

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
Section One				
1	8	Stakeholders	100	The answers should relate to the context of the scenario not just the article.
	2	a. Stakeholder 1: Phillip Zirzow OR Mathias Felsch (To represent those suffering from the situation) Why: He will be able to present the perspective of the coal mining workers who lost/are losing their jobs as a result of the government's decision to shut down the polluting coal fueled power plants.	100	Most stakeholders fit one of the following the descriptions: <ul style="list-style-type: none"> – someone who is affected by the situation. – someone who benefits from the situation. – someone who is harmed by the situation. – someone who pays for (finances or invests in) the remedy. – someone who is responsible for the situation or the remedy. – someone who knows about the issue (as an expert) or has experienced the harm or the remedy.
	2	b. Stakeholder 2: Patrick Graichen (To represent those who are experts on the situation) Why: He will be able to present alternative sources of sustainable and renewable energy. These solutions will provide the much-needed electricity but also will reduce Germany's CO ₂ production.	100	
	2	c. Stakeholder 3: Joschen Flasbarth (To represent those “causing” the situation in positions of power) Why: She or he is motivated to help the move to clean energy succeed and can influence decision making about the situation.	100	<ul style="list-style-type: none"> • The answer does not require giving the actual name of a stakeholder. Students may write: a representative of __ group/ organization / government, etc.
	2	d. Stakeholder 4: Minister of Transportation (To represent those who can provide solutions) Why: She or he will be able to present a plan on how to develop the infrastructure in Eastern Germany region to have it better connected to other regions and the capital.	100	<ul style="list-style-type: none"> • Answers should demonstrate 4 choices that give a range of viewpoints or the range of groups needed to explore the issue and/or remedy the situation. • Accept all logical answers.

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
2		<p>Other acceptable stakeholders and why:</p> <ul style="list-style-type: none"> – National Retraining Officer (To represent those who can provide solutions) Why: He will be able to present retraining and job opportunities for the ones that have lost their jobs. – Local Businessman or Investor (To represent those who can provide solutions) Why: He will be able to suggest new and cleaner industries that can be built in Eastern Germany to provide more workplaces for the people who have lost their jobs due to the shutdown of the coal fueled power plants. <p>Other acceptable stakeholders:</p> <ul style="list-style-type: none"> – Minister of the Environment – Manager/administration of the coal fueled plant that was shut down – A “green” activist – A rep from the Paris Climate Accord – The minister of finance/economics 		<p>The following answers are not be considered acceptable:</p> <ul style="list-style-type: none"> – The Mayor of Cottbus – The journalist
	12	DEEP	100	
	3	<p>a. Define the problem.</p> <p>Many local coal plant workers have lost their jobs. OR Germany has failed to reduce its CO₂ emissions to meet the targets set in Paris Accord.</p>	100	
	3	<p>b. Explain what caused the problem.</p> <p>The government decided that all coal fueled plants in Germany, including Cottbus, will be shut down in an attempt to reduce CO₂ emissions and meet the goals set by Paris Accord.</p>	100	<p>Another possible answers:</p> <ul style="list-style-type: none"> – The German government failed to respond to the new situation, in which people lost their jobs and there is none offered instead. – The German government failed to create new jobs for the coal miners who lost their jobs.

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
	3	<p>c. Predict what will happen if the problem is not solved – any ONE of these scenarios is acceptable:</p> <ul style="list-style-type: none"> – More people will lose their jobs and will no longer be able to support their families. – The government will have to pay welfare to thousands of people who lost their jobs. – More protests against the government decision to shut down coal power plants will take place. 	100	
	3	<p>d. Prescribe what needs to be done – any ONE of these answers is acceptable:</p> <ul style="list-style-type: none"> – The federal government needs to invest money in improving the infrastructure in Eastern Germany region to have it better connected to other regions and the capital. – Agora Energiewende, a think tank will present alternative sources for sustainable and renewable energy, such as wind and solar energy. These solutions will provide the much-needed electricity but also will reduce Germany's CO₂ production. Potentially, it will also provide employment. – The government will invest money in cleaner industries, such as agriculture or hi-tech industry in the region to create more workplaces. The government will provide professional re-training courses and scholarships for community colleges to help the local population deal with loss of jobs. 	100	<p>If there is not a clear plan of action, 50% will be deducted.</p> <p>The following will NOT be considered acceptable:</p> <ul style="list-style-type: none"> – Coal plants will be re-opened and people will get their jobs back. – Germany will withdraw from Paris Accord – although it is a plausible scenario, there is nothing in the text to suggest it will happen.

