

The Campaign Code: Viral Kindness

(Year 9 - Ages 14-15)

Lesson 8 of 9

Lesson Summary

The Alchemist has cracked the code (The Science), opened the box (The Ethics), and found the key (The Conversation). Now, they must transmit the signal.

This 60-minute lesson adapts the "Registering Your Audience" theme into a high-level media advocacy challenge. Students act as "Campaign Strategists" for a digital-first world. They will analyze successful social movements (e.g., Ice Bucket Challenge) to understand the mechanics of "Viral Altruism." They will then design a multi-platform campaign asset (e.g., Instagram Story series, Podcast intro, or Poster) that targets a specific demographic "Guild" to dismantle their specific barrier (myth/fear). This lesson transforms students from passive learners into active influencers.

Learning Intentions

Students will

- Analyze the characteristics of effective social advocacy campaigns (Clarity, Emotion, Call to Action).
- Synthesize unit concepts (Stats, Ethics, Empathy) into a persuasive message.
- Apply "Targeted Marketing" principles to address specific cultural or social barriers to donation.
- Create a campaign prototype that encourages the "Family Conversation" as a social norm.

Success Criteria

Students can

- Identify the "Hook" and "Call to Action" in a sample campaign.
- Select a specific target audience (e.g., Gamers, Young Men, Cultural Groups) and explain their chosen strategy.
- Design a campaign asset that uses positive framing to overcome a known barrier (e.g., Fear, Mistrust).
- Critique a peer's design using the "Legacy Lens" (Is it respectful? Is it clear?).

Lesson Details

Time:	60 minutes
Year Level:	Year 9 (Ages 14-15)
Unit:	This is Lesson 8 of 9 in the series.
Educational Partner:	This lesson is adapted from resources provided by DonateLife

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
Media Arts	Creating	<u>AC9AMA10C01</u> :...Design and produce media artworks... to engage audiences and communicate ideas. (Focus on social impact)
English	Literacy / Creating Texts	<u>AC9E9LY06</u> : Create... texts, experimenting with text structures... to suit the purpose and audience. (Persuasive campaign)
Health and Physical Education	Personal, Social and Community Health	<u>AC9HP10P10</u> : Critique behaviours and community actions that impact health... and propose strategies... (Health promotion)

Queensland Curriculum (QCAA)

Subject	Syllabus	Content Description
Media Arts	Year 9	Design and produce media artworks that communicate ideas and meaning.
English	Year 9	Create literary texts that experiment with structures and features.
Health and Physical Education	Year 9	Develop strategies to promote health and wellbeing.



Resources Required

- Whiteboard/Smartboard.
- Resource: "The Influencer's Toolkit" (A summary sheet of key stats and emotive hooks from the unit).
- Student Worksheet: "The Campaign Strategist's Plan."
- Art Supplies: Paper, markers, or digital devices (Canva/PowerPoint).
- Video Hook: A compilation of "Viral Good" campaigns (e.g., Movember, Ice Bucket Challenge).

Skills

- Media Literacy (Understanding influence).
- Synthesis (Combining facts and feelings).
- Persuasion (Rhetorical skills).
- Design Thinking (Prototyping).

Teacher Preparation

- The Metaphor: "The Signal." A signal needs a transmitter (You), a medium (The Campaign), and a receiver (The Audience). If there is "Noise" (Fear/Myths), the signal fails. Your job is to clear the noise.
- Key Concept: "Nudge Theory." Don't tell people what to do; make the right choice the attractive choice.
- Safety: Ensure social media discussions focus on simulated campaigns. Students do not need to actually post online unless it is a school-sanctioned project.

Additional Information

This lesson validates the digital skills of Year 9 students. It treats "Social Media" not as a distraction, but as a powerful tool for civic engagement. It reinforces that their voice has power and reach.

