

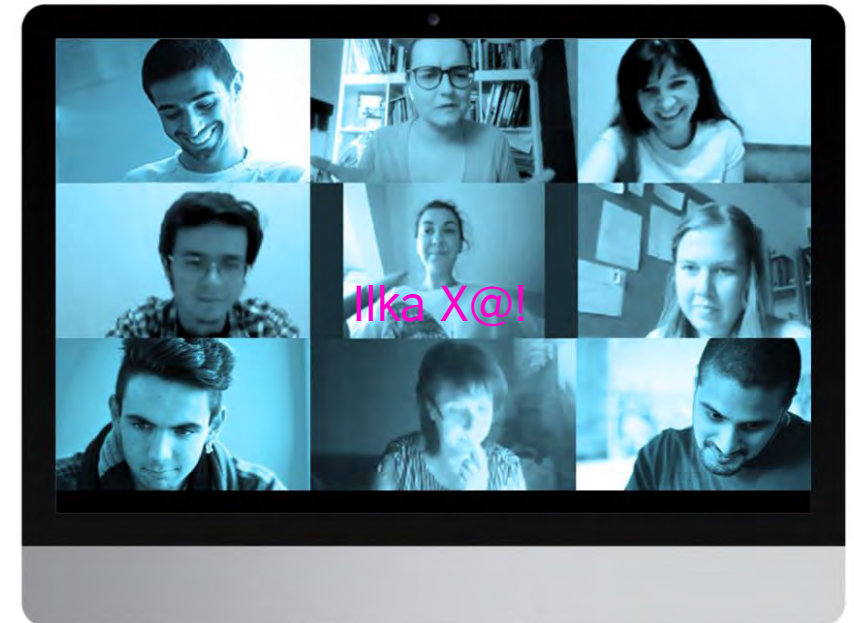
Single issue manifesto

Theme:
Government, Politics, Crime and
Justice



Before we start, please make sure...

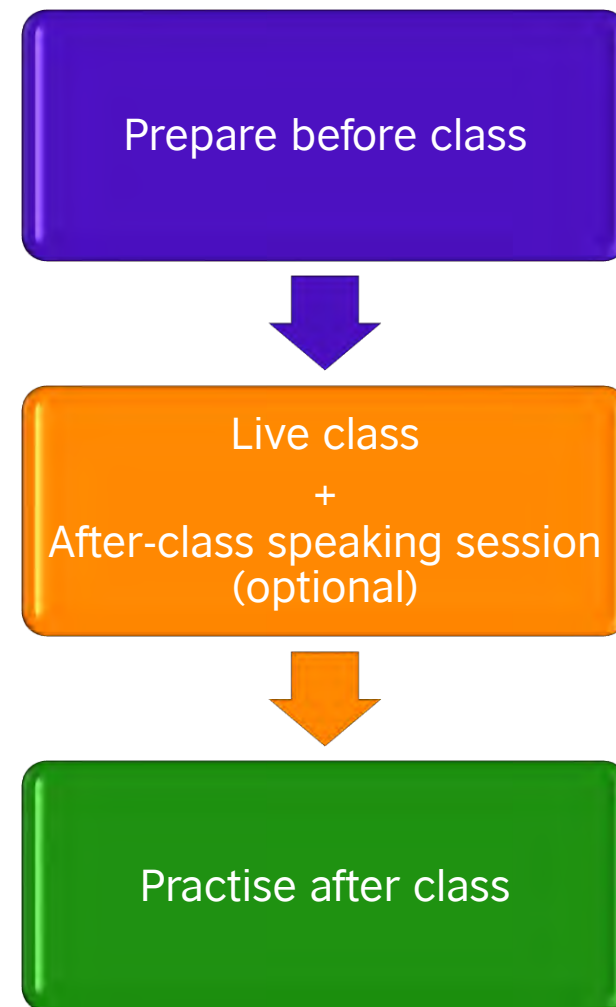
- ✓ your name on Zoom is clear (use Latin letters)
- ✓ your camera is on and mic is off (unmute when needed)
- ✓ you are in a quiet area that helps you focus
- ✓ you have a notebook or a note app ready to take notes



Welcome to English Online

How does it work?

You need to complete all three parts to get the most out of English Online.



After-class speaking session

Stay back after class for 5 or 10 minutes to talk to your classmates from around the world.

This extra speaking practice will help you...

- improve your conversation skills
- practise using language learnt in class
- support and help your fellow students
- practise using English in a natural context
- become a part of a global learning community



After-class
speaking
sessions

Lesson objective

In this **live** lesson you will practise giving a persuasive speech. You will formulate your own manifesto and **review** using persuasive devices characteristic of formal speech.

Skills Focus:

Speaking (Live lesson), Listening & Reading (Before the lesson)

Functional language:

Using persuasive devices

Warmer

Tell us about yourself and share with your groups:

Is this your first time on English Online?
Have you studied online before?