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
 Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
Section Two				
3	8	Logos	100	There are other possible paragraphs to cite (46–51, 39–43, 89–92, 100–105, etc.), but it must relate to a logical series of steps that, if not halted, will result in genocide.
	4	a. Line numbers 66 to 71 ("I must emphasize... if there is to be a chance of peace.")	100	
	4	b. In this paragraph Dieng explains that genocide results from a series of calculated steps – including anger, misunderstandings and stereotypes. We must intervene NOW before it is too late, as the foundation for genocide is currently being laid.	100	
4	8	Pathos	100	There are other possible sentences/phrases to cite (85–88, etc.), but it must display an appeal to the audience in a way that relies on their emotional or personal connection to the subject matter.
	4	a. Targeted killings, assault, maiming, mutilation, rape, and the barbarous use of machetes to hack families to death.	100	
	4	b. By using this sentence/phrase, Dieng evokes the emotions of <u>fear, horror, anger</u> because the listeners relate to it by thinking about <u>this happening to their own family</u> , and this will accomplish his goal of <u>motivating the listeners to take action immediately</u> .	100	

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
 Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
5	8	Leadership Style	100	Coaching will be accepted if well explained.
	4	a. Could be ONE of these three: Visionary, Democratic or Affiliative.	100	
	4	b. Explanation – in accordance with the previous answer, the student should give ONE of these explanations: <ul style="list-style-type: none"> – Visionary: In these lines Dieng suggests action toward a vision of reconciliation and of dialogue on multiple levels of society. He also mentions the impetus for preventive action as part of his vision. – Democratic: In his speech, Dieng talks about receptivity to his suggestion, meaning that he neither commands (commanding style) or dictates (pacesetting style) action, but rather encourages participation, not with him as leader (visionary style) but rather of their own volition, through consensus. He wants to provide impetus for action, which is a way to motivate people during stressful circumstances, which is where the democratic style works best. – Affiliative: In these lines Dieng emphasize the importance of harmony and teamwork, and he praises their receptivity to move towards reconciliation and their willingness to engage in dialogue. He sees dialogue as a tool to rebuild trust and resolve their conflict. 	100	

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
6	8	Four Worlds	100	
	4	a. Could be ONE of these three: Cultural, Political, Economic.	100	A student who mentioned social world as an answer, will be given 2 points out of 4.
	4	b. Explanation – in accordance with the previous answer, the student should give ONE of these explanations: – Cultural: In this speech it is clearly stated that this situation arises from longstanding and growing conflict between tribes whose ethnicity, cultural traditions and attitudes differ dramatically. – Political: Although the conflict is cultural, social and economic, the ethnically fueled violence is underpinned by a fundamental political problem, namely, the Sudanese leaders have not managed to foster any form of acceptance of diversity or pluralism. / The reason the situation has escalated is because the army is not a professional, institutionalized army, but in fact is renegade militia that is terrorizing the citizens. – Economic: The victims of this crisis are being expelled from their farms and had their homes, belongings, livestock and land taken from them. Those that are taking refuge do not even have access to food. They cannot work, survive or, let alone, prosper. These are all elements of the economic world. – Social (With some effort, it could also be Social): As a result of the increasing violence in South Sudan, there is a growing disparity amongst social groups regarding access to education, social class and equal access to goods and services.	100	2 points (out of 4) at the most will be given for justifying Social World as the most relevant world to understanding the situation in South Sudan.

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
7	8	Public Narrative	100	
	4	a. The public narrative effectively employed is Story of Now .	100	A student who mentioned a Story of Us as an answer, will be given 2 points out of 4.
	4	b. Explanation – in accordance with the previous answer, the student should give ONE of these explanations: – Story of Now: Dieng repeatedly implores the listeners to take action NOW before the situation further escalates. For example, he explains why the lack of immediate action will inevitably lead to genocide and he beseeches the South Sudanese to take immediate measures. – Story of Us (With some effort, it could also be Story of Us): Dieng refers to a myriad of people and organizations that, if they work together, can remedy the situation and achieve peace. For example, he refers to all South Sudanese and their leaders, members of the African Union, the Security Council and IGAD.	100	A student who well justified a Story of Us will get the full points.
8	8	Sources	100	
	4	a. Verifiable: This information provided from this source <u>cannot be verified</u> because the name of the source is not provided. It is stated plainly that “one person reported”.	100	
	4	b. Informed: The source appears to be <u>well-informed</u> as he is at the center of these atrocities.	100	

