



PROTECT YOUR EMOTIONS

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One of the projects of class SE1740



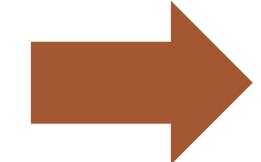
FPT Education
FPT UNIVERSITY

EXECUTIVE SUMMARY

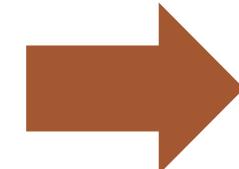
Lesbian, gay, bisexual, transgender and intersex (LGBTI) rights have become an important topic of discussion in the development sector in recent years. Moving from the provision of HIV and AIDS care for the disproportionate number of LGBT people affected, through to same-sex marriage legalisation, the landscape has shifted to promote an LGBTI-inclusive approach in many areas. This is supported by a series of international and national human rights provisions affirming all people's rights to nondiscrimination, freedom of expression and freedom from violence. In some contexts, these changes have been possible due to shifts in social norms towards greater tolerance and acceptance of LGBTQI people. Norm change has largely been the result of long-term and increasingly visible and vibrant activist engagement, drawing on strategies such as media coverage, peer interventions, ally-building and institutional training. This guide reviews some of the literature on the norm changes that are leading to greater acceptance of and less discrimination towards LGBTQI people, focusing on low-income countries in the global South.



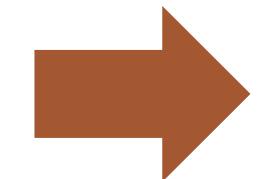
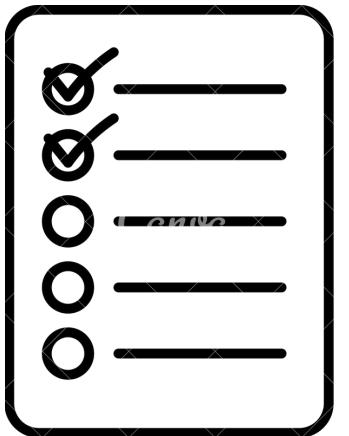
Background



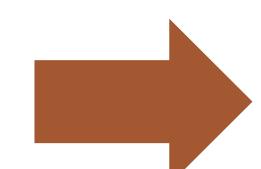
BRING PROJECTS AND CONVEY MESSAGES.



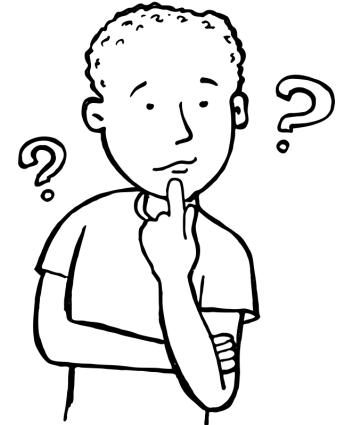
**COME UP WITH RICH CONTENT SO THAT
VIEWERS CAN CLEARLY UNDERSTAND WHAT
THE PROBLEM IS.**



**CREATE A PLAN TO KEEP THE TEAM
ON TRACK.**

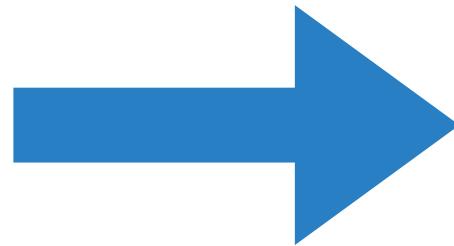


**MAKE MOVIES OR SHORT VIDEOS RELATED
TO THE ISSUE.**



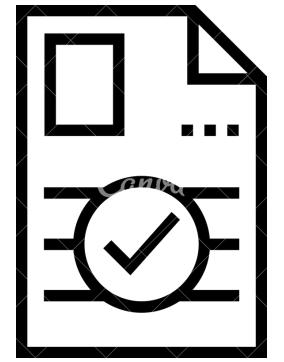
REASON

THE GOAL OF THIS PROJECT IS THE PEOPLE AROUND THE WORLD ARE OPPRESSED, BUT CAN'T DO ANYTHING OTHER THAN SILENTLY ENDURE . THEY ARE ALL PEOPLE AND THEY DIDN'T DO ANYTHING WRONG , IF WE DON'T HELP THEM, IT WILL BE LIKE WE ARE EVIL PEOPLE



