

Southern Water

WaterWise Teaching Resource



A drip in time

Subjective literature

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1

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Contents

Resources

Resources are downloadable for easy access and ease of use.

- Teachers' Notes
- Promotional leaflets and posters: ideas for pupils
- Hints for writing leaflets and producing posters
- Comments and slogans for leaflets and posters



Overview

Pupils should be given a selection of slogans and comments that they can use or develop for their promotional literature.

These should be used in conjunction with their findings (objective primary data) from the audits they have carried out and the fact sheets (objective secondary data).

There is also a page with hints on writing persuasively that pupils can consider when producing their leaflets and posters.

Citizenship at key stages 3 and 4

Getting involved: extending opportunities for pupil participation

(Adapted from DFES draft materials)

5. Environmental Projects: Campaigning/advocacy

Pupils identify issues of concern or interest to them within the context of the project.

They undertake research to inform and present their views.

For example, pupils can campaign for water conservation in their local environment.

They can suggest practical activities to conserve water. They may enhance their

argument by designing leaflets and posters. They should research local press for

articles that support their campaign.

8. International activities

Pupils can create links with pupils from other European countries to discuss environmental issues in an international context

School linking

Draft unit 17 'School linking' provides details of how schools can establish links with other schools in this country or other countries, and outlines learning activities in the context of the citizenship programmes of study.



Promotional leaflets and posters

As part of this study, you and your group have to produce some information leaflets and posters to persuade people to conserve water. You can use the online Clip Art and the data you have collected to help you get your message across. There are also some slogans you can use - or you can make up your own.

The information you produce should be attractive and interesting but it should also have a serious message when you present it to other people at a Water Awareness Day.

Promotional leaflets and posters

Promotional leaflets and posters are useful for getting your message across. They can include photos, diagrams, maps, statistics and comments from people who support your point of view.

Getting your views across

How will you get your message across?
Look at these hints on how to be persuasive

Hints for writing and producing posters and leaflets

Promotional leaflets are useful to tell people about your opinions. They can include photos, diagrams, maps, statistics and comments from people who support your point of view.

When writing a promotional leaflet or producing a poster, your aim is to persuade your readers to think as you do and to take your advice.

- Emphasise the advantages of saving water. Give advice, interesting "inside" information or helpful tips.
- Anticipate what people might say by using rhetorical questions e.g. "You're probably wondering how you can....; Well, this is what you can do.....". Offer reasonable suggestions - don't expect people to make dramatic changes.
- Present reliable evidence. It is not enough to tell people that it's a good idea. You need to explain why (e.g. the new equipment recommended will save water because ...). But remember, if you present evidence, select your facts carefully - choose reliable evidence that supports your point of view.
- Statements from knowledgeable individuals always look good and people listen to them. Use quotes from people 'in the know', such as science experts, representatives from the Water Company, the government, etc.
- Use interesting, colourful illustrations that attract people's attention.
- Use catchy slogans or phrases that people will remember, e.g. 'Enjoy water. Don't waste it.'
- First of all you need to understand why we must save water wherever possible. You can find out all you need at the Southern Water Web site at: <http://www.southernwater.co.uk/Knowledge/default.asp>, or use your favourite search engine to find out more.



Comments and slogans for your leaflets

Examples of slogans, headlines or information that you can use in your leaflets or on your posters

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**Don't flush it!
Bag it and Bin It!
Help us, help you.**

Toilets aren't rubbish bins!

**A can in your hand saves
a meter in the house**
Use a watering can instead of a garden sprinkler.
The Water Company may insist you have a meter if
you have a garden sprinkler!

'Turn off that tap'

'In the morning, I turn on the tap and brush my teeth. The water is running all the time. I know some water gets wasted, but it is too much of a bother to turn the tap on and off.'
.....How much gets wasted? At least 10 litres

'The taps at school are never completely turned off. Water is always dripping, sometimes even running.'....How much gets wasted? At least 10 litres a day for every dripping tap

Leave it to Robbie

'I love standing under the shower for ages singing the latest hits.'
.....Leave the hits to Robbie and take a shorter shower.

**Don't be a drip -
save every drop**

'A Close Shave'

My dad and elder brother shave in front of the bathroom mirror and the tap is running all the time.
I know water is being wasted. But how do I tell them that? Would they listen to me?

.....**Just try it and see.**