

Language & Expression - Articulate 1 - Unit 4

Persuasive Campaign

 **Sessions:** 6 sessions  **Subject:** Language & Expression

TOPICS

- Campaign planning
- Slogan crafting

KNOWLEDGE

- A campaign message stays focused on one clear change
- A slogan captures the change in memorable words
- Multiple small actions build momentum

SKILLS

- Define a single clear change the campaign wants to achieve
- Profile the target audience and what motivates them
- Craft a memorable message and slogan that fit the goal and audience
- Design a practical call to action and a set of simple tactics
- Create a timeline of small actions that build momentum
- Measure impact and refine the approach based on results

INCLUSION (DIFFERENTIATION)

- Stretch - design a small flyer around the slogan
- Support - brainstorm slogan words together first

TEACHING IDEAS

Goal line: write one sentence that states the change wanted and how success will be recognised
Audience snapshot: describe who you need to reach, what they value and any barriers
Slogan studio: draft five short options and choose the most memorable and honest
Action ladder: plan easy first steps (share, sign, show up) leading to bigger actions
Tracker: record responses each week and adjust tactics based on what works
campaign – organised actions aimed at achieving a specific change
call to action – a direct instruction that tells people what to do next
slogan – a short, catchy phrase that sums up a message
audience profile – a brief description of who a message is for and what matters to them

BOOK RESOURCES

CGP GCSE WJEC Eduqas English Language - Section Four: Writing - Writing Articles (Page 56)