Lead-in: *Look at the following campaign organisations. Match the organisations to their slogans.*

Surfers Against Sewage

Mothers Against Drunk Driving

Index on Censorship

Reclaim the Streets

Give a Spit about Cancer

Bring Back our Girls

1 “Over the Limit. Under Arrest.”

2 “Turn them into Gardens”

3 “Protect the Waves”

4 “The Voice of Free Expression”

5 “Real Men Don’t Buy Girls”

6 “Fight Cancer just by Swabbing your Cheek”

What exactly is each group campaigning about and why?

Lead-in: Answers

Mothers Against Drunk Driving: to stop drunk driving, support the victims of this violent crime and prevent underage drinking.

Index on Censorship: A campaigning publishing organisation for freedom of expression, which produces a quarterly magazine in London.

Give a Spit about Cancer: Encourages people to swab their cheek to join the bone marrow registry. If they're a match for someone in need, they could save a cancer patient's life.

Bring Back our Girls: To raise awareness and pressure the Nigerian government after terrorists stormed a school, set fire to it and kidnapped more than 300 girls.

Language focus 1 Features of persuasive speech. Remember them?

1 rhetorical question

2 alliteration

3 emotive language

4 triple nouns/verbs

5 metaphor

6 contrast

7 inclusivity

8 slogan

9 past/present/future

Language focus 1 Features of persuasive speech. Remember them?

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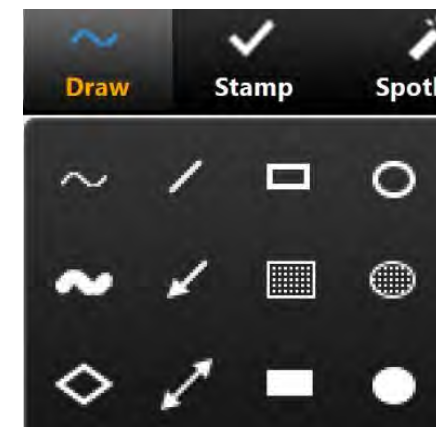
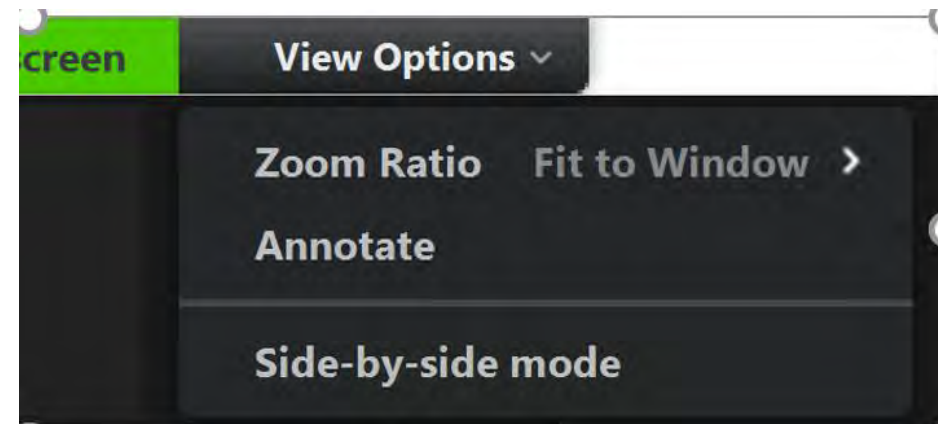
7 inclusivity

8 slogan

9 past/present/future

- a Save the waves!
- b The battle for Britain's beaches is about to begin.
- c This is a story about a lost marine paradise.
- d Everyone here shares a common purpose.
- e There are beaches for rich people and beaches for poor people.
- f We are happy to be here, relieved we have come this far.
- g 20 years ago we never thought this would happen. Today we can see the changes we have made. Tomorrow will bring fresh challenges.
- h Who wants to swim in a toilet bowl?
- i I see the devastation of beaches, the loss of wildlife, the damage to people's health.

You're going to use the annotate function to highlight phrases on the board.



Language focus 2: *Highlight the persuasive devices*

I am a micro-biologist, currently on the staff of the University of Leicester.

Today, I'm here to convince you that British beaches are still nowhere near as clean as the government says they are.

We looked at viral and bacterial loads caused by untreated sewage in water, which are still escaping, and their connection to diseases such as gastroenteritis, hepatitis and a potential killer, E coli 0157, which puts us all in danger.

To put it another way, do you want your kids to swim in such an environment?

How can this speaker summarize their speech?



