LEKCJA JĘZYKA ANGIELSKIEGO PRZYGOTOWANA Z WYKORZYSTANIEM APLIKACJI DIFFIT ORAZ TWEE

Temat lekcji: **Don't be indifferent** – understanding social campaigns

Poziom: B1+

Cele lekcji:

Uczeń:

- wzbogaca słownictwo z zakresu tematów społecznych,
- rozwija umiejętność rozumienia tekstu mówionego i pisanego w języku angielskim,
- wyraża opinię w formie ustnej i pisemnej,
- współpracuje w grupie.

Wykorzystanie aplikacji:

Diffit (https://diffit.me) / Twee (https://app.twee.com)

- wygenerowanie tekstu na temat kampanii społecznych (*Famous Social Campaigns*)
- przygotowanie ćwiczeń sprawdzających zrozumienie tekstu / słownictwa
- dostosowanie trudności tekstu do poziomu klasy

Przebieg lekcji:

1. Pytania na rozgrzewkę (5 min):

- What social issues do you care about?
- Have you ever seen a social campaign that made an impact on you?

2. Wprowadzenie tematu (5 min)

- Krótkie objaśnienie, czym jest **kampania społeczna** i jakie są jej cele. Uczniowie podają własne definicje

3. Oglądanie nagrania z YouTube (7 min)

- Uczniowie oglądają krótkie nagranie *Nature is Speaking*, podczas którego wykonują indywidualnie wygenerowane w Twee / Diffit ćwiczenia (uzupełnianie luk / pytanie do dyskusji)

  (Tematyka Świat przyrody / ekologia nawiązuje do poprzednich zajęć)

4. Analiza tekstu – materiał wygenerowany przez Diffit (15 min)

- Uczniowie czytają tekst *Famous Social Campaigns,* a następnie wykonują ćwiczenia sprawdzające jego zrozumienie (w załączeniu) . Praca indywidualna (czytanie) i w parach (ćwiczenia)

5. Praca w grupach (10 min)

Uczniowie projektują plan własnej mini kampanii społecznej (na rzecz ochrony środowiska / na rzecz praw człowieka / prozdrowotną, itp.) podając jej hasło, cel, grupę docelową, działania.

6. Podsumowanie / opcjonalna praca domowa (projekt) (3 min)

- Krótkie podsumowanie zajęć. (Prezentacja opracowanych planów mini kampanii społecznych - na następnych zajęciach)
- Praca domowa (opcjonalnie) - przygotowanie plakatu reklamującego wybraną przez grupę mini kampanię społeczną

ZAŁĄCZNIKI

(Do pkt. 3)

- Nagranie z YouTube (https://www.youtube.com/watch?v=WmVLcj-XKnM)
- Ćwiczenie na uzupełnianie luk

NATURE IS SPEAKING

Some people call me nature. Others call me Mother Nature.
I have been here for over 4.5 _____ years. That's 22,500 times longer than you have been alive.
I don't really need people, but people need me. Your future _____ on me.
When I do well, you do well. When I _____, you struggle, or worse.
I have been here for a long time. I have fed _____ bigger than you, and I have _____ species bigger than you.
My oceans, my _____, my rivers, my forests - they all can take you or leave you.
How you choose to live each day, _____ you think about me or not, doesn't really matter to me.
One way or another, your actions will decide your _____, not mine. I am nature, I will go on. I am ready to change. Are you?
Nature doesn't need people. People need nature.

- Pytanie do dyskusji

Nature says, 'I am ready to change. Are you?' Reflect on this question. What changes do you think are necessary in your own life or in society to create a more sustainable relationship with nature? What steps can you take to contribute to these changes?

(Do pkt. 4)

- Tekst

Famous Social Campaigns

Sustainability marketing campaigns are increasingly important for companies that want to make a positive impact, educate consumers, and encourage involvement in important issues. These campaigns use different strategies to connect with people and promote eco-friendly choices. Several well-known brands have launched notable campaigns to address environmental and social concerns.

