Campaign analysis, 2019-20

Assignment package for Grade 8-12 students

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PART 1: CAMPAIGN POSTER
A VISUAL ANALYSIS

The countries of the Global North and the Global South are interconnected, and we share a common home, the Earth.

TAKE A LOOK at the 2019-20 campaign poster created by Development and Peace.

THEN WRITE 1-3 paragraphs addressing the following:

Layout and Design:
- Describe what you see in the poster.
- Imagine where this photo might have been taken. What do you know about this particular area? Where might it be?

Perspective:
- Imagine you were the one taking this photo. Why would you be here?
- What else might be in this environment that our eyes may not see in the photo? What other elements would you need to help you identify where this photo was taken?

Language:
- Do the image and the poster text ‘work’ in harmony with one another? Or is it difficult to make the connection between them? Please explain.
- What idea, meaning, or inspiration is offered by this text?
- Do you think the tagline was chosen first, or the image? Explain your reasoning.

Significance and effects on the audience:
- What thoughts and feelings do you think the image is intended to evoke in the viewers?
- Who do you think is the intended audience for this poster? Explain your thinking.
- What is the purpose of this poster (i.e. what do you think it’s trying to achieve)?
PART 2: CAMPAIGN BACKGROUNDER
EXAMINING THE ISSUES

Development and Peace is the official international development arm of the Catholic Church in Canada. In addition to supporting partners in the Global South and responding to humanitarian crises, Development and Peace educates the Canadian population about the causes of impoverishment of peoples and mobilizes actions for change.

Every year, Development and Peace develops a new education and action campaign in response to a critical social justice issue in the world. During the campaign, schools and members first learn about, reflect on and pray over the issue at hand, then take action via awareness-raising, advocacy, fundraising and personal change.

READ the background document to Development and Peace’s 2019-2020 campaign.
When finished, please ANSWER the following questions on a separate sheet of paper. Remember to use your own words as much as possible.

1. What happened to indigenous peoples when colonizers came to the Amazon?

2. How does the Amazon contribute to the regulation of climate?

3. How are current land practices in the Amazon affecting the ecology of the wider region?

4. What global impacts will result from, or are already occurring due to, the Amazon’s destruction?

5. What injustices are the indigenous peoples and human rights defenders in the Amazon currently facing? Include the situation of both indigenous peoples in voluntary isolation and women defenders of the Amazon in your answer.

6. What are Development and Peace’s local partners doing to protect the Amazon?

7. What Canadian businesses operate in the Amazon? What could they do differently to improve the situation?
8. What can the Canadian government do to help protect human rights in the Amazon?

9. What is a biome? Do some research online to come up with your own definition. Write at least one paragraph to fully flesh out your answer.

10. What actions does Development and Peace suggest we do to take action for justice in the Amazon biome?

PART 3: THEOLOGICAL REFLECTION
EXPLORING THE CALL FOR CONVERSION

The Catholic faith inspires Development and Peace’s response to global poverty, war, disasters and injustice, as well as its prophetic calls to rethink how we live in Canada. Human dignity and the preferential option for the poor and vulnerable are the foundations of Development and Peace’s work, along with the other Catholic Social Teachings (CSTs) of care for creation, the common good, solidarity, rights and responsibilities, participation, subsidiarity, and dignity of work and the rights of workers.

READ Development and Peace’s reflection on integral ecology for 2019-20, which explores the spiritual dimensions of ecology and the call to ecological conversion.

Then, please SHARE your reactions to the following questions on a separate sheet of paper.

1. What surprised you about this article? (Did you know that Catholic theologians and thinkers have been talking about ecology for centuries?)

2. In Laudato Si’, Pope Francis says, “Today, we have to realize that a true ecological approach always becomes a social approach; it must integrate questions of justice in debates on the environment, so as to hear both the cry of the earth and the cry of the poor.”

   Many people understand this quote to mean that the “cry of the earth and the cry of the poor” are inextricably linked; one deeply affects the other. If you needed to convince someone of this, what would you say to them? In other words, explain how the “cry of the earth and the cry of the poor” are connected.

3. Catholic Social Teachings provide us with a roadmap for building right relationships, and for responding to social and environmental injustices happening in our local communities and around the world.
   a.) What is my relationship with the Earth? What in my life demonstrates this?
   b.) What is my relationship to the poor in the Global South? What in my life demonstrates this?
4. Pope Francis calls us to undergo an “ecological conversion” as a human society. Create your own explanation of what it would mean to experience an “ecological conversion.” How is your faith, hope and love a part of this?

5. In Part IV, Development and Peace suggests several ways of taking action for our common home.
   a. What actions could you take on yourself today or this week? How would you go about enacting them? (Describe at least two from the list or come up with your own)
   b. What actions would you be interested in exploring if you had the right level of support from other people? (Pick at least one from the list)