

SDG14 Future of the Ocean

MM1: Introduction to Ocean Literacy



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Research and Development

Lesson 8: Ocean Communication

Subject Areas: CSPE, Climate Action and Sustainability, Geography, Science, SPHE

Lesson Title and Summary: Ocean Communication

Communication is a powerful tool to raise awareness by sharing information, sparking conversations, and mobilizing action. Through clear and compelling messaging, communication can spark empathy, inspire change, and drive positive behaviour change.

In this lesson, learners will learn to begin to understand how video can be used as an effective tool to raise awareness on ocean issues.

Vocabulary: Awareness-raising, Communication, Empathy, Ocean Literacy, Storytelling

In this lesson, the learner will:

- increase ocean literacy and understanding of SDG 14
- develop analysis skills
- watch video for specific information
- develop independent thinking
- practice independent & group work
- develop mindful reflection skills

Materials

- Worksheet: How do we raise awareness?
- Worksheet: Raising Awareness- Video Analysis
- Access to internet, headphones

3 GOOD HEALTH AND WELL-BEING



11 SUSTAINABLE CITIES AND COMMUNITIES



13 CLIMATE ACTION



17 PARTNERSHIPS FOR THE GOALS



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Activity Instructions

Activity 1: How do we raise awareness? (15 mins)

1. Using the prompts below, take two minutes to list own ideas, five minutes to share in pairs and then the remaining time to discuss as a whole group. Use Worksheet: How do we raise awareness?
 - Why is it important to be aware of issues affecting the planet?
 - How does technology help in raising awareness of an issue?
 - What types of things are important in creating emotional connections and empathy when you are trying to raise awareness of an issue?
 - What do you think the main ocean issues are that people need to be aware of?
 - What does awareness lead to?

Activity 2: Raising awareness- video analysis (35 mins)

1. Using Worksheet: Raising Awareness- Video Analysis, ask learners to complete a video analysis on different ocean issues.
2. Form pairs and compare analyses.
3. As a whole group, consolidate through discussion (using worksheet):
 - Which video do you feel was most effective in awareness-raising about an ocean issue? Why?
 - Did you find any examples of other videos that were effective in awareness-raising about an ocean issue?
 - How does the use of video increase the effectiveness of awareness-raising, and what advantages does it offer over other communication tools?
 - Why is it important to raise awareness of ocean issues? What can this lead to?
 - In what ways could these types of videos be used in the local community to raise awareness of specific issues facing our coast?

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- Three things they feel they have learnt from the tasks
- Two things they found most interesting and would like to explore more
- One opinion they have about the activities, what did they like or how they would improve them

Use Post-its or a Mentimeter survey - [mentimeter.com](https://www.mentimeter.com) to gather reflections

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EXTENSION / REDUCTION ACTIVITIES

Reduction: For a shorter class, divide the lesson into two parts and complete in a following lesson.

Extension: For a longer class, get learners to start thinking about how they could make a video to raise awareness for local, coastal issues. Use Media Communications-- Video Module (Lesson 2 Storyboarding). This can be built out into a longer-term project, where learners make videos for the local community.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

Video: The Majestic Plastic Bag - A Mockumentary [3:59 mins] <https://www.youtube.com/watch?v=GLgh9h2ePYw>

Video: Thank you Sea [4:21 mins] <https://www.youtube.com/watch?v=cOmSPOeaOwQ>

Video: Plastic [1:18 mins] <https://youtu.be/77xQiiG-Cq4>

Video: I want you to stop recycling [2:03 mins] <https://youtu.be/-Yp1KKWpPpU?si=CfQ9Zyiol58KOJ3b>

Website: Awareness Campaign <https://www.wikihow.com/Start-an-Awareness-Campaign>

Local Trip / Expertise / Additional Work and Assessments

Invite a local beach cleaning group to talk about ocean plastic pollution from their perspective, and what they think are the biggest actions that local people can take to keep the shores and waters clean and healthy. Contact local campaigning groups or Tidy Towns to discuss the issues experienced on the local coast.

MM1: L8WS HOW DO WE RAISE AWARENESS?



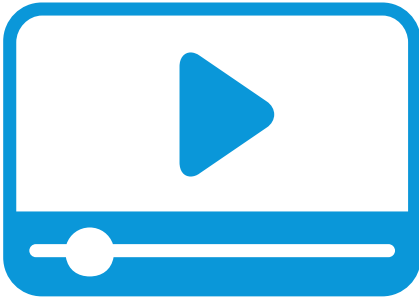
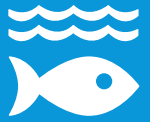
Activity 1

1. Individual work: use the prompts below, take two minutes to list your own ideas.

- Why is it important to be aware of issues affecting the planet?
- How does technology help in raising awareness of an issue?
- What types of things are important in creating emotional connections and empathy when you are trying to raise awareness of an issue?
- What do you think the main ocean issues are that people need to be aware of?
- What does awareness lead to?

2. Share ideas with a partner.

3. Share ideas as a whole class.



Name: _____

Date: _____

1

Watch the following videos.

- Video 1: The Majestic Plastic Bag - A Mockumentary [3:59 mins]
<https://www.youtube.com/watch?v=GLgh9h2ePYw>
- Video 2: Thank you Sea [4:21 mins]
<https://www.youtube.com/watch?v=cOmSPOeaOwQ>

2

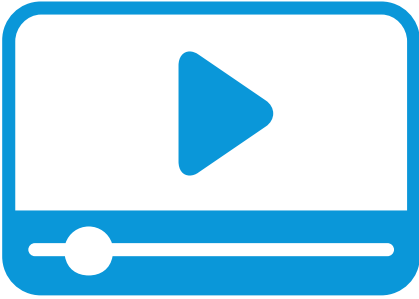
What is the main issue and message of each video?

Video 1.

Video 2.

3

Who's involved, e.g. are there characters telling a story? Did they also make the video? Do you think there is a target audience? Does it have more than one target audience, if yes who are they?



Name: _____

Date: _____

4

What did you like or find anything interesting about the videos? If you didn't, you can also say what you didn't like or didn't find interesting. Think about the style of the video and the content.

Video 1.

Video 2.

5

Did you find them inspiring in any way? Why / why not?

Video 1.

Video 2.

6

Can you find other examples of effective awareness videos?

Activity 2

Task 3

Think about your answers to the following questions, based on the analysis you have just completed. Record your ideas.

- Which video do you feel was most effective in awareness-raising about an ocean issue? Why?

- Did you find any examples of other videos that were effective in awareness-raising about an ocean issue?

- How does the use of video increase the effectiveness of awareness-raising, and what advantages does it offer over other communication tools?

- Why is it important to raise awareness of ocean issues? What can this lead to?

- In what ways could these types of videos be used in the local community to raise awareness of specific issues facing our coast?

Nominate one person in the group to be the spokesperson. They will share the main ideas that the notetaker recorded during the discussion.