

## LESSON 3: What core themes and messages should our own pressure group promote?

<b>Objectives</b>	Students will consider the various factors involved in promoting an international pressure group's message.	
<b>Outcomes</b>	Students will have designed the core message and branding of their own pressure group.	
<b>Lesson activities</b>	<b>Rationale</b>	<b>Resources</b>
Students debate and choose issues their pressure group could campaign on. Narrow this down to three options and take a vote.	This will ensure that the cause chosen is worth pursuing.	
The class breaks into groups to discuss the aims and objectives of their pressure group. The proposals are then discussed and put together by the whole class.	This will ensure that students have a clear set of objectives when they come to create material for their own pressure group.	
Split the class into teams to produce ideas for campaign activities and materials for their pressure group. This lesson is all about design. Emphasise the role of the co-ordinating group in ensuring that the group has a coherent message and branding.	Students will come up with ideas for campaign activities and materials.	Online access to the Anti-Apartheid Movement archive. Suggestions for co-ordinating group, online presence, campaign goods, leaflets, posters, adverts, demonstrations and liaison with groups in other countries.
Under the leadership of the co-ordinating group, the various working groups combine their ideas and agree on common branding and purpose		

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