Jihad vs. McWorld: Showdown

# Your Task:

Create a poster for either Jihad or McWorld. Use effective slogans, images, and text to effectively communicate either why your chosen way of thinking is good, or why the opposing way of thinking is wrong. Essentially, your poster can function either as an endorsement of one of these ideas, or as a criticism.

# Steps:

1. Pick a side. Jihad or McWorld.
2. Decide if you want to do positive or negative propaganda. If positive, you create a poster that promotes your viewpoint. If negative, you create a poster that attacks the other viewpoint. *HINT: Think back to the pros and cons we walked through on Thursday!*
3. Use Photoshop or your amazing artistic skills to craft an 11” x 17” poster.
4. Posters are **due at the START of class on WEDNESDAY!** (you will have all class to work on them on Monday, and one hour on Tuesday).
5. Make them professional and clean! These should look like polished final products. Use your time wisely!

# Challenge Option:

If you want to take on a challenge, instead of creating a poster for or against Jihad or McWorld, create a poster that is advertising the author’s proposed solution (think the last 3 pages of the article). It won’t be easy, but hey, that’s why we call it a challenge. ☺

# Typed Paragraph:

Along with your poster, you need to do one **typed** paragraph that explains:

1. What Jihad or McWorld is (whichever one you chose to focus on is the one you should explain)
2. Why you chose the viewpoint you did, and why you chose to attack or support Jihad or McWorld.
3. What your poster is supposed to show- explain the symbols you chose, the techniques you used, and the message the audience is supposed to understand.

# Assessment:

Your poster and paragraph will be assessed on the following criteria:

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| **Poster: (30 points)**   1. Professionalism and refinement 2. Clarity of message 3. Accuracy (does it accurately represent what you chose) | **Paragraph: (20 points)**   1. Completeness (addresses all three prompts) 2. Development (ideas are fully explored) 3. Evidence (you use evidence from the text and set it up correctly) 4. Accuracy (do you accurately describe Jihad or McWorld) 5. Grammar/spelling/sentence structure |