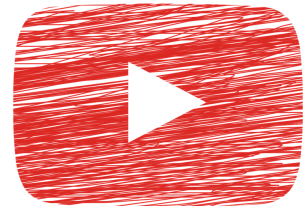


- ① Scenario: You are a famous influencer on youtube and instagram. WWF and Unicef are planning a campaign together and they have asked you for your support. The campaign is supposed to address different global issues.

In your groups... :

- a) Decide on an issue that you would like to help raise awareness on.
- b) Collect relevant information on your topic → ideally, you should have a fair ammount ready in your folder.
- c) Select pieces of information that you would like to use in your video.
- d) Write a script for your video → go to task 2.

Feel free to use this space to note down your selected information ;)



② How to...
write a script.

- Describe the set! Example:

The speaker sits on the floor in front of a purple wall. Next to him, there is a bunch of flowers in a vase.

- Use direct speech! Example:

Julien: „Welcome to my new video, guys! Today's topic is very serious, I'm sorry to tell you that...”

- Use stage directions! Example:

Julien turns his back to the camera and stops speaking. The camera angle changes from top to bottom.

- For the structure: Keep in mind what you know about the **AIDA principle** - it works just as fine with videos! **Use it!**

[illegible]

[illegible]