

Tutor's Guide

Activity 8. Press Release Exercise

Aims

The aim of this activity is to expose students to a situation where they have to produce a piece of written work without being able to go away and think about it. This is a situation they may encounter when in the work place. In this activity students have to write a short statement on a topic they are unfamiliar with.

Activity

Each of the four briefings incorporates a different scenario. The students should prepare a response to the briefing in the style of a press release. The students should work in small groups of 4-5 and be given approximately ten minutes to read and then produce the briefing. At the end of the allowed time one person from each group should stand up and read out their response to the given briefing. The full set of briefings should be given to each group. This ensures all of the groups are aware of which scenario is being referred to for that particular briefing as it is read out.

Assessment

The quality of the press briefing may be assessed.

Meta data

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Title	Press release exercise – tutor guide
Classification	F900 X220
Keywords	ukoer, sfsoer, employability, quiz, career progression
Description	This resource is the tutor guide for student activity 8 as part of a broader resource called the Employability Resource Pack.
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Language	English
File size	82Kb
File format	Word 2007



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