Nissan's "The Electric Vehicle Polar Bear" campaign aimed to promote electric vehicles to reduce carbon emissions and fight climate change. The ad showed a polar bear leaving its melting icy home and entering a city, illustrating the impact of climate change on wildlife. The campaign emphasized that using electric vehicles can help protect vulnerable animals like polar bears, raising awareness and encouraging sustainable transportation choices. Similarly, Lacoste's "Save Our Species" campaign replaced its iconic crocodile logo with images of endangered species on limited-edition polo shirts to raise awareness and funds for wildlife conservation. The number of shirts made for each species matched its remaining population size, highlighting the urgency of protecting these animals and inspiring support for conservation.

Other campaigns have focused on different aspects of sustainability. Dove's "Real Beauty Sketches" challenged beauty stereotypes and promoted body positivity through a social experiment. Forensic artists drew sketches of women based on their self-descriptions and descriptions from strangers. The sketches based on strangers' descriptions were consistently more flattering, revealing the importance of self-acceptance and encouraging women to feel better about themselves. Patagonia's "The Fight for America's Public Lands" campaign showcased the beauty and importance of public lands and natural habitats, urging viewers to take action to protect them. This campaign fostered a sense of responsibility and increased support for land conservation.

Airbnb's "We Accept" campaign promoted inclusivity and diversity by addressing discrimination within the rental community. The campaign celebrated the acceptance of all individuals, regardless of race, religion, gender, or sexual orientation, underscoring Airbnb's commitment to creating a welcoming environment for everyone. Additionally, many environmental campaigns are using storytelling to inspire change and address pressing environmental problems, often involving collaboration, innovation, and strong leadership. Oatly, an oat-based beverage company, challenges the idea that cow milk is essential and promotes oat milk as a more sustainable and nutritious alternative, using transparency to communicate its message and gain support. Influencer marketing and local business initiatives are also contributing to sustainability efforts, with influencers advocating for environmentalism and businesses raising awareness of their eco-friendly practices within their communities.

- Ćwiczenia

I. Multiple Choice Questions

1. According to the text, what was the main goal of Nissan's 'The Electric Vehicle Polar Bear' campaign?
A) To promote the use of electric vehicles as a way to decrease carbon emissions and combat climate change.
B) To encourage people to visit zoos and see polar bears in person.
C) To raise money for polar bear conservation efforts in the Arctic.
D) To educate people about the eating habits of polar bears.
2. According to the text, what was unique about Lacoste's 'Save Our Species' campaign?
A) They partnered with famous athletes to promote endangered species.
B) They created a new line of clothing made from recycled materials.
C) They replaced their crocodile logo with images of endangered species on limited-edition polo shirts.
D) They donated a portion of their profits to ocean cleanup efforts.
3. According to the text, what is one of the primary strategies used in many environmental campaigns in 2024 to inspire change?
A) Offering discounts on eco-friendly products.
B) Using storytelling to connect with audiences and address environmental problems.
C) Hosting large-scale fundraising galas.
D) Lobbying government officials for stricter environmental regulations.
4. According to the text, what was the main purpose of Airbnb's 'We Accept' campaign?
A) To offer discounted rates for travelers.
B) To promote inclusivity and diversity by addressing discrimination within the rental community.
C) To encourage users to rent out their properties more often.
D) To create a new platform for luxury travel experiences.

II. Vocabulary Matching Exercise: Match the Word to Its Definition

Instructions: Read each definition below and match it with the correct word from the word bank. Each word is used only once.

Word Bank:

1. sustainability
2. carbon emissions
3. endangered species
4. environmentalism
5. conservation
6. impact
7. vulnerable
8. flattering
9. raise awareness

Definitions:

A. The release of carbon into the atmosphere, typically in the form of carbon dioxide, often from burning fossil fuels.
B. A species of animal or plant that is at risk of extinction because of a significant decline in its population or habitat.
C. The ability to maintain or support a process continuously over time, especially in relation to environmental resources.
D. Concern about and action aimed at protecting the environment.
E. The protection, preservation, management, or restoration of natural environments and the ecological communities that inhabit them.
F. The effect or impression of one thing on another.
G. Susceptible to physical or emotional harm; easily hurt or damaged.
H. Pleasing or complimentary; designed to make someone appear more attractive or appealing.
I. To help people know more about an issue and understand its importance.

III. Pytanie do dyskusji:

Consider a social or environmental issue that you are passionate about. How could you create a campaign, similar to the ones discussed, to raise awareness and inspire action within your community?