

# KS3 and GCSE English Creative Communication

Your task: helping the BBC get more  
secondary school students to try Bitesize  
as part of their homeschooling



# What's this all about in English?

## It's about developing:

- skills in reading and writing non-fiction texts
- communication matched to audience and purpose
- speaking and listening, reading and writing as ***processes***
- GCSE skills of interpretation, analysis, evaluation

What else is this about?

## Life skills:

- links between verbal and visual literacy
- collaboration and creativity
- English beyond the school and classroom

# To start ...

You can complete this task alone or choose a social media platform to create an 'advertising agency' with 1-2 friends and complete this as a team.

Give your agency a name. It might be from your own names, or a place, or anything that inspires you.

Watch these videos, which introduce you to how an advertising agency works, and how a creative team that come up with ideas works:

<https://www.youtube.com/watch?v=yb-odF3szpU>

<https://www.youtube.com/watch?v=tn6EKVbGcPI>

Now read on and find out about your task, involving the **BBC**.

# Background on the BBC

The British Broadcasting Corporation (BBC) is the UK's national public service broadcaster, covering TV, radio and online services. Its headquarters are in London but it has offices and studios all over the UK. It is the world's oldest national broadcaster, and the largest broadcaster in the world by number of employees

From its beginning, through the Second World War (where its broadcasts helped to unite the nation), to the 21st century, the BBC has played a prominent role in British life and culture, and the same is true now as the BBC is at the forefront of providing news and support through the Coronavirus pandemic

Since lockdown the BBC has been getting record audiences. In the last week of March, 79% of UK adults tuned into the BBC national and regional news, up from 59% in February, and amongst 16 to 34-year-olds, 57% watched the BBC news that week, up from 26% in February



# What is the BBC for ?



## News

To provide impartial news and information to help people understand and engage with the world around them



## Learning

To support learning for people of all ages



## Creativity

To show the most creative, highest quality and distinctive output and services



## Diversity

To reflect, represent and serve the diverse communities of all of the United Kingdom's nations and regions and, in doing so, support the creative economy across the United Kingdom



## World

To reflect the United Kingdom, its culture and values to the world



Some of the BBC brands

This brief is about the BBC's commitment to supporting learning, specifically for people of your age

# The BBC and learning - Bitesize

The BBC aims to providing every child in the UK with a personalised structured learning experience to maximise their individual attainment through BBC Bitesize.

Bitesize supports students with their studies outside the classroom, at home and on the go. It directly relates to the curriculum, supporting learners from reception through to taking school-leaving exams. It's available online and on iOS and Android apps.



Since the start of the the pandemic, Bitesize has significantly increased the number of resources it offers, including three new lessons every weekday for each year.

Take some time to lookaround BBC Bitesize, if you are not familiar with it. Look at what's on offer for your school year, and play with the personalisation functions:

<https://www.bbc.co.uk/bitesize>

BBC  
Bitesize

# The Creative Brief

Keeping up with schoolwork is important for students of all ages, particularly those who face exams like GCSEs in the next few years. Teachers are working hard to teach remotely, but learning at your own pace and finding resources that suit you and motivate you can be hard. One size doesn't fit all.

Bitesize offers a huge variety of KS3 and GCSE resources on all subjects, written by teachers and experts and linked to the curriculum and GCSE specifications.

The BBC needs your help to make students aware of this. Create a piece of communication that makes people like you want to [try BBC Bitesize as a great way to take charge of your own learning](#), supporting what your school is providing.

People are exposed to huge amounts of advertising and often switch off. So your work needs to grab their attention and keep it. Being boring means losing your audience.

# Your task ... part 1

1. Do some research on the BBC. Think about programmes you watch or BBC services you already use. What do you find appealing?
2. Spend some time on BBC Bitesize, looking for materials that appeal to you.
3. Try out several advertising ideas before choosing the best one.
4. Present your proposal using words and images in any of the following formats:
  - a poster (as on a billboard or bus, or an advert in a magazine)
  - an Instagram post or story
  - a TikTok or other 'looping video' format

You don't need any fancy equipment. We're interested in your ideas as well as what the proposal actually looks like.

Simply email your post/poster/story/video to your teacher with the written explanation of your creative choices and creative process (see next slide)



# Your task ... part 2

This is an *English* project.

When you have produced your post/poster/story/video, we want to see your journey from start to finish. The written part of your project should give details of:

- how you managed the task, including reasons for adopting or rejecting ideas
- how you chose your target audience(s), and where to place your work to reach it/them
- your reasons for choosing words and phrases to impact on your readers/viewers
- your reasons for choosing design features such as fonts, images, colours and straplines.

This will help us to see the quality of your creative *process* as well as the quality of your created *product*.

# Appealing to an audience: psychology at work.

## Strategies for appealing to an audience

Students have different motivations for home learning: they may put **exam preparation** as their top priority, or **their interest in a subject**, or **what seems easy, quick or fun**. Think about what would make *you* choose an on-line study resource.

Your promotion could trigger students' motivation by emphasising BBC Bitesize as good exam practice:

e.g. *“Don't let time off school spoil your chances of good GCSE results.”*

It could trigger motivation by picking on an interesting fact or idea in history, science or statistics:

e.g. *“What would have happened to the Roman Empire if Mark Antony had not met Cleopatra?”* or *“Imagine the world without smart-phones.”* or *“Did you know , worldwide, Facebook has 85% members, WhatsApp 66% and Snapchat 35%?”*

It could trigger motivation by emphasising the ease and speed of a chosen resource:

e.g. *“Five minutes spent on this simple task can improve your grade.”*

It could trigger motivation by emphasising the fun element:

e.g. *“Finding study boring? Have a go at this fun way of understanding X or Y or Z.”*

Choose words and images that appeal to the big two human motivations: **aspiration** and **anxiety** (aka **Dreams** and **Dreads**):

*“An hour a day could get you that grade you're hoping for...”* - *“Bitesize boosts your performance”*.

*“Don't let results day turn into disappointment”* - *“Missing out on getting on? Try Bitesize!”*.

# Additional inspiration

How the BBC is promoting Bitesize to parents & carers:

<https://www.youtube.com/watch?v=zrGG6-in90Q>

Bitesize posts on Instagram:

<https://www.instagram.com/bbcbitesize/?hl=en>

Bitesize doesn't have a presence on TiKTok at the moment, but Radio 1 does:

<https://www.tiktok.com/@bbcr1>



# Extension: stretch and challenge

## **Go Creative. Go solo!**

Invent your own product to improve people's lives in the current situation.

Produce your own advertising campaign across several media platforms.

Add your account of how you chose audience, placement, words and images.

You could try:

- a new breakfast cereal
- a fitness routine
- a clothes/make-up/hairstyle makeover