

# The Alchemist's Broadcast: Spreading the Gold

## (Year 7 - Ages 12-13)

### Lesson 8 of 9

#### Lesson Summary

The Alchemist has gathered the knowledge (The Science), found the treasure (The Gift of Time), and made the pledge (The Choice). Now, they must share the discovery.

This 60-minute lesson adapts the "Registering Your Audience" theme into a creative advocacy challenge. Students act as "Alchemists of Change," tasked with designing a Community Broadcast (a poster, social media tile, or speech) that "transmutes" fear into understanding. They will select one of the "Guilds" from Lesson 2 (e.g., The Guardians or The Facts-First Crew) and design a specific, targeted message that uses the positive facts from the unit to encourage the Family Conversation. This lesson consolidates the entire unit's learning into a tangible, persuasive output.

#### Learning Intentions

Students will ....

- Consolidate key facts and metaphors from the unit (e.g., The Multiplier Effect, The Catalyst, The Hourglass).
- Analyze how to tailor a health message to a specific target audience ("Guild").
- Apply literacy and visual design skills to create a persuasive, positive campaign asset.
- Recognise that advocacy (speaking up) is a powerful form of active citizenship.

#### Success Criteria

Students can ....

- Select three key facts from previous lessons to support their message.
- Identify a target "Guild" and explain why their chosen tone (e.g., emotional vs. factual) appeals to them.
- Design a "Broadcast" (Poster/Flyer) that includes a clear Call to Action (e.g., "Talk to your family today").
- Critique a peer's design using the "Alchemist's Lens" (Empathy/Clarity).

#### Lesson Details

Time:	60 minutes
Year Level:	Year 7 (Ages 12-13)
Unit:	This is Lesson 8 of 9 in the series.
Educational Partner:	This lesson is adapted from resources provided by <a href="#">DonateLife</a>

#### General Capabilities

Literacy (Creating Texts); Information and Communication Technology (ICT) Capability; Critical and Creative Thinking; Personal and Social Capability.



# Curriculum Mapping and Links

## Australian Curriculum (v9.0)

Subject	Strand	Content Descriptor
Health and Physical Education	Personal, Social and Community Health	<u>AC9HP8P10:</u> Plan and implement strategies, using health resources, to enhance... health, safety, relationships and wellbeing. (Focus on health promotion)
English	Literacy / Creating Texts	<u>AC9E7LY06:</u> Create... texts, experimenting with text structures and language features... to suit the purpose and audience. (Persuasive writing)
Media Arts	Creating	<u>AC9AMA8C01:</u> ...Design and produce media artworks... to engage audiences and communicate ideas. (Visual design)

## Queensland Curriculum (QCAA)

Subject	Syllabus	Content Description
Health and Physical Education	Year 7	Analyze how emotional responses influence interactions; strategies for empathy.
English	Year 7	Understand how to use language features for particular purposes and audiences (Sensitive communication).
Media Arts	Year 7	How individuals contribute to the community (Legacy).



## Resources Required

- Whiteboard/Smartboard.
- Resource: "The Alchemist's Codex" (A one-page summary sheet of facts/metaphors from Lessons 1-7 for reference).
- Student Worksheet: "The Broadcast Logbook: Campaign Planner."
- Art Supplies: Paper, markers, or devices (Canva/PowerPoint) for digital design.
- Example: Display a successful health campaign poster (e.g., "Slip Slop Slap" or a DonateLife poster).

## Skills

- Synthesis (Combining ideas from the whole unit).
- Persuasion (Convincing others).
- Visual Literacy (Layout and design).
- Targeting (Adapting to an audience).

## Teacher Preparation

- Prepare the "Codex": Ensure students have access to their notes or a summary of the "Magic Numbers" (1 saves 7, 80% consent, etc.) so they use accurate facts.
- The Metaphor: "The Broadcast." An Alchemist can turn lead to gold, but it's useless if they keep it in a dark room. They must "Broadcast" the truth to the world.
- Safety Protocol: Remind students that the goal is Education, not guilt. The message should be "Heroic and Helpful," never "Scary or Sad."

## Additional Information

This lesson serves as the Assessment Piece for the unit's "Knowledge Application." It tests if students can translate the biological and ethical concepts they have learned into clear, community-facing language. It empowers them to step out of the "student" role and into the "advocate" role.

