

2040 - Understanding Persuasion



Name

Class

Teacher Preparation

Learning intentions:

Students will...

- ... examine how persuasive devices can be used to express a point of view and influence an audience
- ... explore how futuristic thinking can assist in imagining solutions to current environmental problems
- ... practice applying persuasive devices to promote their visions for the future and learn how to give constructive feedback

Success criteria:

Students can...

- ... identify persuasive techniques used in the film
- ... analyse the effectiveness of persuasive techniques for their intended purpose
- ... plan and create works using different persuasive techniques with the same intended message as the original
- ... create futuristic texts based on stimulus material



Make the learning intentions and success criteria visible to students throughout this lesson.

Teacher content information: A 2018 study by The University of Melbourne on the thoughts and concerns of young people from Generations X and Y found the number one concern across both groups was lack of action around climate change. In particular, "Generation X worries what climate change will mean for their own children, while Generation Y is concerned about the impact on future generations" ([The Educator](#)). The report indicates that young people have a serious mistrust in the Government's ability or willingness to tackle climate change.

Tackling climate change requires large-scale, systemic changes across all aspects of society. Simply aiming to reduce our CO₂ emissions is not enough: we need to rapidly decarbonise our planet. While this might sound challenging, the good news is we already have the knowledge and tools to do it.

2040 is an innovative feature documentary that looks to the future, while focusing on what is happening now. Award-winning director Damon Gameau (director of [That Sugar Film](#)) embarks on a journey to explore what the future would look like by the year 2040 if we simply embraced the best solutions already available to us to improve our planet and shifted them into the mainstream.

The film will demonstrate to your students that we already have the solutions to climate change; we just need to take action to bring them rapidly into the mainstream. The 2040 documentary and curriculum package will support your students in turning this knowledge into positive action for a better future.

Find out how to see the film [here](#). These lessons have been designed with a media library to support teachers. The film is available on video-on-demand and DVD.

The film is the entry point to a global impact campaign that seeks to mobilise audiences to learn about, contribute to, advocate for and invest in regenerative solutions that improve the wellbeing of the planet, all people and all living systems.

To join the Regeneration and share your vision for 2040, see the [website](#).

Watch the 2040 trailer:



[2040 - Official Trailer](#) Password: 2040_EDU

Cool.org, GoodThing Productions and Regen Pictures would like to acknowledge the generous contributions of [Good Pitch Australia](#), [Shark Island Institute](#), [Documentary Australia Foundation](#), [The Caledonia Foundation](#) and our philanthropic partners in the development of these teaching resources.

These lessons have been created in partnership with

2040, Good Thing Productions

