

Quarter 2 Project: Public Relations Campaign—Resource Extraction

AP Language and Composition

Heart of Darkness and *King Leopold's Ghost* highlight the exploitation of the Belgian Congo from the end of the nineteenth century until the modern day. From ivory to coltan, resources have been taken by governments and companies alike at the expense of the people there. **For your quarter two project**, you'll work in a group to do the following:

1. **Research a resource / commodity that companies harvest at the expense of human populations / the environment.** Simply put: Learn about this resource, how it is extracted, how / to what extent people consume it, what effects its extraction has on people. Your group will write a two-page exposition of this research (in MLA format, including citations & Works Cited page), along with a general description of your stance and your plan.
2. Prepare two (or three, if you have three people in your group) **different argumentative pieces, each geared towards a different audience**, but presenting the same general argument about the resource. Your goal might be a claim of fact, value, or policy about the resource and people's consumption of it. You should complete at least one written text and one visual text (see the list below).
3. Write a **one-page explanation for each piece of rhetoric** in which you analyze how you appealed the particular audience. Answer the following questions in your one-page analysis.
 - o Why did you choose the particular medium to address each audience? How did you adjust your rhetoric to each audience?
 - o List the most important changes you made for each, responding to the comments provided by Mr. Eble and any other reviewer.
4. We'll kick off quarter three by **presenting** about these topics in 5-7 minute presentations.

Possible Audiences (there are many more)	Possible "Texts" (again, there are many more)
-Members of Congress, the President, members of the President's Cabinet, State / Local Government -Moeller Students -Companies who extract resources and exploit native populations -Consumers: Readers of a <u>particular</u> publication, citizens of a <u>particular</u> city. * <u>Particular</u> means a <i>specific</i> publication / city / place... simply directing your rhetoric towards "the American public" is vague and insufficient.	-An editorial -A billboard -An editorial cartoon -A commercial (television, internet) -A public service announcement (radio, with script) -An essay -A speech *If you'd like to write a composition beyond this list, please let me know.

Possible Resources (yet again, there are many more)	Possible Resources (Yep... there are many more...)
- Mining: Coltan, Copper, Gold, Diamonds, Tantalum, Platinum, Palladium, Manganese - Sweatshop Goods: Clothes / Shoes / other apparel (look at sweatshops and maquiladoras) - Food: Bottled water, coffee, fruit (like "In the Strawberry Fields"), vegetables, cattle ranching & deforestation, seafood - Fossil fuels / extraction from developing countries	-Netflix documentaries -National Resource Defense Council -Catholic Charities -Adbusters (a spoof advertising site) -Moeller Library Website (password: Crusaders)

Due Dates: Please have work printed, ready to submit on the following due dates; rubrics will come later.

Research Pages, Explanation of Project	In-Class Revision Workshop	Whole Project, completed & paper-clipped together	In-Class 5-7 minute presentations
December 3 (A2), 4 (B2)	December 9 (A), 10 (B)	December 15 (A), 16 (B)	After winter break