

Performance Assessment Task

Street Cents Panel Member

Congratulations! You have just been asked to be a panel member for a special edition of the TV show *Street Cents*. You and your fellow panel members will discuss how the media influences our food and beverage choices.

1. Select a TV, radio, Internet or magazine commercial that advertises a food product that is available and regularly consumed by young people. Communicate your selection with the panel moderator (your teacher) to avoid duplication among your panel members.
2. Analyze the commercial to determine which advertising techniques are being used. Consider how the advertisement influences individual food choices, and promotes certain body images and lifestyle choices.
3. Research the nutritional content of your product and compare your findings to the nutritional needs of adolescents as identified in the publication *Canada's Food Guide*.
4. Prepare a written report that includes the product name, the source of the commercial, the analysis of the advertising technique and the nutritional data comparison. You may use this report during your panel presentation. It will be turned in to the panel moderator (your teacher) upon completion of the panel presentation.
5. Each panel member will have 4 minutes to present his or her information to the studio audience (classmates). This presentation should include viewing the advertisement and sharing key points from the analysis and nutritional data comparison. Be sure to use presentation techniques that will engage and interest the studio audience. After the panel members have presented, the moderator may open the floor for general discussion. Be prepared to add any final comments to the discussion.

Rubric: Street Cents Panel Member

Student _____

Level \ Criteria	Excellent	Proficient	Adequate	Limited *	Insufficient /Blank *
Analyze advertising technique(s) (W-7.4)	Analyzes advertising techniques in a thorough and insightful manner.	Analyzes advertising techniques in a clear manner.	Analyzes advertising techniques in a superficial manner.	Provides limited analysis of advertising technique.	No score is awarded because there is insufficient evidence of student performance based on the requirements of the assessment task.
Access and retrieve information (3.2.1)	Accesses and retrieves significant and pertinent information.	Accesses and retrieves meaningful and relevant information.	Accesses and retrieves appropriate and generally applicable information.	Accesses and retrieves vague and trivial information.	
Compare data (W-7.1, W-7.5, 3.3.5)	Comprehensively compares product nutritional information to standards for health.	Logically compares product nutritional information to standards for health.	Partially compares product nutritional information to standards for health.	Data comparison lacks substance and clarity.	
Present findings (3.4.1, 4.3.3)	Presentation is perceptive and captivates the audience.	Presentation is thoughtful and engages the audience.	Presentation is simplistic and partially engages the audience.	Presentation is vague and lacks audience appeal.	

* When work is judged to be limited or insufficient, the teacher makes decisions about appropriate intervention to help the student improve.