Language focus 2: *Summarizing the speech*

1. I am sure that you have understood that we still have a long way to go in making our beaches and our sea clean and safe.
2. We've looked at the problems of pollution and the inadequacies of the sewage system. You've seen the problems this can cause to surfers and bathers.
3. Get involved. Help us bring these problems to the government's attention. It's simple to donate or to join your local action group.
4. Clean beaches, clean seas – we owe it to our children.

Summaries main points

Call to action – tell your audience what you want them to do

Restate thesis i.e. put it another way

Clincher: a statement which sums up your message

Task



Pre-task

Work in pairs. Your teacher will assign you a single issue organisation. Prepare your manifesto.

- a** Decide on a name for your group, a slogan and your main policy and the reasons for it.
- b** Think of two or three examples of how you plan to campaign to draw attention to your cause.
- c** Think about any arguments that people might have against your ideas and how you will respond to them.
- d** Plan your manifesto speech remembering to
 - present your ideas clearly and give supporting details
 - use a logical structure with an introduction and conclusion
 - use persuasive speech

Task

- 1 Present their ideas clearly and give supporting details.**
- 2 Use a logical structure with an introduction and conclusion.**
- 3 Use persuasive speech.**

The pedestrians' rights group

The anti-noise group

The animal rights group

The pensioners' welfare group

The men's rights group

The clean up our towns group

The better rights for working mothers group

The anti-corruption group

The job opportunities for young people group

Feedback

Peaceful transport for everyone

we want to attract you attention for noise issues in our transport.

It's clear for all that these days travelling by bus became audio violence. A lot quite use smartphones and constantly watch videos during all the trip.

Without a doubt, everyone deserves comfortable and not noisy environment inside public transport.

We strongly believe that disrespectful behaviour should be bent everywhere.

We utterly condemn the disrespect in public transport cause every

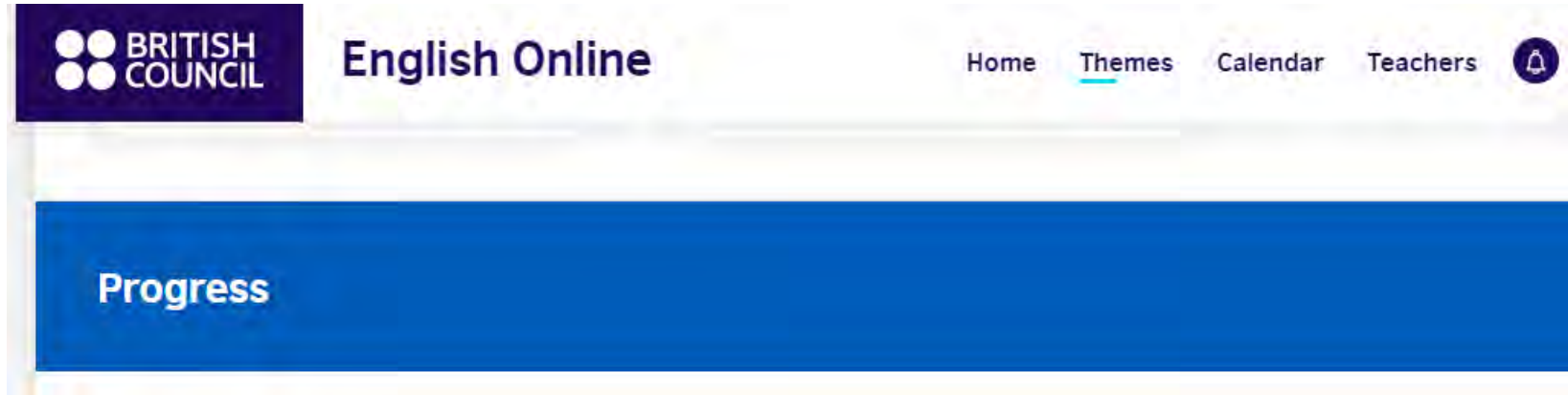
To summarise, we believe that your rights ends where rights of the other person begin.

Review

- What went well today?
- Which area would you like to work on more?

How can you make more progress?

Complete the Progress activities online.



Review the language rule we have practised today.



<https://learnenglish.britishcouncil.org/skills/speaking/persuading-someone-to-do-something>

After-class speaking session

You can talk about any topic that interests you!

Use these questions as a guide, if needed.

- Are there litter laws where you live? If so, what is the penalty for littering?
- Do you think cars should be banned from city centres?
- How has the world changed since you were a child?
- What are some ways that you can reduce pollution in your country?
- Who do you think is more responsible for pollution, individual people or the government? Explain

For help, contact:

support.englishonline@britishcouncil.org

Dos

- ✓ Treat everyone with respect
- ✓ Keep your camera on and participate
- ✓ Let others share ideas too
- ✓ Listen to everyone
- ✓ Click 'Leave' if you cannot stay back

Don'ts

- ✗ Don't take pictures or record
- ✗ Don't share personal details
- ✗ Don't let your children be visible onscreen