

上を向いて歩こう Look Up!

How can we better live with our smartphones? How much time do you spend looking at your phone? Here's an opportunity to raise your awareness of the dangers of smartphone addiction among teens in Japan. Your task is to promote healthy relationships with our smartphones.



Your Role & Purpose	PSA producer to raise awareness of the danger of smartphone addiction among Japanese teens.
Your Audience	Japanese high school students
Language	<input type="checkbox"/> Provide attention-catching introduction <input type="checkbox"/> Describe negative effects of smartphone addiction <input type="checkbox"/> Report hearsay with evidence <input type="checkbox"/> Suggestions
Product	Product Type: <input type="checkbox"/> PSA video (slideshow, commercial, etc.) 2-5 minutes Optional: <input type="checkbox"/> Brochure or flyer

カレンダー

日曜日 <small>にちようび</small>	月曜日 <small>げつようび</small>	火曜日 <small>かようび</small>	水曜日 <small>すいようび</small>	木曜日 <small>もくようび</small>	金曜日 <small>きんようび</small>	土曜日 <small>どようび</small>

*Include dates when you will receive feedback from your classmate, friend, family, and teacher, and get their signature.

Presentation Rubric - Intermediate Learner

Criteria	Exceeds Expectations 10	Meets expectations Strong: 9 Minimal: 8	Does Not Meet Expectations 7 and below
Content <i>How rich is my content?</i>	<ul style="list-style-type: none"> ● Demonstrates a thorough understanding of the content with several examples of personal connections ● Presents with a wider variety of audience and purpose in mind 	<ul style="list-style-type: none"> ● Demonstrates adequate understanding of the content with an example of personal connections ● Presents with a limited audience and purpose in mind 	<ul style="list-style-type: none"> ● Demonstrates minimal understanding of the content without a lack of personal connections ● Audience and purposes are unclear
Language Use and Control <i>How rich is my vocabulary?</i> <i>How accurate is my Japanese?</i>	<ul style="list-style-type: none"> ● Uses a wide variety of academic language ● Incorporates many new expressions and idioms from the current unit and beyond ● Excellent language control with minimal errors 	<ul style="list-style-type: none"> ● Uses a variety of familiar vocabulary and some academic language ● Incorporates some new expressions from the current unit ● Good language control with several errors without significant interference 	<ul style="list-style-type: none"> ● Uses simple and familiar vocabulary ● Incorporates very few new expressions from the current unit ● Lack of language control which occasionally interferes with meaning
Comprehensibility <i>How well am I understood?</i>	<ul style="list-style-type: none"> ● Delivers with natural, easily flowing pronunciation ● Uses natural pace with minimal hesitation 	<ul style="list-style-type: none"> ● Delivers with somewhat natural pronunciation ● Uses good pacing with some hesitation 	<ul style="list-style-type: none"> ● Delivers with somewhat awkward pronunciation that interferes with comprehensibility ● Includes excessive pauses and hesitation
Culture <i>How do I represent my knowledge and understanding of Japanese culture?</i>	<ul style="list-style-type: none"> ● Uses many culturally appropriate vocabulary, expressions, and gestures ● Reflects deep knowledge of cultural differences related to written and spoken communication 	<ul style="list-style-type: none"> ● Uses some culturally appropriate vocabulary or expressions, or gestures ● Reflects some knowledge of cultural differences related to written and spoken communication 	<ul style="list-style-type: none"> ● Uses a few culturally appropriate vocabulary, or expressions, or gestures ● Reflects limited knowledge of cultural differences
Impact <i>Is my presentation interesting and memorable?</i>	<ul style="list-style-type: none"> ● Engages and informs audience effectively ● Incorporates creative visuals 	<ul style="list-style-type: none"> ● Engages and informs audience somewhat effectively ● Incorporates some creative visuals 	<ul style="list-style-type: none"> ● Engages and informs audience minimally ● Incorporates few visuals

Points	Grades	Comments:
50	A+	
45	A	
40	B	
35	C	
30	D	
29 and below	F	