Social 10-1 Source Analysis Assignment (Images)

Primary Learning Outcomes

- Do I understand the basic meaning of political cartoons, information graphics & their relation to social studies 10-1?
- Can I interpret what the artist/author(s) is trying to state in my own words so that I can explain these cartoons to other students?

Step 1: Take an initial scan of what information the source presents (larger size available in class/website). Record your initial impressions

.

Step 2: Deconstruct the source through a series of questions:

1. Where or when is the source taking place?
2. What issue or event is your source based on?
3. What symbols can be found in your source and what do they represent?
4. What opinion or message is the author of the source trying to express?
5. What is the tone of the carton? (ironic, satiric, humorous, factual) Explain.
6. Identify what terms/concepts from Social Studies relate to the source.

What message does this sources present about the impact of globalization on identity? ***/20 (rubric below)***

Step 3: Using the information from steps 1 & 2 answer the following question in a written response

A. EXPLORATION OF THE ISSUE – 5marks

- Define the issue
- Discuss the importance of the issue
- Discuss the complexity of the issue
- State your position
- State reasons for your position

Rating:	Description	Mark
Excellent	Insightful, complex	10
Proficient	Clear, sound understanding	8
Satisfactory	Straightforward, generalized	6
Limited	Incomplete, importance/complexity of issue not shown, position unclear	4
Poor	Inaccurate, misunderstood the issue, incomplete	2

C. QUALITY OF EXAMPLES – 5 marks

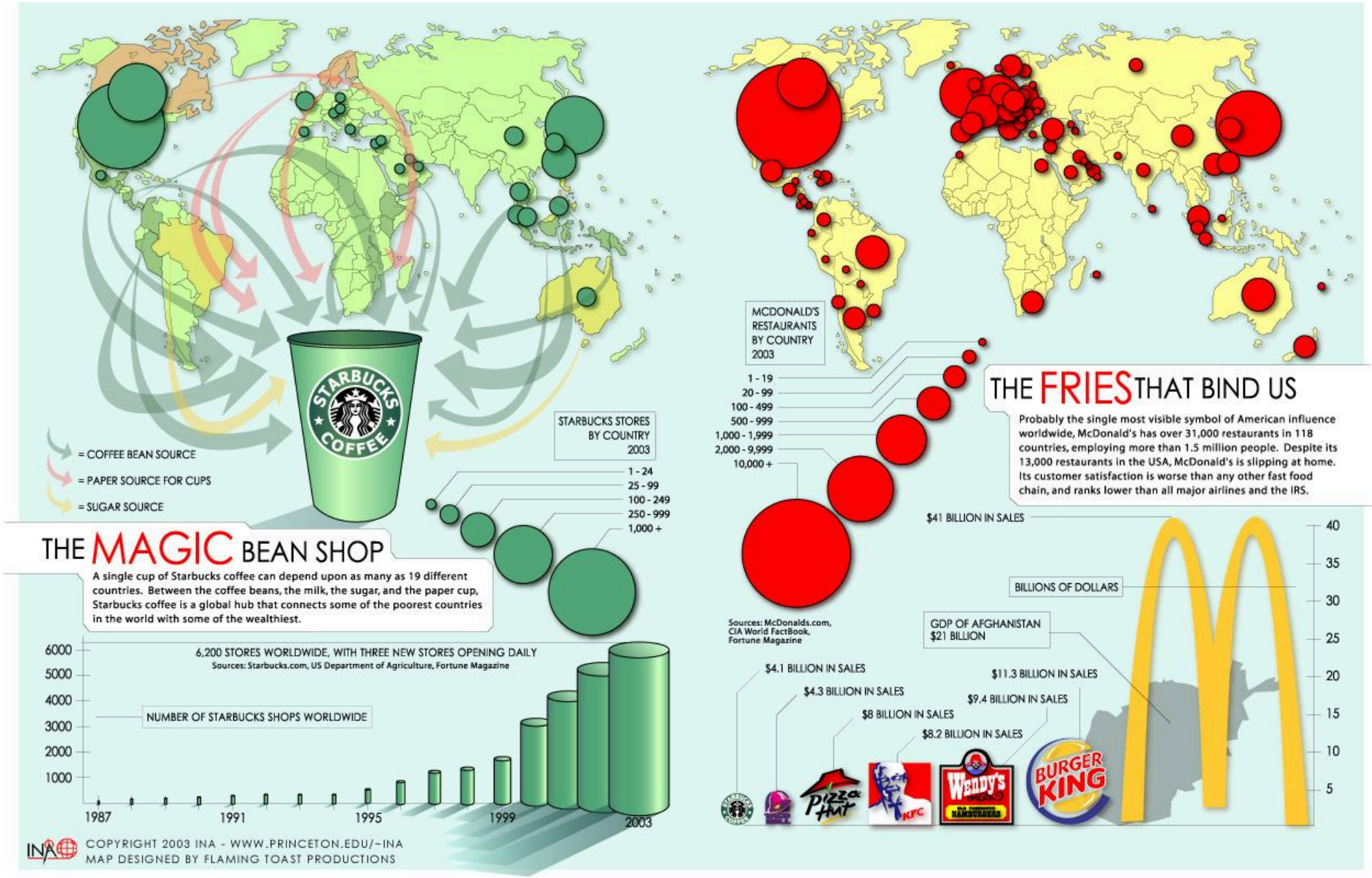
*Use facts and examples accurately to support your arguments and position *Apply relevant examples * Use historical & contemporary examples

