



TASK 4: WRITING A MISSION STATEMENT

TEACHER'S NOTES

ACTIVITY 1: WRITING A MISSION STATEMENT

In this task, students will write a mission statement which identifies their pressure group's:

- 1 Aims
- 2 Tactics
- 3 Principles / Beliefs

READING

To prepare, they will read five mission statements and extract useful vocabulary.

- 1 Ask students what a mission statement is e.g. a formal statement that focuses on the major objectives and values a company holds and what they are aiming to achieve.
- 2 Ask students why (if) mission statements are useful/important & if they know any examples.
- 3 Tell students they will read mission statements from 5 pressure groups:
 - a Greenpeace
 - b The NSPCC (National Society for Prevention of Cruelty to Children)
 - c The RSPCA (Royal Society for Prevention of Cruelty to Animals)
 - d ALF (The Animal Liberation Front)
 - e Unlock Democracy

Ask student to predict what the groups' mission statements will say about aims, tactics, principles & beliefs.

- 4 Hand out the mission statements and the table (Task 4, Page 5). Tell students they will have to read the mission statements and complete the table.
 - a Do the first mission statement as an example with the whole class.
 - b Ask students to work in individually / in pairs to complete the rest.
 - c Provide feedback to the whole class.

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Answers:

Example One (Greenpeace):

Aim:

Yes (To ensure the ability of the earth to nurture life in all its diversity)

Methods:

Yes (non-violent confrontation)

Principles/Beliefs:

Yes (independence)

Useful Vocabulary:

(This may vary. Some suggestions are given below)

- X is a(n) independent, campaigning organisation which uses Y to...
- X's goal is to...
- Therefore X seeks to..
- Protect / Prevent / End / Promote / Ensure

Effectiveness:

A score from 1 to 5, depending on students' personal opinions

Example Two (NSPCC):

Aim:

Yes (To end cruelty to children etc.)

Methods:

No

Principles/Beliefs:

Not really

Useful Vocabulary:

(This may vary. Some suggestions are given below)

- X's mission is to...
- X's vision is...

Effectiveness:

A score from 1 to 5, depending on students' personal opinions

Example Three (RSPCA):

Aim:

Yes (To prevent cruelty, promote kindness and alleviate suffering of animals)

Methods:

Yes ("all lawful means" + specifics e.g. "a strong, effective, national, regional and branch organisation...")

Principles/Beliefs:

Not really

Useful Vocabulary:

(This may vary. Some suggestions are given below)

- X intends to achieve its mission by...
- prevent/promote/operate/deliver/enforce X to alleviate/provide/ reduce Y

Effectiveness:

A score from 1 to 5, depending on students' personal opinions

Example Four (ALF):

Aim:

Yes (To “end the ‘property’ status of non-human animals”; To “abolish institutionalised animal exploitation”)

Methods:

No (although they can be found by looking at the website i.e.

“The Animal Liberation movement is a loosely-associated collection of cells of people who intentionally violate the law in order to free animals from captivity and the horrors of exploitation.”

<http://www.animalliberationpressoffice.org/history.htm>

Principles/Beliefs:

Not directly but principles/beliefs can be inferred by the language used e.g. ‘exploitation’; non-human animals”; animals as property...

Useful Vocabulary:

(This may vary. Some suggestions are given below)

- allocate / abolish...

Effectiveness:

A score from 1 to 5, depending on students’ personal opinions

Example Five (Unlock Democracy):

Aim:

Yes (a “democracy that puts power in the hands of the people”; “a democratic participative process resulting in a written constitution”)

Methods:

Yes (campaigning)

Principles/Beliefs:

Yes (non-aligned; inclusive...etc.)

Useful Vocabulary:

(This may vary. Some suggestions are given below)

- X campaigns for...
- We seek...
- We campaign to ensure A / for B / to achieve C / to empower D...
- We promote...

Effectiveness:

A score from 1 to 5, depending on students’ personal opinions

WRITING

Once students have seen the example mission statements and extracted some vocabulary, they can write their own either in class or for homework.