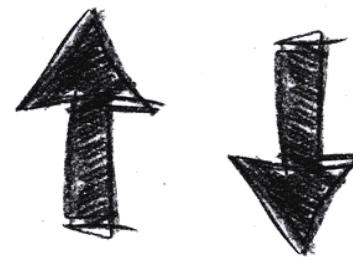
PROPOSAL

OUR PROPOSAL IS TO LET PEOPLE KNOW ABOUT THIS PROJECT TO BRING THIS ISSUE TO LIGHT BY PROMOTION ON SOCIAL NETWORKS, MAJOR WEBSITES OR EVEN YOUTUBE.

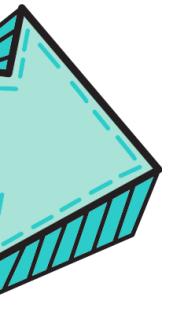


Market Analysis

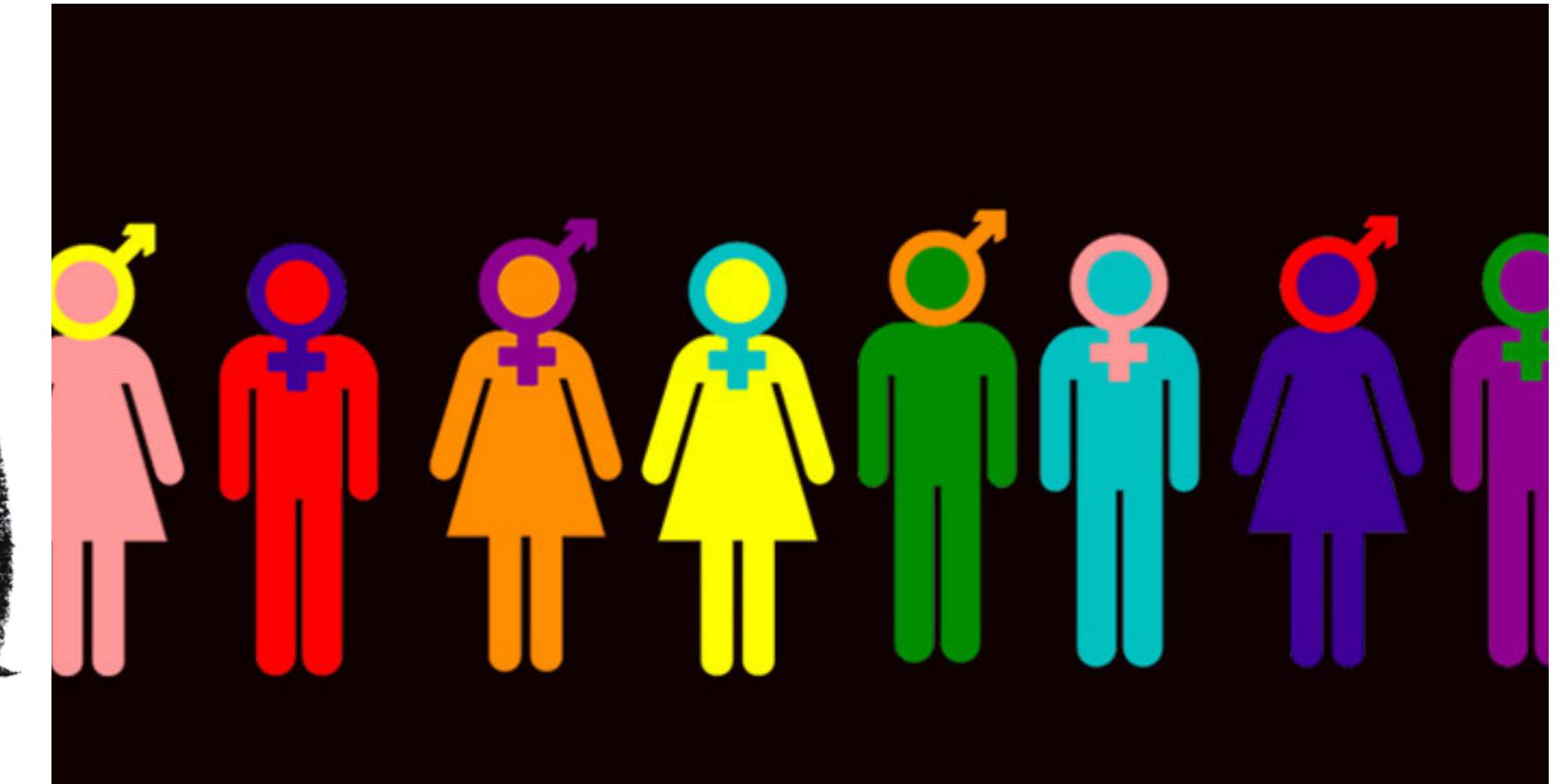
