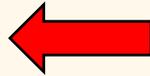


Oracy Tasks Activity:

W/c 29th June: 'Using Your Platform'



During this week in 2018, footballer Marcus Rashford played for England in the World Cup. England beat Colombia 4-3 on penalties. Marcus scored one of the winning penalties.



Watch that moment here.

Do you think he could have imagined that at almost the same time two years later he would use his platform to help so many children?

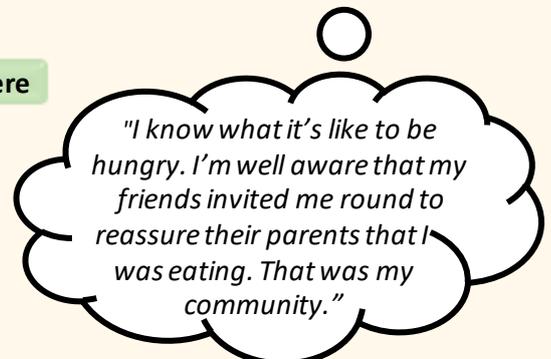
What is a platform? A platform is when you have fans or followers who will listen to what you say, become aware of issues you care about and be influenced by it. While celebrities tend to be taken less seriously as activists, many use their platform for good — harnessing their fan bases to speak out about

Marcus Rashford plays for Manchester United but when he found out that the government were cutting free school meal vouchers during the holidays he was appalled and decided to use his platform to raise awareness and try to achieve a change in policy. He set up a taskforce to help and he wrote an emotional open letter to MPs in June 2020, drawing on his own experiences of relying on free school meals and food banks growing up. Marcus continues to use his platform such as promoting 'Fairshare' on his Instagram account.



Watch Marcus and his former teacher talk about his campaign here

Marcus isn't used to talking about national issues or politics, but he felt that he had to use his platform & he spoke from his heart. He raised £20 million to help and drew huge attention to the issue. And despite being initially dismissed from some members of the government, it worked! The Prime Minister claims to have "personally congratulated him."



"I know what it's like to be hungry. I'm well aware that my friends invited me round to reassure their parents that I was eating. That was my community."

"On 16th June 2020, Boris Johnson's government U-turned on providing meals to low-income children in England over the summer break after Manchester United striker Marcus Rashford's repeated calls."



Interesting Fact:

Marcus isn't the only footballer using his platform to speak out. Recently Watford's Captain Troy Deeney urged gay players to speak out in a bid to stamp out homophobia & Raheem Sterling has powerfully spoken out against racism.



Task 1: Using Your Own Experience

Sometimes people use their own experience to underline a point like Marcus did. Using personal experience or speaking from the heart can make what you are saying very personal for your audience.

If you were going to use a personal experience to help someone what would it be? Can you include it in a short speech to share with someone at home? Or in class?

(Don't share anything you are not comfortable with, if unsure check with teacher)

What a Sound Bite!

What is a sound bite? Find out [here!](#) It's a short extract of a longer speech which is memorable. It often gets to the heart of a topic & advertises the longer speech.

Former US President **Barack Obama** famously distilled his campaign message into the memorable sound bite, "Yes, we can."

Watch his famous speech here:



Task 2: Creating a Sound Bite

If you wanted to campaign about poverty at home or abroad what would you say to be memorable? **What would be your soundbite?** Write a paragraph about poverty which contains a sound bite?

Attention Leads to Education

'Education' is a key way to open people's minds. When stars transform their award speeches into political statements, they're reaching a wider audience than their usual fans. **Case in point?** According to data from Twitter, **actress Meryl Streep's** 2017 Golden Globes speech advocating for the free press was the most tweeted moment of the entire night, and 20 million people watched!

Since that night, Streep's speech has been watched more than **1.83 million times** on YouTube. Her message, "**When the powerful use their position to bully others, we all lose,**" was about President Trump who often uses his platform for less than *charitable* purposes.



Watch Meryl Streep's 2017 Golden Globes speech here:



Interesting fact – she was Nominated for a record 21 Academy Awards (Oscars), she has won three. Among other accolades, she has received a record 32 Golden Globe nominations, and has won eight!

Task 3: My Acceptance Speech

If you were receiving an award, what would you use your platform to speak up about? Share your acceptance speech in class. Make it longer than 1 minute and no more than 2.

What will you use those 2 minutes to educate people about? Will you include a sound bite?

If it's ok with you/your parents/carers/teachers, share a video of best speeches! You can send to Justine at j.marcham@kingston.ac.uk or Lou at lucia.byrne@kingston.ac.uk