Language and Literature Year 3, 2019 year end project

**Goal:** To create an awareness campaign on an issue of personal, local or global significance and to conduct and communicate the campaign to a specific audience.

**Role:** You are youth leaders who are passionate about a particular issue. As a result, you are trying to get more people interested in the issue and take action.

**Audience:** You decide who the campaign is targeting.

**Situation:** Since we live in a democracy, our leaders only take action when they notice there is a large group of people interested in an issue. Consequently, there are many organizations (sometimes referred to as Grass Roots Organizations) who take on causes and constantly advocate for those causes.

**Product:** You will create a PLAN FOR campaign to elicit emotion and create an interest. The campaign should include one or more of the following media:

1. News story, fiction story about the issue
2. Poem about the issue. (Found poem or original)
3. Visuals (photographs, youtube)
4. Slogan, logo
5. Social media plan. The plan should include what information you want to share and how you are going to share it. It should also include what action you want people to take.
6. Introduce your topic. Using some of the information you know or have discovered through research, be able to explain why your issue is important and why we need to care.
7. Show the media you have found. Explain why you think it is effective.
8. Explain who your audience is and what action you want your audience to take in addressing the issue.
9. What is your plan for promoting the issue.