You are a private consultant who has been hired to design this human rights campaign, which will be publicized worldwide to put pressure on China (and potential corporate sponsors) prior to the Olympics. Your job is to create: 1) a propaganda billboard featuring a catchy slogan that protests China’s One Child Policy and family planning practices AND 2) a one minute public service announcement (commercial) that promotes the billboard and slogan.

Assessment Checklist

- _____ **Does your propaganda billboard use visual images and symbols that clearly illustrate its intended message?**
- _____ **Does your propaganda billboard have a catchy slogan that clearly evokes the intended message?**
- _____ **Is your propaganda billboard balanced, neatly drawn, and colorful?**
- _____ **Does your public service announcement clearly support the message conveyed by your propaganda billboard and slogan?**
- _____ **Does your public service announcement “hook” the audience with a strong initial statement that compels them to listen further?**
- _____ **Does your public service announcement contain pertinent details that are easy to follow, effectively sequenced, and hold the audience’s attention throughout?**
- _____ **Does your public service announcement conclude with a strong sense of closure?**
- _____ **Does your public service announcement use vivid, purposeful, and varied vocabulary?**
- _____ **Does your public service announcement reflect the voice of academic credibility and a sense of sincere conviction?**
- _____ **Does your public service announcement fit the one minute criteria when read aloud?**