



# Writing for Change

RAISING AWARENESS OF DIFFERENCE, POWER, AND DISCRIMINATION

## 1.20 Changing Your Perspective

### **Objectives**

Stimulate an awareness of how people's attitudes are affected by their perspectives on an issue.

Increase ability to communicate with diverse audiences.

### **Materials needed**

Copies of the handout

### **Time needed**

Ten to twenty minutes

### **Instructor directions**

Have your students work in groups to cast an advertisement for three different audiences.

Have them discuss ideas for establishing common ground with audiences different from themselves, especially as they relate to social justice issues.

### **Variation 1**

Let your students choose their own ideas for a business. Have them choose three different markets and target their product or service accordingly.

### **Variation 2**

After completing the above exercise, have your students choose a social justice issue and identify groups or individuals with whom they would like to establish a respectful dialogue. Ask them to identify one or two areas of common ground they share, and open a dialogue with the person or group, based on those areas. Have them report the outcome to the class or to you.



# Writing for Change

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## 1.20 Changing Your Perspective Handout

### Directions

In small groups, develop print advertisements for your new business, “Furry Friends Pet Boarding Service.” Vary the ads to meet the needs of readers of the following three publications:

*The Daily Word*, a Christian newspaper

*To the Seventh Generation*, a monthly newsletter for environmentalists

*Nihon*, a magazine for Japanese exchange students

Address the following:

What are the one or two most important values of the pet owners who read each publication?

What services or items does your business offer to meet those needs?

How can you best present those services?

How can you establish common ground with those readers who are different from you in one way or another?

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How can you use these techniques in communicating with groups or individuals who differ with you on social justice issues?

**Variation 1**

Choose your own idea for a business. Choose three different markets and target your product or service accordingly.

**Variation 2**

After completing the above exercise, choose an issue relating to social justice and identify a group or individual with whom you would like to establish a respectful dialogue. Identify one or two areas of common ground you share, and open a dialogue with the person or group, based on those areas. Report the outcome to your class or to your teacher.