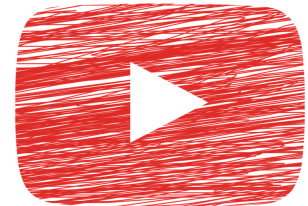


- ① Scenario: You are a famous influencer on youtube and instagram. WWF and Unicef are planning a campaign together and they have asked you for your support. The campaign is supposed to address different global issues.

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!**

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

[illegible]