

**Activity 2.2 Clean Sweep: Ocean Pollution PSA**

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| **Introduction**  ***Scientific Inquiry: Guiding Question – What impact does plastic pollution have in marine habitats?***  **Lesson Objectives:**  At the end of this lesson, you will be able to:   1. Communicate environmental issues of plastic pollution in marine habitats in a mass media format.   View the ASPCA Animal Cruelty video ([**https://www.youtube.com/watch?v=9gspElv1yvc**](https://www.youtube.com/watch?v=9gspElv1yvc)). Think about the impact this type of video has on a viewer. The video is shocking and emotional to promote positive change in the world and for a specific cause. Many commercials and public service announcements (PSA) are used to persuade people to take action and strike an emotional response. Think about the information that is learned about the issue at hand from the video and how it reaches an audience. In this activity, you will be creating a PSA that will need to provoke an emotional response about the effects of ocean pollution on marine life.  **Equipment**   * Internet Access * Video camera * Video-editing software (i.e. iMovie)   **Procedure**  Working with your Clean Sweep partner, complete the following steps in order gain a better understanding of how plastic pollution affects marine habitats.   1. Research the facets of plastic pollution on the environment, specifically, marine habitats and impacts on the animals that live there. 2. Using a camera and video-editing software, film a 2:00 minute (± 15 seconds) informational public service announcement (PSA) that will educate and inform viewers of the impacts of plastic pollution in marine habitats. 3. Use the guiding questions below to help craft your PSA:    * What information did you research that will be “eye-opening” or shocking to a viewer?    * What images, visuals, and audio will help provide evidence to the information you researched?    * What type of tone or feeling do you want the viewer to feel when they watch your PSA? 4. After the submission videos will be shown in class and peer review evaluation of the videos will be completed by your peers.   **Conclusion**   1. How are large amounts of plastic pollution being carried and gathered in the ocean? 2. What does the term biodegradable mean? 3. How are marine animals being affected by the plastic pollution being present in their habitat? |

