



SPOTLIGHT x THE FESTIVAL

TEACHER GUIDANCE NOTES
ENGLISH



ENGLISH

Remember the Introduction section must be completed first. The English presentation includes three different activities:

- The Advertising Campaign
- Going to Press
- Creating a Buzz

The following printable resources are needed:

- Your Campaign Plan (A3)
- Press Release (A4)
- Social Schedule (A3)

Each activity begins with a PowerPoint presentation that includes a group task and a follow-on resource to be carried out by students.

TOP TIP: Could you get a copy writer or local marketing/social media agency to bring this activity to life for your students?



The Advertising Campaign

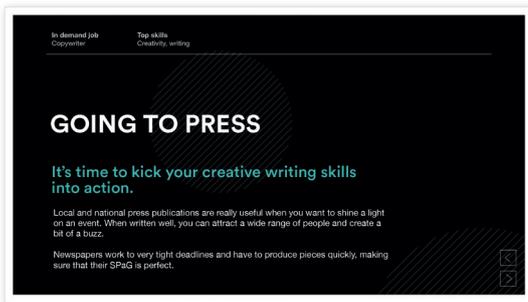
Slides 1–5

The purpose of this activity is to make students aware of the importance of promotion and advertising when it comes to large events. Students need to consider their intended audience and how they will reach them. Once the initial explanation has taken place, a series of questions will appear, giving groups the opportunity to discuss their campaign.

You will then need to distribute the **'Your Campaign Plan'** resource. Students should work with their group to plan exactly who they are trying to attract, key phrases they might use and the mode of communication that they will use. This activity will help them to complete the following English tasks.

Learning Objective

Writing for a purpose. Target audiences. Persuasive language. Modes of communication.



Going to Press

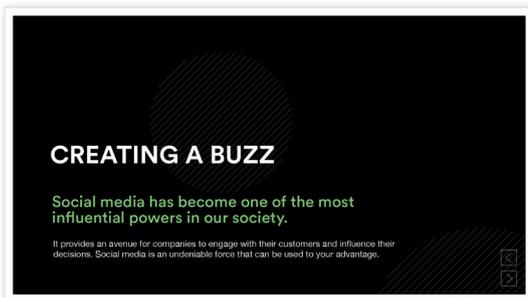
Slides 6–10

The purpose of this activity is to make students aware of the importance of accurate grammar and effective persuasive writing when promoting an event. After the initial explanation, a **proofreading task** will appear. There are multiple errors within the on-screen press release. To identify each error, simply click on the word or phrase that students believe to be incorrect – if they are right, the word will disappear and the correct answer will appear in a different colour.

Following a brief explanation of a press release and its purpose, a series of 'tips' will appear, giving students guidance around writing their piece. You will then need to distribute the '**Press Release**' resource.

Learning Objective

Spelling. Punctuation. Grammar. Persuasive devices.



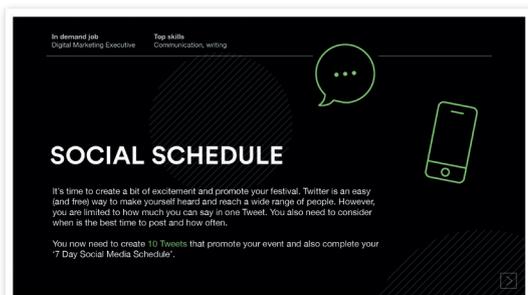
Creating a Buzz

Slides 11–28

The purpose of this activity is to make students aware of the impact that social media can have on the promotion of an event and the influence on people's opinions. After the opening explanation slide, students will begin to carry out a quick **social media quiz** (this can be completed as a whole class/group). Each answer includes a fact about the information in question.

Learning Objective

Writing for a purpose. Planning ahead.



Social Schedule

Slides 29–30

Once the quiz has been completed, the next task explanation will appear. For this final English activity, students must consider the impact of social media (specifically Twitter) and create a series of tweets that promote their event. The presentation includes guidelines around these tweets and a few things to be aware of.

You will then need to distribute the '**Social Schedule**' resource. Students will create 8 different tweets to create a buzz around their event – they also need to make a note of the day and time that each tweet will be posted.

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