

Task 4: Research and presentation (7%)
Cults – Relational Influence

Your task is to research, put together and present on a cult of your choice covering:

- The mission or message of the cult
- How the cult recruits its members
- Parenting styles and attachment styles in cults
- An application of Social Learning Theory

You may either present to the class your submission or submit a private YouTube video link of your presentation. You can work in pairs or individually and will be **marked separately based on your research and presentation.**

Follow the marking key provided for more information.

To be submitted:

- PowerPoint or Keynote slides
- Verbal presentation to the class or YouTube link of your presentation

CULTS PRESENTATION MARKING KEY		Possible marks	Mark
Introduction		6	/6
<ul style="list-style-type: none"> Defines 'socialisation processes' (1-2) Defines and gives two examples of 'agents of socialisation' (1-2) Defines 'cult groups' (1-2) 			
Cult group example 1		8	/6
<ul style="list-style-type: none"> States the leader's name and the cult group name (1) Provides additional information about the leader such as apparent personality disorder, childhood, upbringing (1) Outlines any cult specific norms, rituals or behaviors that are normalized as part of being in the cult (6) 		1-6	
<ul style="list-style-type: none"> Outlines cult group's overt mission (1) Outlines cult group/the leader's covert mission (1) 		1-2	
Recruitment techniques		6	/6
<ul style="list-style-type: none"> Describes (1), in detail (2), a recruitment technique used by cult members to gain new members using relevant psychological terminology 		1-2	
<ul style="list-style-type: none"> Describes (1), in detail (2), another recruitment technique used by cult members to gain new members using relevant psychological terminology 		1-2	
Explains parenting styles and attachments within the cult		12	/12
<ul style="list-style-type: none"> Briefly outlines each of the 3 parenting styles Using relevant psychological terminology predicts and explains how cults may influence parenting style Briefly outlines each of the 3 attachment styles Using relevant psychological terminology predicts and explains how cults may influence the attachment of the child Explains the long-term effects felt in adulthood of the identified attachment style i 		0-3 0-2 0-3 0-2 0-2	
Social processes		6	/6
<ul style="list-style-type: none"> Applies how social learning theory change the beliefs, values and behaviour of new members using relevant psychological terminology 		1-2	
<ul style="list-style-type: none"> Two or more statements supported with some description of relevant evidence (brief outline of findings from relevant psychological research) (2) One or two statements supported with reference to relevant evidence (refers to a study but details are insufficient). (1) 		1-2	
Communication skills		6	/6
<ul style="list-style-type: none"> logically organises and presents ideas 		0-2	
<ul style="list-style-type: none"> Communication is clear, professional and well targetted to the audience 		0-2	
<ul style="list-style-type: none"> effectively uses text and graphics 		0-2	
TOTAL			/42