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
9	8	Human Rights	100	Could be also HR 3, 9, 12 or 25.
	4	a. 17 – The right to own property.	100	
	4	b. Dieng clearly reports the forceful taking of property and land, things that people have the right to own.	100	
Section Three				
10	30	<p>Topic One – International Relations (essay for example)</p> <p>The international community has an obligation and a right to invoke the Responsibility to Protect and intervene in the internal affairs of South Sudan in order to protect citizens of that region.</p> <p>R2P holds that while every sovereign state has the primary responsibility to protect its citizens from avoidable catastrophe, the international community retains a “residual sovereignty” – a secondary responsibility to prevent serious harm when the state fails to prevent it. In this instance, the government of South Sudan, or state, has failed to curtail incessant violations of human rights among its citizens and therefore, the international community must use its residual sovereignty to protect the rights and interests of people who are indeed citizens of South Sudan, but are also citizens of the world and of the international community.</p> <p>Arguments can, of course, be made against invoking the R2P. Some may argue that the conflict in South Sudan should be more aptly characterized as a civil conflict in which the citizens are both victims and perpetrators and, therefore, the situation is as an internal affair and not an international one. However, Dieng points to all the steps in the pyramid of hate being present, which will quickly lead to genocide</p>	100	<p>Use the SEET Essay Rubric to evaluate the points earned (see Appendix).</p> <p>If a student does not present / deal with opposing view, 4 points will deducted from the CONTENT (within the rubric of the SEET).</p>

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
 Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
		<p>without international intervention. Atrocities like the Holocaust and the Rwandan Genocide of 1994 have demonstrated why the international community cannot turn a blind eye and sit idly by.</p> <p>As we look around the state of the world today, we are witnessing some of the greatest humanitarian challenges of our time, such as the situations in Syria and in North Korea, with millions of innocent civilians being killed and dying from hunger. Political extremism is on the rise, with non-state terror groups threatening the safety of ordinary citizens, making the need for implementing R2P even greater than before.</p> <p>If we believe in human dignity and celebrate our diversity, we also share a collective duty to hold the bar high when it comes to protecting human rights. Therefore, we must advocate for the invocation of R2P in the case of South Sudan.</p> <p>Topic Two – Global Issues (essay for example)</p> <p>As the Union Leader of the Cottbus Coal Workers, I understand that the move to sustainable energy is critical, but I must ensure the economic well-being of all the coal workers. With government support, we must turn our beloved town from one that relies on the mining of lignite and burning it to produce electricity, to a center of tourism and production of renewable energy.</p> <p>As the union leader, no one knows better than I do about the hardships and upheaval caused by the closing of our mines and electric company. Most families in our town will be severely affected, either directly or indirectly by these closures. With planning and promised state and federal aid we can turn this city into a world center for tourism and clean energy production. After extensive research done by some of the worlds' experts, we can create a 10-year plan to clean up our air and create better paying jobs and life for our community.</p>		

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט

Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
		<p>All our coal related workers must be involved in the process. The miners can use their skills to cover and convert the mines into a series of off-road bicycle and motorcycle paths, intertwined with a series of lakes and streams for kayakers, boaters and fisherman. There will be many hiking and cross-country skiing trails. The former electricity producing workers will be involved in the building and running of one of the largest photovoltaic, wind and thermal energy renewable and clean energy production sites in the world.</p> <p>Some people might consider this approach to be financially unrealistic because of the initial capital investment that must be made. However, the future income from tourism will more than balance this investment. Furthermore, if we don't ensure new employment for all the coal workers, Germany will be obligated to support 1000s of unemployed people.</p> <p>This new industry will require hotels, B & Bs, restaurants and retail stores, and it will attract the growing world tourism. And as a side benefit, the health of our citizens will improve greatly. According to the experts, the average wage will increase by 43%, and the lifespan by 16%. And, at the same time we will be doing our part to help our country meet its goals for carbon emission reduction, lowering the chances for catastrophic climate change and showing an example of how this can be achieved to the entire world</p>		

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
 Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
Section Four				
11	10		100	
	2	a. Omer can use ONE of these metaphors/models: <ul style="list-style-type: none"> – Lenses Metaphor – Bennett's Model – Onion Metaphor – Iceberg Metaphor – Software Metaphor – DAE 	100	
	8	b. The statement of Omer to Mike – ONE of these: <ul style="list-style-type: none"> – According to Lenses Metaphor: Although I understand we practice different religions, I tend to look at you and others through the lenses of my experience. I never knew about Ash Wednesday, let alone the rituals relating to it. I am really sorry I made you feel uncomfortable. I am really happy to learn about your practices and broaden the range of my "glasses". – According to Bennett's Model: I tend to understand people according to my own culture. Although I try to be open-minded, it is really hard for me. I understand we are all different, but I minimize the significance of it. I've just always thought we were friends and that our differences didn't matter, but I need to get better at recognizing and appreciating our cultural differences. I am happy to learn about how you celebrate Ash Wednesday and I'm sorry if I offended you in any way. 	100	Any metaphor/model used should be justified. A student who summarized the situation without relating to a metaphor, will be given 4 points out of 8. A student who explained metaphor without connecting it to the situation, will be given 4 points out of 8.

