

Lesson 2: Protest campaigns

Activity sheet: Protest campaigns

AIM: This Activity sheet will help you identify different forms of campaign protest.

TASK: Look at the examples of different protest campaigns. See if you can match the examples on the right with the form of protest by drawing a line between them.

Civil disobedience
(deliberately breaking a law)

Written word

Appealing to the emotions

Using humour

Support from celebrities

Shock tactics

Raise awareness by
increasing visibility

Protest march

1. IFAW's Foxy Music asks Do You Really Want to Hurt Me? Press release and images

2. IFAW advert

3. Liberty and Livelihood March images

4. Image of protest clothing

5. Stella McCartney letter

6. Real Countryside Alliance image on road sign

7. IFAW images of email viral campaign

Which seems to be the most commonly used form of protest?

Now fill in the boxes to show how the different examples affected you.

I thinkwas
the **most shocking**
because.....

I thought
.....
had the **most impact**
because.....

I thought
.....
had the **least impact**
because.....

I thought
.....
was **most likely to appeal to people's emotions**
because.....

I thought
.....
was the **most effective form of protest**
because.....