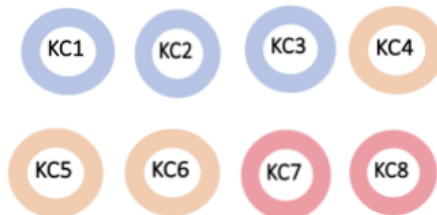




Purposive Communication



<https://depositphotos.com/photos/communication.html?qview=31136333>



For investigative participation, action competence and group discussion

Module on Amplifying Impact: Advocacy communication

After learning about and identifying a priority SDG, students are asked to partner with a community or an NGO and help it analyse its communication needs related to the identified SDG. They interview stakeholders and plan an advocacy communication campaign. They then design infographics, posters, vlogs, podcasts, brochures, slide presentations, e-modules, social media posts, and the like which will raise consciousness about the chosen priority sustainability issue and influence people to contribute to the realization of the SDG/s. They are regularly in touch with the partner organization throughout the learning period, consulting with them on their project, giving them sample materials, and helping them launch the campaign. Post campaign activities include the development and deployment of evaluation tools to measure the effectiveness of the campaign.

This class emphasizes action and application over theoretical preoccupations and builds on the students' skills in sustainability competencies, strategic communication, and using technology for advocacy.



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International Institute
for Higher Education
in Latin America and
the Caribbean

Expected Lasallian Graduate Attributes

Culturally-Sensitive Critical and Creative Thinker



Reflective Lifelong Learner and Competent Self-Nurturer



Effective Communicator K1, K2, K3, K6



Virtue-Guided Decision-Maker K2, K3, K4, K5, K6



Engaged and Service-Driven Citizen & Technically-Proficient Professional K1, K2, K3, K4, K5, K6, , K7, K8



How specific learning objectives have been achieved

Learning Outcomes

Plan and write a problem-solution-evaluation essay that critically analyzes a localized challenge under an SDG through research by investigating the practical debates and different disciplinary perspectives surrounding the issue, examining how the issue can have implications for different stakeholders, and identifying recommendations for practical action.

Reflect and evaluate their thinking and performance in the advocacy campaign conducted and be able to adjust them towards achieving students' desired goals for learning and service. Reflect on new capacities, careers, and service-callings while practicing self-care.

Engage in constructive dialogue and consultation that adopt a relational and interdisciplinary way of thinking in approaching a sustainability problem through a needs analysis report.

Operate on one's values and virtues as a Lasallian to raise awareness of a specific target audience on SDG for an NGO partner of COSCA by planning an advocacy communication plan.

Actively participate in positive social transformation by addressing an NGO partner's needs in advancing their advocacy for a particular SDG through the creation of an advocacy campaign material and training of partners on how to use the campaign materials.