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
12	10		100	
	4	<p>a. Adam: Wants to have two 3-hour online workshops.</p> <p>Dana: Wants to have one 6-hour face to face workshop.</p>	100	
	2	<p>b. Common interest: To take advantage of a debate workshop with the famous debate coach to improve their skills.</p>	100	
	4	<p>c. Active listening strategy – ONE of these seven strategies:</p> <ul style="list-style-type: none"> – Clarifying (From Dana's POV): Can you please tell me more about the final exams you need to take soon? Perhaps, I can help you with some of the material you need to cover. I might have really good notes in these subjects that will help you prepare very well for the final exams. – Restating (From Dana's POV): Would it be correct to say that you think travelling from Beer Sheva to Tel Aviv will be a waste of the valuable time you could use to study for the exams? Might you consider using that time on the train to go over your notes and do some practice questions. – Reframing (From Dana's POV): Since both of us value this opportunity to improve our debating skills, let's see if we can reach an acceptable compromise. We both think that these training sessions will help us prepare for the international debate contest. Perhaps I am preparing for the same exams, and we could study together in Tel Aviv. 	100	Any active listening strategy can be used for either character

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
Answer Key for **International Communication, 091381**, Summer 2019

Question	Points	Sample Answer	points as a percentage (100%)	Guidelines for Evaluation
		<ul style="list-style-type: none"> – Summarizing (From Dana's POV): So your view of this whole situation is that working with this debating coach would be great, but you don't want to take the time to travel to Tel-Aviv. Would you consider coming if I hosted you? – Empathizing (From Adam's POV): I can see why you may feel stressed about virtual session with the debate coach. Many people feel uncomfortable with online lessons because they don't feel comfortable interacting with the instructor. Perhaps, I can offer some tips that will help you benefit from the online sessions. – Encouraging (From Adam's POV) I understand that you feel stressed about this virtual training session. Different people react differently to electronic platforms. Can you tell if you ever successfully used social media for video communication with friends? Perhaps, this can be a similar experience. – Eliciting (From Adam's POV): I understand that you are unfamiliar with the tech platform being used for the training session. What is it about the platform that concerns you? Perhaps we can use it together to practice a debate before the training session 		

דגם תשובות לשאלון **תקשורת בינלאומית**, סמל 091381, קיץ תשע"ט
Answer Key for **International Communication, 091381**, Summer 2019

Appendix: Rubric for Grading Essay Questions (SEET)

	Superior	Well done!	Adequate	Inadequate
Written Production and Reasoning	<p>The essay develops a powerful, systematic argument, highlighting significant points with relevant examples, advantages and disadvantages of various options.</p> <p>Anticipates with great precision and skill reader concerns or counterarguments and addresses concerns, such as: "Why is my statement true?", "Why is it good/bad?", "Why is it important?" and "So what?"</p>	<p>The essay develops a clear argument, expanding and supporting the writer's points of view with relevant examples, and advantages and disadvantages of various options.</p> <p>Anticipates reader concerns or counterarguments and addresses concerns, such as: "Why is my statement true?", "Why is it good/bad?", "Why is it important?" and "So what?"</p>	<p>The essay develops an argument well enough to be followed without difficulty. However, either the examples are not relevant or they do not adequately address the advantages and disadvantages of various options.</p> <p>Does not adequately anticipate reader concerns, counterarguments or concerns and does not address concerns, such as: "Why is my statement true?", "Why is it good/bad?", "Why is it important?" and "So what?"</p>	<p>The essay does not develop a clear argument or is confusing. The writer briefly states an opinion, but does not support it. The examples are not relevant and they do not adequately address the advantages and disadvantages of various options.</p> <p>Does not anticipate reader concerns or counterarguments and does not address concerns, such as: "Why is my statement true?", "Why is it good/bad?", "Why is it important?" and "So what?"</p>
	15	12-14	8-11	1-7
Content	Demonstrates a broad range of relevant disciplinary knowledge and is able to define, explain, apply, evaluate and synthesize concepts and issues.	Demonstrates relevant disciplinary knowledge and is able to define, explain, apply and evaluate concepts and issues.	Demonstrates some relevant disciplinary knowledge and is able, in a limited way, to define, explain and apply concepts and issues.	Demonstrates very little, or a lack of, relevant disciplinary knowledge. Does not succeed to define, explain and apply concepts and issues.
	9-10	7-8	5-6	1-4
Language	Can select an appropriate formulation from a broad range of language to express him/herself with persuasive power and precision. Is able to use language appropriately to give clear descriptions, express viewpoints and develop arguments.	Can express him/herself with sufficient range of language to be able to give descriptions, express viewpoints and develop arguments.	Knows enough vocabulary and grammar to express him/herself simply. However, lexical limitations cause repetition, awkward phrasing and at times compromise the message.	Has a limited repertoire of basic language. Limited vocabulary and grammatical range often compromises the message.
	5	4	2-3	1