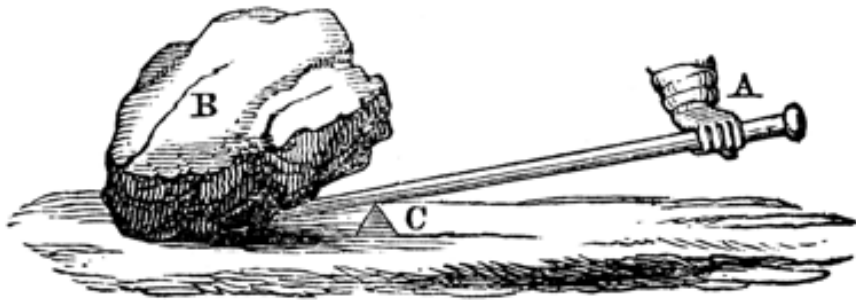


LEAD

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Communicating



OUR CAUSE

Which sentence has *bigger impact*?

- SENTENCE A: “Lots of trees are being felled and taken from other parts of the world because we use too many things we don’t need.”
- SENTENCE B: “Almost 70 per cent of the Amazon rainforest has been wiped out to supply products like junk mail and hamburger wrappers.”

Why?

Having a bigger impact



Numbers or statistics selectively included

Emotive language used, *without* being emotional

Examples, we can identify with, are included

Direct and simple language used

Specific about what's wanted

*ALWAYS Argue from hearer's point of view
Anticipate counter-arguments or objections*

'SOCIAL' MATHS

➤ *Localisation*

e.g., each person's share of public debt, rather than the total

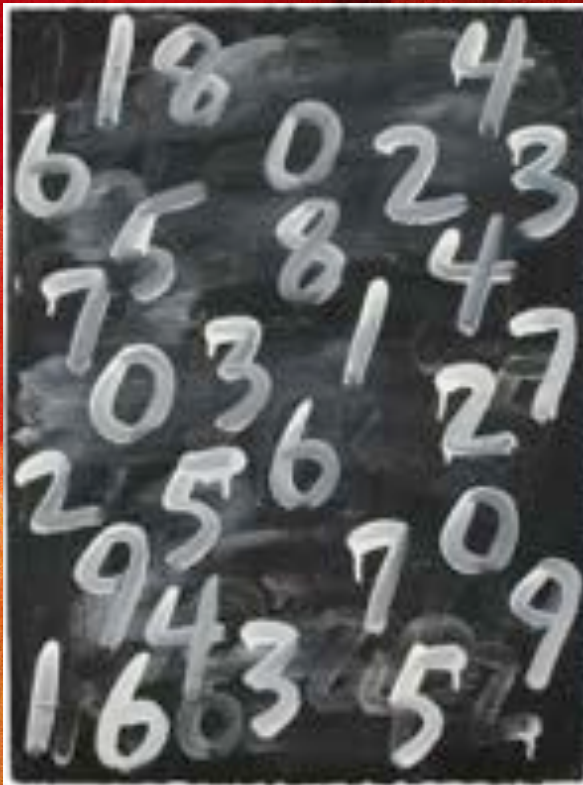
➤ *Relativity*

e.g., two fully loaded jumbo jets crashing every week

➤ *Impact*

e.g. so many lives saved as a result of compulsory seat belts

➤ *Power of One*



**7000 HIGH SCHOOL
STUDENTS DROP OUT
EVERY SCHOOL DAY.**

**THAT'S A STACK
OF DESKS 12
EMPIRE STATE
BUILDINGS HIGH.**

Visit boostup.org/TriState and
help keep students in school.



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MOTIVATE / VOLUNTEER / INSPIRE



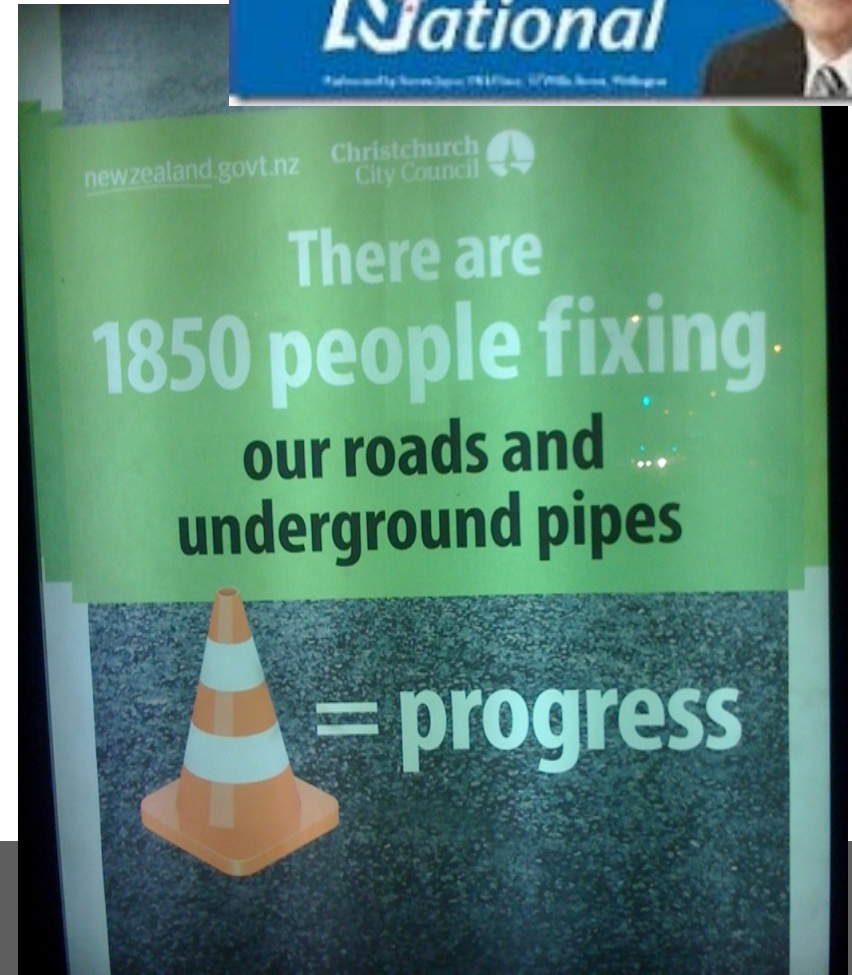



FRAMING THE DEBATE

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FRAMING THE DEBATE










What is
Newsworthy?

- *Currency/Topicality*
- *Novelty*
- *Significance*
- *Conflict*
- *Proximity*
- *Prominence*
- *Human
Interest*

TRAGEDY WORLD MAP

HOW TERRIBLE IT IS FOR THE WORLD WHEN A TRAGEDY HAPPENS IN...



-  **WHAT A TERRIBLE TRAGEDY!**
-  **THAT'S SAD!**
-  **WELL, LIFE IS LIKE THIS**
-  **WAIT, DOES THIS COUNTRY EXIST?**
-  **WHO CARES?**



“

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

Margaret Mead