

Teacher worksheet: what makes a successful campaign?

Communication

Student activity: the media

- Ask the students to consider/write down/record what aspects of the media might be useful in a campaign. These might include:
 - Books, pamphlets and leaflets;
 - Broadcast media such as TV and radio;
 - Newspapers and magazines;
 - Websites, email, blogs and texts.
- Consider ways in which campaigns you have discussed have successfully utilised the media. You might want to:
 - Listen to inspirational speeches (Martin Luther King, Nelson Mandela)
 - Consider how logos and badges help spread awareness of a campaign (Red Nose Day, CND)
 - Consider what makes a good campaign slogan (summarising main points in simple wording, wit, memorable)
 - Consider the effectiveness of boycotts (Nestle, Starbucks)

Student activity: communication and the abolition of the slave trade

- Consider sources from the British Library's 'Making an Impact' resource. These might include letters and newspaper articles, election campaign materials and pamphlets encouraging boycotts as well as political cartoons, poems and plays.
- How does each side of the debate utilise different media in communicating their message and beliefs?
- What is the most effective use of media? What kind of media makes an impact, is memorable and changes opinions?