

Shaping America with Social Media

A protest is a way to object to particular events, policies, or situations using words and/or actions. There are many ways to protest, from making individual statements to participating in mass demonstrations. Much of the way that our country is today was shaped by the political protests of generations of people who came before us.

Americans hold dear their ability to publicly protest things with which they do not agree, as part of their right to free speech. But protest alone, without a vision for how things could or should be better, is only a job half done.

Is there anything going on in your world right now that you think merits protest? What is it? Why is it wrong? What do you think would be better? In recent years, people are increasingly using social media to organize themselves into groups of like-minded individuals, with the idea that a united group has the power to effect change.

YOUR ASSIGNMENT: Decide on a real or fictional cause you would like to promote, or a real or fictional condition you would like to protest or change.

1. Create a slogan for your cause. A slogan is a short, striking or memorable phrase used in advertising. Your slogan should make it easy for people to remember what it is you are advocating.
2. Create a brochure for your cause. Type up at least three pages outlining what is wrong, why it is wrong, how you think people can make it right, and exactly what it is that you want your followers to do.

