

Name:
Due Date:

RIGHT NOW AS WE SPEAK...

PUBLIC AWARENESS CAMPAIGNS

Assignment Overview:

Your task is to select and research a world issue taking place right now as we speak. The issue **must be current and ongoing** and must be relatable to at least 3 of the geographic lenses (social, political, economic, environmental or cultural issues). You will then conduct research on the issue picking a specific focus area and create a report and an original awareness campaign to educate the public on your issue.

Your Task:

- Select and analyze a current world issue - *please pick a focus country or world region!*
- Generate 3 inquiry questions about the issue
- Research the issue and a non-governmental organization that is addressing the issue using the organizer provided
- Prepare a **report** using the report headings indicated
- Create an original awareness campaign (poster ad, awareness video, spoken word poem, social media drive, insta account with multiple posts) with an original slogan to educate the public about your issue - the purpose is to raise awareness about your issue
- Print a hard copy of your poster in colour for our awareness wall (must be min. 11x17 or larger) or make a digital copy of your video, poem or social media drive
- A Works Cited Bibliography in APA or MLA format with a *minimum* of 3 academic sources

Possible World Issues:

You can select an issue from the sample list below, *or propose an issue to your teacher for approval.*

<ul style="list-style-type: none"> - Uyghur Concentration camps in China - Pay inequality in Canada - Disappearance of Aboriginal women - Climate Change and lost of culture - Mining cobalt in Congo - Overpopulation (geo focus) - Refugees (pick a focus) - Islamophobia in India 	<ul style="list-style-type: none"> - Nagorno-Karabakh conflict - Child Marriage (pick a focus) - Women's Rights Issues (pick focus - and geographic area) - LGBTQ Rights (pick a focus) - Child labour (pick a focus) - Fossil Fuel consumption - Gun regulation in US - Pakistan/India tensions - Refugee crisis - Conflict in Yemen 	<ul style="list-style-type: none"> - Pink tax - Racial Tensions in the US - Gendercide/missing women in India or China - Gender inequality in Sports - Landmines - Climate Change denial - Malnourishment (pick a focus) - Food prices in Northern Canada - Rohingya refugee crisis - Kurds in the Middle East
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Report Requirements:

Write a 2-3 page report (typed, double-spaced) which includes the following information, under the headings listed:

- ⇒ 3 Inquiry Questions
- ⇒ Summary of the world issue
- ⇒ Stakeholders involved
- ⇒ Summary of an NGO addressing the world issue
- ⇒ SPEEC analysis of the issue

Awareness Campaign Minimum Requirements:

Requirements for your poster/ad	Criteria for your music video or mini documentary	Criteria for spoken word poem / rant	Criteria for social Media Campaign
<ul style="list-style-type: none"> ✓ Original photograph or modified using photoshop ✓ Slogan/statement ✓ Visual or visuals that relate to the issue ✓ Text that promotes a non-governmental organization that is addressing the issue ✓ A professional look and printed in colour (at least 11 x 17) 	<ul style="list-style-type: none"> ✓ Original ✓ Slogan/statement ✓ Narration (either spoken or text) ✓ Inclusion of a non-governmental organization that is addressing the issue ✓ Professionally edited (audio and visual is clear) ✓ At least 2-3 mins in length 	<ul style="list-style-type: none"> ✓ Original ✓ Slogan or theme ✓ Includes proper form ✓ Inclusion or mention of a non-governmental organization that is addressing the issue ✓ At least 2-3 mins in length 	<ul style="list-style-type: none"> ✓ Original ✓ Slogan/statement ✓ Inclusion of a non-governmental organization that is addressing the issue ✓ Inclusion of impactful photos / visuals that promote awareness of the issue (at least 6) ✓ Minimum of 6 slides for instagram post

Examples of public awareness posters/ads:

Poster Campaign: [UN Women Should Campaign](#) / Music Video: [Sarah McLachlan "World on Fire"](#) / Spoken Word Poem: [Prince Ea "Dear Future Generations"](#)

Report Organizer

My issue:	
Inquiry Questions Create three (3) inquiry questions that you want people to ask themselves about the issue once they have seen your poster/ad.	
Summary of the World Issue What is the issue? Where is it happening geographically? Why is it happening there specifically? Explain the spatial significance.	
Stakeholders involved: Identify 2 (or 3) key stakeholders involved in the issue. Describe the stakeholders point-of-view.	
Summary of non-governmental organization involved in the issue: Describe 1 NGO involved in the issue. How can stakeholders access the NGO?	
SPEEC Analysis of the issue: Select 3 or more of the geographic lenses to answer the following the question: <i>Why is this issue a pressing global challenge?</i> Support your analysis with evidence based research.	
Works Cited Include a minimum of 3 reliable sources and documents using APA or MLA format.	

