

# Informing, Sharing opinions, Raising awareness

## INFORMING

Communicating factual information about the issue so people know more about it. This may include speeches, presentations, articles, documentaries, research results, policy papers, fact sheets, magazines, posters, reports, websites. *Examples: Gapminder [www.gapminder.org](http://www.gapminder.org) website; World Vision topic sheets; The State of the World's Children annual report and statistics, UNICEF.*

## SHARING OPINIONS

Communicating an issue using argument and personal experience to stimulate discussion and challenge people's opinions. This may include letters to editor, website blog/vlog, social media posts and comments, comments on articles, using hashtags (#), articles, debates, opinion polls, editorial for newspaper or magazine, interview. *Examples: Class or school speech competition; Phone up or message radio station host; Write letter to local newspaper.*

## RAISING AWARENESS

Persuading people to think and talk about an issue they need to be concerned about. This may include communicating facts, information, people's stories and first-hand experiences through news items, posters, presentations, events, social media posts, emails, media interviews, videos, documentaries, dramas, guest editor/editorials for newspapers or magazines. *Examples: Remember September month, Students Against Dangerous Driving; Fairtrade Fortnight; United Nations commemorative days; The Outlook for Someday youth film challenge; Our Planet, Planet Earth, Frozen Planet – BBC documentaries.*



### Educating parents, Cambodia

On International Children's Day in Cambodia, nearly 250 children and young people from three areas gathered to highlight the issue of parents who gamble and send their children to work instead of school. The group used banners and posters to educate parents about these issues and amplified their key messages through a loud speaker to reach a wider audience.

Photo: Vanneth Um / World Vision

## TIPS FOR TAKING ACTION

**Audience** – choose the main people you want to communicate with, their age, location, number of people, their level of interest in this issue.

**Message** – be clear about the main things you want to communicate to them on this issue.

**Approach** – choose an appropriate style(s) of communication to get your message across to this audience.

**Informing** – share accurate information using: thorough research, evidence, reliable sources, relevant visuals (graphics, diagrams, maps, photos), clear summary and conclusion.

**Sharing opinions** – express opinions clearly using: real-life examples or personal experience, compelling or challenging evidence, opinion backed up with reasons.

**Raising awareness** – spark interest using: an engaging opening, persuasive language, compelling facts and evidence, questions, surprising or shocking content, stories showing the impact on people.

**Skills focus: communicating, engaging interest, informing, persuading, creating meaning.**

### Main features

May vary for different actions.

- ✓ Information and facts
- ✓ Personal and emotive
- ✓ Inform and persuade
- ✓ In the public/media
- ✓ Aimed at the public
- ✓ Awareness

Social action continuums  
(Student sheet 1)