

LESSON 4: What are the most effective ways of spreading our message?

Objectives:	Students will consider the issues involved in presenting a co-ordinated pressure group campaign.	
Outcomes:	Students will have produced an interactive display for presentation at the end of the activity.	
Lesson activities	Rationale	Resources
Students discuss communication tools and which tools are most appropriate for their target audience.	Students come to understand how quickly communications technology and social media is developing and put this into historical perspective.	
Students act as critical friends to other working groups in their class.	This will ensure cross-fertilisation of ideas.	
Groups continue to produce their contributions, pausing to fill in their diaries about making them at reasonably regular intervals.	This will ensure students stay focused on the core aim of building a pressure group.	Diary of making
The co-ordination group liaises with the other groups to put together a final presentation.	Student leadership of their own groups.	
Finally, students will evaluate and improve what their group has produced.		

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