



YOU PART

Engage. Connect. Empower

CHANGE THE SLOGAN, CHANGE THE IMAGE

FACTS

GOALS

MATERIALS

PREPARATIONS

INSTRUCTIONS

ADDITIONAL INFORMATION

CHANGE THE SLOGAN, CHANGE THE IMAGE

FACTS

Age of participants: 13 +

Number of participants: 9 – 99

Duration: 90 minutes / different days

GOALS

This media educational activity is designed to engage with political slogans and images in a creative and critical way. It is meant to be a playful examination of election advertising and it should be fun for participants. The activity encourages to look into the political positions and election programmes of the parties. In this way, some young people may also become aware of (smaller) parties for the first time. Since both public and virtual spaces are dominated by advertisement, the activity may also serve to make young people think carefully about their social space.

MATERIALS

PCs, smartphones, printer, social media

PREPARATIONS

Participants can use their smartphone cameras. However, you can also provide cameras, depending on the equipment of the youth centre.

INSTRUCTIONS

Step 1

Participants explore their social space and take at least 3 photos / selfies of election posters of 3 different parties. They can do it alone, but it is definitely more fun in small groups.

Step 2

Re-enact poses of politicians on election posters, take pictures and / or short videos of them.

Step 3

Edit pictures with filters, etc. Change advertising, change politics!

Step 4

Depending on the mood, interests and skills of the participants, they can also make their own memes. For example, with the help of AI image programmes, it can also be shown how simple, but also how manipulative, images are made and used. Catchwords: fake photos, fake news.

Step 5

Post the pictures on your favourite social media channels.

Step 6

Decorate the youth centre with printed pictures; for example, next to election information.

Step 7

Reflect and discuss the way parties and their candidates represent themselves, seek to attract attention and the importance of public space. Think about questions like: What are the most striking, best, worst slogans and images? Is the election advertising good, but the party programme bad - or vice versa? Are there discriminating images and slogans? Are there (unintentionally) funny images and slogans? What is the gender ratio among candidates? How much advertising in general and election advertising in particular is used in public space? Who owns the public space?

ADDITIONAL INFORMATION FOR FACILITATORS

The activity can be extended as desired.

Example 1: You can either check both the offline and online election advertising or focus on only one of the two forms of communication.

Example 2: Have a little competition to choose the best new slogan and/or the best new image.

Example 3: “Change advertising, change politics!” Participants imitate politicians themselves and present themselves with their campaign slogans and posters (maybe even a short election manifesto). This can be quite funny!

This activity can be well combined with other activities around an election. It can also be conducted on different days in the weeks before the election. Of course, the method can also be used independently of elections and to critically discuss advertising by companies in general.

The activity is inspired by methods known as “subvertising”, “culture jamming”, “brandalism” and “adbusting”, methods of defamiliarising, pasting over or otherwise redesigning advertising in public space to invert or ridicule its meaning. The term was coined by the Canadian-based NPO Adbusters Media Foundation, dedicated to anti-consumerism. For legal reasons we do not exactly promote adbusting in public.



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PROJECT PARTNERS



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