



## In the News – Culminating Task – Fake News Article

### Culminating Task Criteria

1. Choose a hot topic that interests you.
2. Write a highly biased article that includes fake news about your hot topic and write a clickbait headline.
3. Include photos and an advertisement that advertises a fake product (that promises an amazing product or result).
4. Include links to social media that encourages the spread of your fake news story.
5. Include an editorial cartoon with your article.
6. Use technology to complete this task.
7. Apply what you learned about journalism in your formative tasks to complete your culminating task.

### Assessment

| Criteria                                                                                                                                                 | Level 1                                                                                                     | Level 2                                                                       | Level 3                                                              | Level 4                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>You write a convincing and detailed fake news article.</b>                                                                                            | -with limited effort to be believable<br>-short, or too extreme or unengaging                               | -article is somewhat believable and well written parts<br>-may be a bit short | -article is believable and well written                              | -clever article on a topic that is engaging and convincing                                                            |
| <b>You include a clickbait headline to entice readers and links to spread your fake news story.</b>                                                      | -with limited effectiveness                                                                                 | -headline is only a little interesting or appropriate                         | -headline uses tempting or current information teaser                | -headline is very enticing and grabs attention appropriately                                                          |
| <b>You incorporate effective visuals to support your article (photos, advertisement, editorial cartoon).</b>                                             | -you do not include any visuals in your news article or you are missing several as outlined in the criteria | -you include some appropriate visuals in your news article                    | -you include appropriate visuals in your article                     | -you include several original and appropriate visuals in your news article                                            |
| <b>You use technology to complete your task (applying several features from your formative tasks to enhance the presentation of your final product).</b> | -mostly cut and paste and not use technology to improve article to look good                                | -some use of technology which helps a bit                                     | -all elements are put together well using electronic technology      | -headline, article, columns and media put together seamlessly like the articles we read in class<br>-polished looking |
| <b>You adhere to writing conventions in your formative tasks (ie. spelling, capitalization, punctuation, format, titles, etc).</b>                       | -you do not adhere to writing conventions in your work                                                      | -you adhere to some writing conventions in your work but have several errors  | -you adhere to writing conventions in your work but have some errors | -you adhere to writing conventions in your work and have very few errors                                              |