



# WORKSHOP SUMMARY

## Quite Write, writing for a purpose

*This workshop looks at how the Eden Project advertises its events and the language we use online and in the press. We will explore the use of language styles and presentation skills. Each team will be challenged to develop their own publicity material for a new youth event and present their ideas to the commissioning team.*

**How long?** 2 Hours

**Who?** KS 3 – 4 English

**Where?** The Core classrooms and the Eden Project Site

### Students will:

- Explore writing for specific purposes and audiences.
- Address a real Eden scenario using the same writing skills needed by our Marketing and Events Teams.

## Curriculum Links

KS 3 English

**Key Concepts**  
1.1 a, b, c, d, e. 1.2 d  
2.3 b, d, f, k

**Key Processes**  
2.1 a, c, d, e, j. 2.2 a, d, g, j, l.  
1.3 c. 1.4 b, d

**Range and Content**  
3.1 a, h, l. 3.3 d

**Curriculum Opportunities**  
4.3 c, d, i

KS 4 English

**Key Concepts**  
1.1 a, b, c, d, e. 1.2 b, c.  
2.3 b, c, i

**Key Processes**  
2.1 a, b, d, j. 2.2 a, c.

**Range and Content**  
3.1 a. 3.2 c, j. 3.3 b, d, 3.4

**Curriculum Opportunities**  
4.1 a, b, c. 4.3 c, e, h

**PLTS** - This workshop covers a range of PLTS (personal, Learning and Thinking Skills) objectives including independent enquirers, team workers and creative thinkers.

**Where?** The Core classrooms and the Eden Project Site

### What happens?

The group will take on the role of a young advertising company and be set the challenge to design and promote an event at a specific venue at Eden. We will discuss the range of styles and devices the press team use to present information to different target audiences. We will look at different promotional media from Facebook to magazine articles and how they are used by Eden.

The groups are challenged to design an event that is suitable for their venue. They will explore the site, write a press release and create copy for a flier. Each team will present their ideas to the Commissioning Board and will be asked to evaluate presentations by other teams.

### Practicalities



Please ensure your group is divided into workshop teams, each with an adult helper. Our Education Team will lead your workshop session, but the participation of your staff is essential to the success of our programmes. We provide all the equipment for the workshop.

Our programmes are focussed learning experiences; they do not provide a general introduction to Eden Project, so please allow sufficient unstructured exploration time for your children during your day.

Additional information is on our website  
[www.edenproject.com](http://www.edenproject.com)

## Before you come

Collect adverts and look at how language is (and isn't) used to get a message across. Ask students to design their own advert for a range of products or services. Challenge them to pitch their adverts at different groups.

Encourage students to look at a contentious issue from different points of view through a selection of different newspaper reports. Ask them to discuss the differences.

Look at press coverage from the second world war and the current war in Afghanistan and discuss the different styles of writing.

Study propaganda posters from both sides of the second world war and discuss styles, language and content.

## Follow up activities

Write an article for 24/7 magazine about the Eden Project and how it contributes to the arts scene for young people in Cornwall.

Finish designing the fliers concentrating on how the graphics and the language interact.

## Useful Websites

[www.foe.co.uk/resource/how\\_tos/cyw\\_64\\_press\\_release.pdf](http://www.foe.co.uk/resource/how_tos/cyw_64_press_release.pdf) The Friends of the Earth website provides information useful to anyone writing a press release.

If you search for 'careers in writing' in Google there are hundreds of sites promoting a huge range of jobs across the world, ideal for encouraging young would be writers.

[www.beecoop.co.uk/index.php](http://www.beecoop.co.uk/index.php) This website contains really good resources; type in 'persuasive writing' and see what you think.