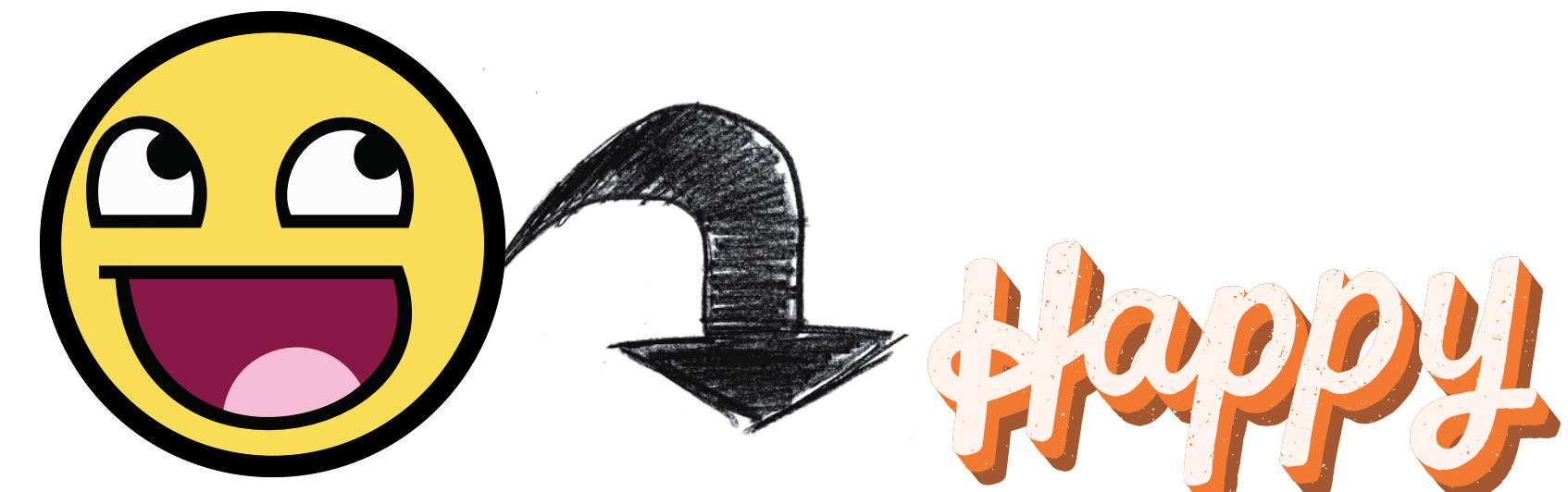
people are slowly accepting lgbt
LGBT people no longer hide but
instead they show it



Benefit



help them not feel sorry for themselves and
not feel sad
give them the confidence to express their
personality and sexuality



