



A Tale Unfolds

Change It: Project Overview

Welcome to 'Change It', a two week persuasive letter writing project. Using film as a hook, this project educates pupils about issues which concern them and how they can make a difference. The project studies how one young girl campaigned online to improve the lives of chickens, before moving on to identifying, researching and creating (or supporting) your classes own online campaign for change: bit.ly/HomesNotSpikes, bit.ly/StrawsSuck, or [starting and researching your own campaign](#).

Over the 10 lessons, pupils will use persuasive writing and the power of social media. By the end of the project, children will have been guided, using simple filmmaking, to write and create a campaign video. An extremely easy way to do this is by using Adobe's [Spark Video](#) app. Their writing will include:

- **letters** to a supermarket boss and to the public
- social media summary posts
- opinion pieces sharing their thoughts on an issue

There are plenty of opportunities to develop sentence level skills, such as varying sentence starters and using rhetorical questions and short sentences for impact. There are also opportunities for developing grammar in context, including using colons to join two independent clauses and the option of using apostrophes to show plurals.

	Lesson	Content	Literacy Skills/Activities
1	What is a campaign?	How did one girl's campaign make such a difference? Campaign analysis	Comprehension, sequencing, identifying emotive language, persuasive language, rhetorical questions and short sentences in a text, developing relevant vocabulary, summarising.
2	What is an opinion?	What is an opinion piece? Write an opinion piece in role	Analysing texts, identifying persuasive techniques and styles, understanding the value of hearing opinions, varying sentence openings
3	What is a letter?	Write a letter in role to persuade a specific person	Use a model text as a scaffold to write a letter, include who/what/why and a rhetorical question, short sentences for impact, persuasive and emotive language, <i>option to include work around the use of apostrophes to show plurals</i>
4	Check your facts!	What do we want to change? Choosing/researching campaign	Research and note-making, identifying grammatical features, summarising
5	Develop your facts	Developing and filming top ten facts	Writing rhetorical questions, using subordinate clauses, performing with expression
6	Introduce your campaign	Drafting an opinion piece - what we think	Identifying short, catchy sentences, facts and figures and emotive language, sentence level focus appropriate to LKS2 or UKS2. Writing a campaign introduction.
7	Our Opinion	Planning and writing opinion piece	Writing Conjunctions: coordinating, subordinating and cohesive
8	Letter writing	Writing an 'ask'	Coordinating conjunctions, use of a colon to join two independent clauses, using a model letter as a scaffold, writing an 'ask'
9	Letter editing	Constructing final letter and editing	Recap use of a colon to join two independent clauses, coordinating conjunctions, peer editing and improving.
10	Time to Film	Filming your campaign video using letter	Public speaking, using intonation and expression for persuasion.

Filming and Editing Preparation

- Ensure there is enough free memory space on all iPads and that they are fully charged before filming.
- We recommend filming all your footage first before starting to edit.
- This project could be completed on any video editing app such as Adobe's [Spark Video](#) or iMovie.
- At the end of the project, the films should be shared with parents and other stakeholders to raise awareness of the issues the children are passionate about.