

Criterion C:

Students will present their campaign to the class, then respond to questions and comments from the audience (classmates).

Students will share ideas, use a wide range of vocabulary, and complex grammatical structures and conventions. Students will demonstrate intonation and fluency and use language to suit the context.

TASK:

Plan and pitching a campaign designed to target UISZ secondary students. encourage students to seek experiences and to engage with activities which lie outside of their comfort zones

YOUR TARGET AUDIENCE: UISZ students

YOUR TASK: Persuade students to do one of the following:

- Join a sports team
- Live a healthier lifestyle
- Learn a new language

Things to consider:

- *What is your slogan (catchy phrase?)*
- *What persuasive devices will you use?*
- *Will you use celebrities? Plain folks?*
- *How will reach your your audience? (social media, video, youtube, article, online article, newspaper, etc)*
- *Will you add music/songs?*
- *What colors will you use? Why?*

LOGISTICS:

You will present your idea in no more than 3 minutes. You have one class period to plan. Your presentation and your campaign is due September 18th

SUCCESS CRITERIA:

You will be judged on:

- Organisational efficiency
- Presentational excellence
- Use of persuasive vocabulary and devices
- Ability to target an audience effectively

ADVICE:

- Manage your time. Give yourself a defined amount of time to plan, to prepare, to practice and be prepare for your presentation.
- During the presentations, you will assess your peers. Be critical but supportive in this process as you listen to other ideas