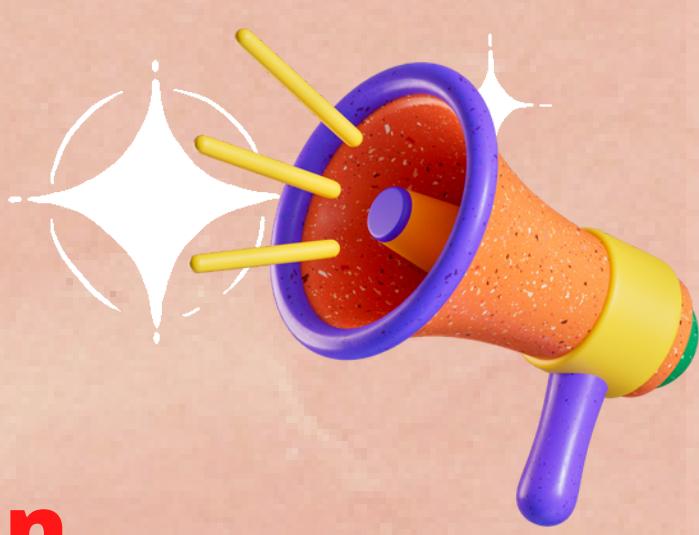
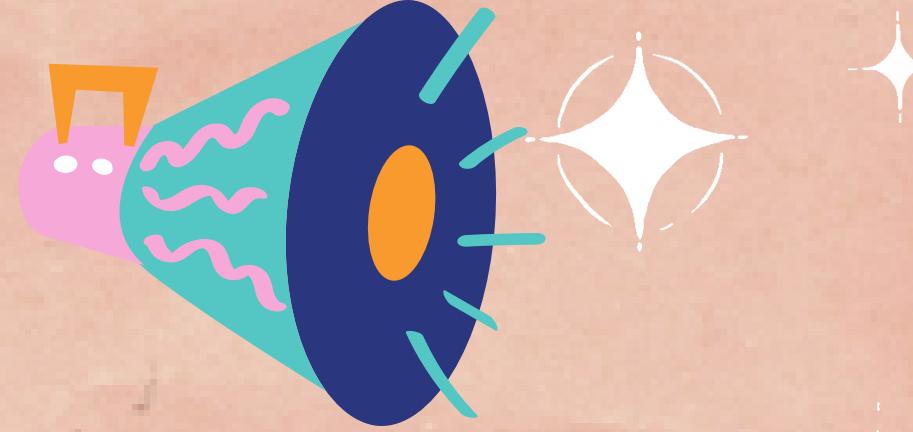
TIMELINE



PREPARE: 02/06 - 18/06
IMPLEMENT: 06/06 - 20/06
FINISH: 20/06 - 29/06

TITLE	MEMBERS	DESCRIPTION	DEADLINE	CHECK
LGBT (06/06/2022 - 18/06/2022)				
Proposal	Đỗ Thế Phi	Cover Page	6/6/2022 - 13/6/2022	X
	Nguyễn Vũ Tiến	Executive Summary		X
	Trần Minh Hiếu	Background		X
	Trần Minh Hiếu	Proposal		X
	Trần Thanh Phong	Market Analysis		X
	Trần Thanh Phong	Benefits		X
	Nguyễn Vũ Tiến	Timeline		X
	Nguyễn Kỳ Phương	Marketing Plan		X
	Nguyễn Kỳ Phương	Finance		X
	Đỗ Thế Phi	Conclusion		X
Prepare Writing	Group Content - Team 1	Introductory article	6/6/2022 - 13/6/2022	X
Presentation	Group Content - Team 1	Present	13/6/2022 - 18/6/2022	

MARKETING PLAN



Competition

There are now a lot of resources supporting prominent social issues that we need to address in order to build a propaganda platform.



Evolution

Applying browser development plans and measures to make it popular and known by many people will make the propaganda content more meaningful and noticeable



Groups



Conclusion

Progress :

- + Define project theme
- + Make a plan
- + Perform and distribute work
- + Propagating topics to talk about
- + Activity according to Timeline
- + Towards the goal

Purpose :

- + Get the results back
- + Collect achievements
- + Project reserve
- + Plan next with what is achieved
- + Success in propagating the topic



The project is carried out by:



SE1740 - Team Content - Team 1

- Đỗ Thế Phi - SE161229 (Leader)
- Nguyễn Vũ Tiến - SE161226
- Trần Minh Hiếu - SE161232
- Trần Thanh Phong - SE161210
- Nguyễn Kỳ Phương - SE161213

