



NAACP

PADUCAH BRANCH

DIVISION 6 – HIGH SCHOOL GRADES 9 - 12

SUBMISSION TYPE: ESSAY

PROMPT

The landscape of social activism has transformed dramatically with the rise of the digital age. From grassroots movements to global causes, social media and the internet have changed the way people mobilize and advocate for change. Write an insightful essay that examines the evolution of social activism, highlighting the differences between historical methods and modern digital approaches. As you write your essay, think about the following:

- **HISTORICAL CONTEXT** – What traditional methods of social activism were employed before the internet and social media? How has social activism evolved in the digital age due to the influence of social media platforms?
- **IMPACT** – How have digital tools allowed people and groups to amplify their messages and mobilize larger audiences?
- **PROS AND CONS** – What are the benefits of reaching a wider audience, facilitating communication, and giving a space for marginalized voices? What are the disadvantages of spreading misinformation and creating the potential of “slacktivism”?
- **ANALYSIS** – Which method, in your opinion is the most effective in achieving tangible change?

1st Place - \$200

2nd Place - \$100

3rd Place - \$75

HOW TO SUBMIT YOUR POSTER

1. Go to <https://www.paducahnaacp.com/hargrove-king-essay-poster-contest/>
2. Click on “Student Resources”.
3. Enter the student’s name, school, and grade.
4. Upload a .pdf, .jpeg, or .png file of the poster.
5. Click on “Submit”.

SCORING RUBRIC

Click on the link below to view the scoring rubric that will be used to evaluate all posters:

[Hargrove-King Essay Scoring Rubric](#)