Rating:	Description	Mark
Excellent	Comprehensive, sophisticated knowledge	5
Proficient	Purposeful examples, solid grasp	4
Satisfactory	Adequate understanding, generalized rather than specific	3
Limited	Vague on facts, inaccuracies	2
Poor	Over-generalized, misunderstood, misapplied	1

D. QUALITY OF LANGUAGE AND EXPRESSION – 5 marks

*U appropriate Social Studies terminology * Use correct grammar, spelling, capitalization, punctuation,

Rating:	Description	Mark
Excellent	Skillfully structured, absence of errors	5
Proficient	Writing is clear, only a few minor errors	4
Satisfactory	Straight forward writing, vocabulary is general rather than specific, some errors	3
Limited	Ineffective writing, awkward sentences, frequent errors	2
Poor	Unclear, hard to understand, frequent errors	1


= COFFEE BEAN SOURCE
= PAPER SOURCE FOR CUPS
= SUGAR SOURCE
STARBUCKS COFFEE
STARBUCKS STORES BY COUNTRY 2003
1 - 24
25 - 99
100 - 249
250 - 999
1,000 +
THE MAGIC BEAN SHOP
A single cup of Starbucks coffee can depend upon as many as 19 different countries. Between the coffee beans, the milk, the sugar, and the paper cup, Starbucks coffee is a global hub that connects some of the poorest countries in the world with some of the wealthiest.
6,200 STORES WORLDWIDE, WITH THREE NEW STORES OPENING DAILY
Sources: Starbucks.com, US Department of Agriculture, Fortune Magazine
NUMBER OF STARBUCKS SHOPS WORLDWIDE
6000
5000
4000
3000
2000
1000
1987
1991
1995
1999
2003
COPYRIGHT 2003 INA - WWW.PRINCETON.EDU/~INA
MAP DESIGNED BY FLAMING TOAST PRODUCTIONS
MCDONALD'S RESTAURANTS BY COUNTRY 2003
1 - 19
20 - 99
100 - 499
500 - 999
1,000 - 1,999
2,000 - 9,999
10,000 +
Sources: McDonalds.com, CIA World FactBook, Fortune Magazine
THE FRIES THAT BIND US
Probably the single most visible symbol of American influence worldwide, McDonald's has over 31,000 restaurants in 118 countries, employing more than 1.5 million people. Despite its 13,000 restaurants in the USA, McDonald's is slipping at home. Its customer satisfaction is worse than any other fast food chain, and ranks lower than all major airlines and the IRS.
$41 BILLION IN SALES
BILLIONS OF DOLLARS
GDP OF AFGHANISTAN $21 BILLION
$4.1 BILLION IN SALES
$4.3 BILLION IN SALES
$8 BILLION IN SALES
$8.2 BILLION IN SALES
$9.4 BILLION IN SALES
$11.3 BILLION IN SALES
Pizza Hut
KFC
Wendy's
BURGER KING
40
35
30
25
20
15
10
5