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|  | ***Language - gender - culture*** | |
|  | **CLASS 14 (Scenario 14)** | |
| **TOPIC** | **Gender matters! — social campaign** | |
| **LEARNING CONTENT - DETAILED CHARACTERISTICS** | Definition and types of social campaigns and public service announcement.  Social campaign as an instrument of a struggle for human rights.  Language as an instrument of struggle, acceptance, tolerance, agreement and conciliation.  Language as a main medium in social campaigns and public service announcements.  Hate and hatred as modern diseases.  Language as an instrument of struggle with hate and hatred on the example of gender issues.  The social campaign as a type of a grassroots movement.  The roles of social campaigns and public service announcements in contemporary culture and communication. | |
| **KEY WORDS** | social campaign, hate, hatred, language of conciliation, grassroots movement | |
| **SUGGESTED TOOLS** | group work, discussion, lecture, presentation, work card | |
| **TIPS / METHODOLOGICAL REMARKS**  (if applicable) | The lecture part includes interactive elements. | |
| **IMPLEMENTATION OF THE CLASSES** | **STEP 1** | A lecture introducing the topic by indicating the sources of the hate and hatred in modern world. Definitions of social campaign and public service announcement. |
|  | **STEP 2** | Group work — topics to chose:  „Have I ever suffered form hate and hatred?”  „Do I suffer from hate and hatred?”  „Do I know anybody who suffers / suffered form hate and hatred?”  Additional questions: Why? When? Where? What were/are the forms of hate and hatred against me / my friend? Who helped / helps me / my friend…? |
|  | **STEP 3** | Discussion on the group works. |
|  | **STEP 4** | Brainstorming: how can we counteract the wave of hate and hatred in modern world? |
|  | **STEP 5** | Group work (in 2 groups): preparation the social campaign touching the hate / hatred problems in a domain of gender (e.g. being a LGBTQ+ person, being a woman, being a man etc.).  Students can choose any form of their announcement (e.g. poster, podcast, public service advertising, registered post, debate…).  Problems to concern:   * stereotypes and cliches as a basis of hate / hatred; * the influence of media and pop culture; * the problem of the groups and their leaders or even ringleaders; * strength of majority. |
|  | **STEP 6** | Discussion on the group works. |
|  | **STEP 7** | Summary: What are the roles and functions of language in social campaigns? What are the most important effects of hate and hatred for individuals and for the society? Can we counteract the hate and hatred? What are the most important issues of social campaigns? |
| **ADDITIONAL MATERIALS** | **1 WORK CARD** | Scheme or chart (chosen form) including informations about suffering from hate and hatred |
| **2 WORK CARD** | Script of social campaign in chosen form on chosen topic relative to gender issues |

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| **WORK CARD 1** | **SCHEME OR CHART (CHOSEN FORM) INCLUDING INFORMATIONS ABOUT SUFFERING FROM HATE AND HATRED** |

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| **WORK CARD 2** | **SCRIPT OF SOCIAL CAMPAIGN IN CHOSEN FORM ON CHOSEN TOPIC RELATIVE TO GENDER ISSUES** |