






**MODULE 2 – Learning Activity**

Learning Activities		
	<p><b>Type of Activities</b></p>	<p>1. Define your climate change communication objectives with the help of the following Objective Map Tool:</p> <ol style="list-style-type: none"> <li>a. Draw or print the diagram “Objective Map Tool” (see below) on a piece of paper</li> <li>b. List in each of the three parts of the cycle the ways through which you can achieve communication (e.g., by providing general information, specific solutions or calling to act) and select your ideal way</li> <li>c. Identify which your audience is (e.g., advocates of climate change, inactive citizens, people without knowledge or children) and match it to a specific colour in the circle</li> <li>d. Now you have your communications objectives and can create your message according to the tips and steps provided in this lesson. Remember;             <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Is the way you have chosen clear?</li> <li><input checked="" type="checkbox"/> Does your message stand out?</li> <li><input checked="" type="checkbox"/> Are the tone and style attractive to your audience?</li> <li><input checked="" type="checkbox"/> Do visual arts support the message?</li> </ul> </li> </ol>
	<p><b>Skills Connected</b></p>	<ul style="list-style-type: none"> <li>• Decision-making</li> <li>• Problem-solving</li> <li>• Self-management</li> <li>• Communication</li> </ul>
	<p><b>Teaching Methods</b></p>	<ul style="list-style-type: none"> <li>• Visualisation</li> <li>• Brainstorming</li> </ul>
	<p><b>Required Resources</b></p>	<ul style="list-style-type: none"> <li>• Pen and paper</li> </ul>
	<p><b>Duration</b></p>	<p>40 minutes</p>

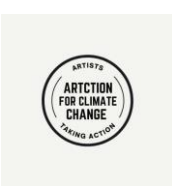
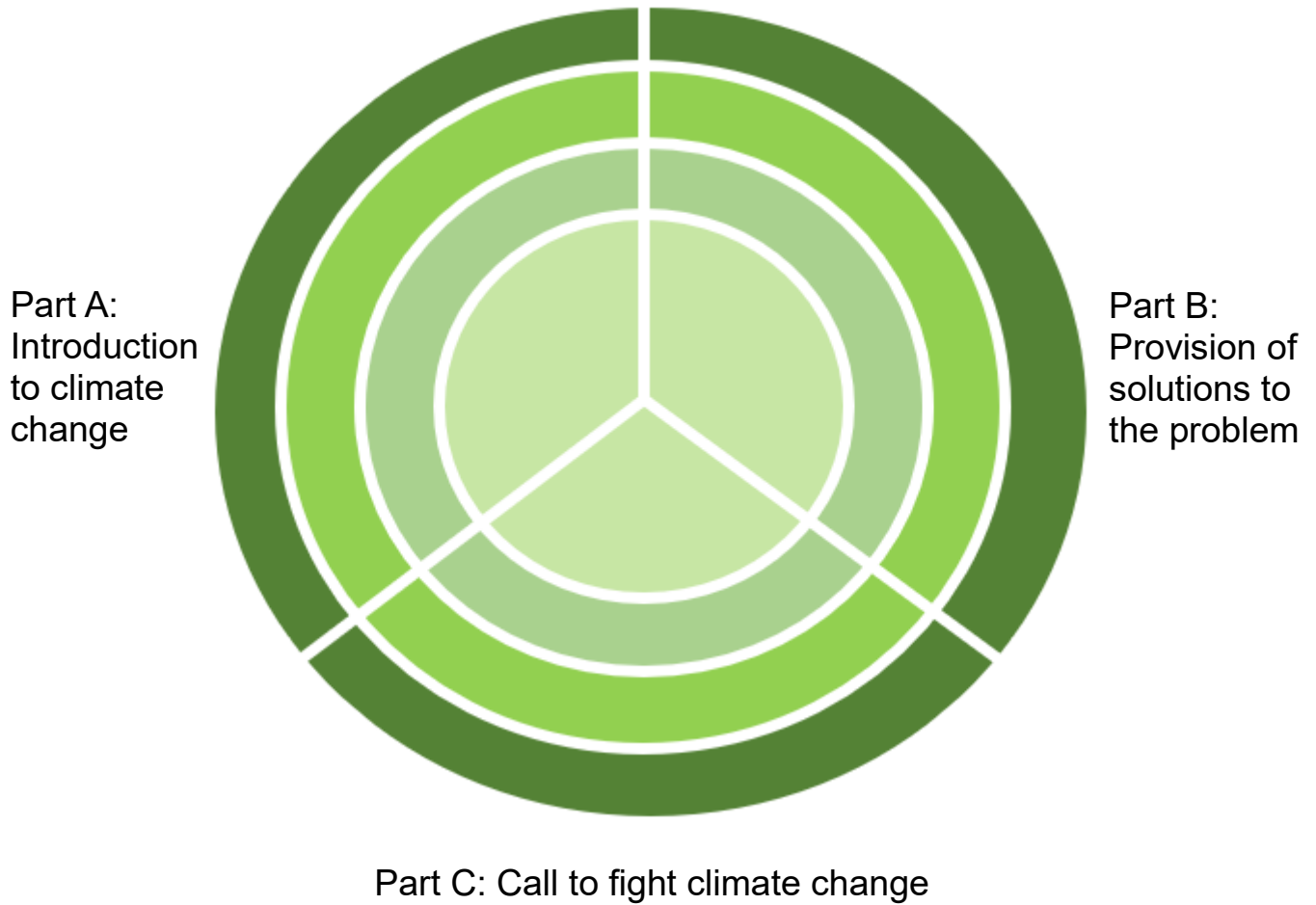


Diagram: Objective Map Tool



- Audience I**
- Audience II**
- Audience III**
- Audience IV**

