

7: Non-Fiction Campaigns

Big Question: : How do writer's convey their perspectives to make changes to the world they live in?

Cultural Capital: Exploration of historical, social, ethical and political issues

| Key Skills (MUST be covered during this unit) | | A key focus of this scheme of work will be to increase cultural capital through the exploration of historical, social, ethical and political issues. Pupils will be encouraged to develop their own thoughts and opinions through critical thinking and analysis of texts/media. Pupils will learn about high profile campaigns relating to civil rights, local history, environmental causes and UK politics. They will engage in discussions about equality and democracy and explore the segregation of people and the moral/ethical implications. Pupils will focus on developing their critical reading skills through the analysis of a range of non-fiction texts. Through the evaluation of these texts pupils will develop inference skills and learn how to write for task, audience and purpose. They will learn to cultivate and develop their own ideas and how to communicate these ideas through well-structured pieces of writing. The final assessment will review comparison skills developed and the ability for pupils to identify implicit information, writers' methods and relevant quotations. |
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| Reading | Writing | |
| <ul style="list-style-type: none"> Finding relevant information and identifying quotes. Analysing how language impacts the reader. Identifying and analysing features of language. | <ul style="list-style-type: none"> Developing ideas through writing, considering vocabulary choices and intended effects. | |

| Deep Learning Focus | Skills and Knowledge | Resources | Key Words |
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| <p>What is a campaign and what makes a campaign successful? What is a pressure group? How can I convincingly evaluate the success of a campaign?</p> | <ul style="list-style-type: none"> extract information from a text evaluating success of a campaign Brexit Leave Campaign Remain Campaign Understanding what critical thinking skills are and why they are important | <ul style="list-style-type: none"> RSPCA 24/7 2012 Advert - YouTube Always #LikeAGirl - YouTube 🎵 Change The Tune - Green Party Election Broadcast (2015) - YouTube What Are Pressure Groups? #3 - Bing video Amnesty International-Signatures - YouTube Brexit Britain: The inside story of how the Leave campaign won - BBC Newsnight - Bing video Critical reading - KS3 English - BBC Bitesize | <p>campaign election Perspective referendum democracy Brexit ballot economy</p> |
| <p>What happened at Peterloo? How are historical events covered in the media? What are the important elements of a newspaper article?</p> | <ul style="list-style-type: none"> Analysing texts Identifying key ingredients of newspaper articles Peterloo: How historical events are covered in the media How to write a newspaper article | <ul style="list-style-type: none"> What was the Peterloo Massacre? 6 Minute History - Bing video What are the features of a newspaper? - BBC Bitesize | <p>Bias Source immigration poverty riot rebellion radicals</p> |

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| <p>What is the Black Lives Matter movement? What makes a successful social media campaign? How can you use language to effect change? Is it okay to be racist? Can we evaluate an opposing campaign?</p> | <ul style="list-style-type: none"> Identifying language features Commenting on the effects of the writers choices Developing opinions based on information from the texts. Evaluating opposing ideas. Black Lives Matter movement How can I make a positive change to my school community? Black voices and solutions | <ul style="list-style-type: none"> Sojourner Truth: context and an introduction to rhetoric for injustice (thenational.academy) Sojourner Truth's use of rhetoric and structure (thenational.academy) Martin Luther King "I have a dream..." https://www.youtube.com/watch?v=_yOBncaiito Trump claims Black Lives Matter are 'destroying many Black lives' - Bing video Black Lives Matter UK Campaign - Bing video #BlackLivesMatter: A Look Into The Movement's History Long Story Short NBC News - Bing video | <p>Superlatives Mnemonic reform massacre racism activism abolition</p> |
| <p>Whose responsibility is climate change? What can we do vs what can they do? What makes GT's speech effective? What would you include in a speech?</p> | <ul style="list-style-type: none"> Annotate – words phrases Identifying and using persuasive devices Structuring writing using paragraphs and discourse markers. Using vocabulary for effect Matching form and purpose. Forming judgements based on information Developing ideas through writing, considering vocabulary choices and intended effects. Expressing opinions in logical manner – organising ideas and presenting them clearly using standard English Climate change and what we can do to make a change Greta Thunberg as an inspiration to drive change | <ul style="list-style-type: none"> https://www.youtube.com/watch?v=-Q0xUXo2zEY Greta Thunberg and George Monbiot on the climate crisis LearnEnglish (britishcouncil.org) Greta Thunberg and George Monbiot on the climate crisis (britishcouncil.org) Climate Change 101 with Bill Nye National Geographic - YouTube Waterloo Uprising - "We're Knee Deep in Dead Canaries!" - Extinction Rebellion - YouTube BBC Bitesize - KS3 English - How to write and deliver a speech - BBC Bitesize | <p>Anecdote Statistics climate extinction ecology resistance agriculture Debate</p> |
| <p>Write a Speech on a topic that you feel strongly about.</p> | | | |
| <p>Can we form an opinion on a campaign? Can we evaluate the success of a campaign? Are you a feminist?</p> | <ul style="list-style-type: none"> Evaluating how successful the speakers were in delivering their message. Synthesising information Forming judgements based on information Annotate – words phrases Evaluating how successful the speakers were in delivering their message. Selecting evidence to support judgements Gender equality Suffragette movement- What was women's suffrage? Feminism What is the #MeToo campaign? | <ul style="list-style-type: none"> Emma Watson HeForShe Speech at the United Nations UN Women 2014 - Bing video Pankhurst: context and an introduction to rhetoric for gender specific injustice (thenational.academy) https://classroom.thenational.academy/lessons/rhetoric-and-injustice-pankhursts-use-of-rhetoric-and-structure-c5hp8d | <p>Perspective Illustrate Diction Strategy gender equality harassment suffragette feminism</p> |

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| <p>What is the difference between compare and contrast? What attitudes and perspectives are presented in these two texts?</p> | <ul style="list-style-type: none"> • Selecting evidence • Using inference and deduction • Identifying methods used to persuade • Developing ideas • Using paragraphs to support organisation • Using connectives to compare • Comparing and contrasting information • Evaluating language and structure • Synthesising information • Forming judgements based on information • Annotate – words phrases • Identifying and commenting on perspectives • Equal Rights For Women: Famous Speech by Shirley Chisholm. | <ul style="list-style-type: none"> • http://www.emersonkent.com/speeches/equal_rights_for_women.htm • Emma Watson Gender equality is your issue too UN Women – Headquarters | |
| <p>Reading: Comparison between campaigns: How are different attitudes and perspectives presented in these two speeches?</p> | | | |