COMMUNICATION CHALLENGE FOR THE SUBJECT LATIN
' SPEAK THE LANGUAGE OF': A THREE-PILLAR STRATEGY

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Marketing Communications A

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Executive Summary

This report proposes a communication campaign for Sodalitas, the Austrian Latin teacher association. The subject Latin is suffering from an unjustified negative image fueled by outdated prejudices of Latin teachers and Latin classes. What people fail to realize is that Latin has far more to offer than it might seem at first glance and that Latin programs in Austrian schools have evolved and been modernized over time. The objective of the proposed campaign however is not only to change the mental image people, namely parents, legal guardians, and children, hold about Latin in their minds but to achieve a higher share of pupils signing up for the 6-year Latin program as opposed to the 4-year program, which is taught in certain Austrian grammar schools. Our proposed in-school communication campaign called 'Sprich die Sprache der', including its own hashtag #sprichlatein, comprises three different tools, which each serve their own purpose but are simultaneously interconnected within the campaign's strategy: the 3-pillar strategy. The tools in question are six posters and one viral poster, one leaflet and six short videos. Every communication tool was carefully created by following the same thought process and aesthetic: Showcasing Latin's multiple unique 'selling' propositions in a colorful and playful but realistic way through developing personas that parents and especially children can empathize with. Finally, a short section on how to measure the campaign's success is included next to a fully developed media and budget allocation plan.

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1. Introduction

Latin is alive. As surprising as it may sound, Latin is part of the culture of many countries such as Spain, France, Portugal or Italy and it lives on in some languages we speak today. By learning Latin, individuals can improve their skills in the respective languages of the countries just mentioned and have the opportunity to better understand the culture of these. Our mission is to promote Latin, change the perception people have of it and gain more pupils signing up for the 6-year Latin program in Austrian grammar schools by coming up with a marketing communication strategy for the Austrian Latin teachers association called Sodalitas.

To give an overview of the situation, it is worth mentioning that Latin is taught in two different tracks pupils can opt for: the 4-year Latin program (L4) or the 6-year program (L6), which is be the primary focus of the proposed campaign. Some of the unique selling points of the 6-year Latin track over the 4-year track are that it allows for a deeper study of language, meaning that it deals with a more comprehensive list of topics and that it enhances general knowledge to a larger extent.

When creating a communication campaign promoting Latin in Austrian schools, there are several aspects regarding the current market situation that need to be considered. First of all, we have a budget of approximately €2,500 to accomplish the goals we are going to determine. Then, the key stakeholders for this communication project are pupils, their legal guardians, schools, and policy makers such as the Ministry of Education. From a customer perspective, there are 352 Austrian schools in Austria, 143 of them which provide the 6-year program. Our target groups consist of second grade pupils and their legal guardians. Moreover, the business landscape is decentralized in terms of exposure to Latin. Indeed, there is no unified message around Latin: Each school is more or less on its own. Finally, branding and organization are nearly non-existent for Latin and we have identified a competitor to the Latin program, which is the Realgymnasium, a program focused on Geometric Design and natural sciences.

The situation that we find ourselves in is that there is a misconception about Latin. Individuals have a negative perception of it. It is seen as an obsolete language that plays no role in childrens' future. Because of this perception, an issue has emerged that not enough pupils choose Latin in general and that the number of students opting for the 6-year program is not as high as the number of students choosing the 4-year one. Therefore, our challenge is to design a communication campaign, which changes the perception people have of Latin, and to make it more modern and positive. On top of that, the ultimate goal of our proposed communication campaign is to gain more pupils signing up for the 6-year Latin program (L6) in Austrian grammar schools.

2. Campaign Concept

Our communication campaign is called 'Speak The Language Of', or 'Sprich die Sprache der' in German, and will only be implemented in schools. The campaign is aimed at creating a link between studying Latin in middle as well as high school and the pupils' future. We want to show children that Latin can help them become more structured in their work, acquire new skills, and get the confidence they need to aim for positions of responsibility. The name of the campaign 'Speak The Language Of' is not to be taken literally. As we all know, Latin is not spoken anymore. Yet, we wanted to use the word 'speak' in our slogan to figuratively illustrate that through the subject's various connections with present-day professions and lifestyles are made, and that Latin helps people improve themselves in the learning of other 'languages'. Our communication campaign is based on a 3-pillar strategy. The three pillars correspond to the three different communication materials that we chose in order to be able to appeal to our two different target groups: we propose posters predominantly appealing to children, the leaflet appealing mostly to parents (legal guardians), and the videos appealing to both targets.

