

WOMEN'S RUGBY: THE WORLD CUP



KS3/4 Learning objectives:

- Write to inform and persuade, creating engaging copy for marketing purposes

National curriculum links:

- to select, and use judiciously, vocabulary, grammar, form, and structural and organisational features, including rhetorical devices, to reflect audience, purpose and context, and using Standard English where appropriate
- planning for different purposes and audiences, including selecting and organising information and ideas effectively and persuasively for formal spoken presentations and debates



England
Rugby



English lesson plan (2 hours over 2 lessons):

5 minutes – (starter) Students to complete the 'Literary Technique Matching Activity' sheet, matching terms to their definitions and examples. These techniques will be employed later in the lesson.

5 minutes – Watch the video of England international Sarah McKenna (click image of England rose to load video). Whilst watching the video, students should consider the points in the notes section of the PowerPoint. Video to act as a model for creating social media content later in the lesson.

10 minutes— Get students to think about influencers or sports teams that they follow on social media channels. What content do they like? Why? Feedback.

15 minutes— Explain what 'on brand' means. Following this, students should dissect rugby's 5 core values and think about what they look like visually.

60 minutes— Students to use the 'Red Roses: media campaign' planning sheet to plan media content for the Red Rose's world cup campaign. See the World Cup PPT KS3-4, slide 6, for more detailed instructions.

25 minutes— Students to present their media campaign ideas. Students to peer assess other groups by using the 'Peer Assessment' sheets. Focus on creativity, language techniques employed, and integration of the rugby's core values.