3. Communication Tools

3.1   A1 Posters – Viral Posters

First and foremost, we look at our first pillar: the posters. The overall aim of the posters is to let children understand the future opportunities, which result from taking the 6-year Latin program. Especially with the design of the visuals and the personas we want to emphasize that Latin is not simply a classical language. It is much more useful and intertwined with the pupils' present and potentially with their future lives.

In order to convey this message, a total of six DIN A1 posters have been created. Each of them features one of six different personalities and potential professional pathways that open up for children upon choosing Latin. According to research, personas can be the conduit for conveying qualitative as well quantitative data so incorporating them into our materials makes them more impactful (Pruitt & Grudin, 2003). In total there are six representative personas: a doctor, a scientist, an author, a comedian, a globetrotter and a politician. In order to be able to give Latin a face and make it more tangible for 12-year olds, we analysed the USPs and content discussed in the (6-year) Latin program and connected these topics to real-life professions and lifestyles of modern-day people. For example, 'Joke, ridicule, irony' and 'Human beings in their everyday life' are curriculum topics, which we then connected to a profession in real life: comedians.

As the posters are supposed to target mostly pupils, our main channel will be offline media, with prints being displayed in every school offering a Latin program. The goal is to make two to three different prints available in each school. According to the special focus (e.g., mathematical or language) of each school, they can choose the best fitting personas. Since this is the most important tool of the entire communication campaign, the poster visuals have been created in a way so that they're adaptable to different media. To be precise, all visuals have been designed with professional tools such as Procreate (a digital illustration tool), Affinity publisher and Canva. Thus, all posters and designs can be scaled to various preferences. If desired, the content and designs could therefore be easily shifted to online channels.

Moving on to the design of the posters, it should be mentioned that the overall colour scheme was put together based on colours that would get the attention of our main target group. With vibrant, contrasting, and eye-catching colours (bright yellow, pink, light green, orange, light blue and purple) the program should receive a new and fresh 'coat of paint'. Research shows that the usage of bright colours in advertisements is proven to have a stronger effect on the audience (Seher et al. 2012, 2085-2096). Each poster represents one persona which is visualized by adding a colourful art element onto photographs of artworks with ancient aesthetics in order to create a sense of modernity and a connection between the past and the future. In general, all posters have the same style and layout in order to create consistency and higher recognition value. We chose historical art to connect with Latin since usage of fine arts in the context of advertising shows an increase in perceived prestigiousness of the product (Hetsroni & Tukachinsky, 2005). The colour scheme, the font, and the positioning of the visuals stay the same. Yet, the six posters differentiate themselves based on the personas and the visual's colour (doctor = orange, scientist = blue, author = purple, comedian = green, globetrotter = pink, politician = yellow).

Another important aspect of the communication strategy is the campaign slogan. We want to illustrate that Latin and the topics discussed in the curriculum continue to 'live' in inconspicuous ways, for example, through learned skills or certain professions. That's why we came up with the slogan 'Speak the language of' or in German 'Sprich die Sprache der' and the hashtag #sprichlatein. Yet, as mentioned above, this should not be taken literally. Instead, the goal is to spark curiosity by playing with the fact that Latin is not being spoken. We want to communicate that by choosing the 6-year Latin program, pupils get the chance to learn additional skills which could be extremely helpful for their future lives.

In addition, the slogan 'Speak the language of' leads us to the surprise element of our posters. To show that Latin is part of our everyday lives, even if it might not be visible at first, we made up each persona's name out of the word Latin. From far away, the observer can only read the word comedian. Hence, the observer only sees the obvious. However, when taking a closer look, the observer can see that the word

'comedian' is actually composed of the word Latin (see Figure 1 below). This is how we want to substantiate the relevance of the subject in today's lives and professions.
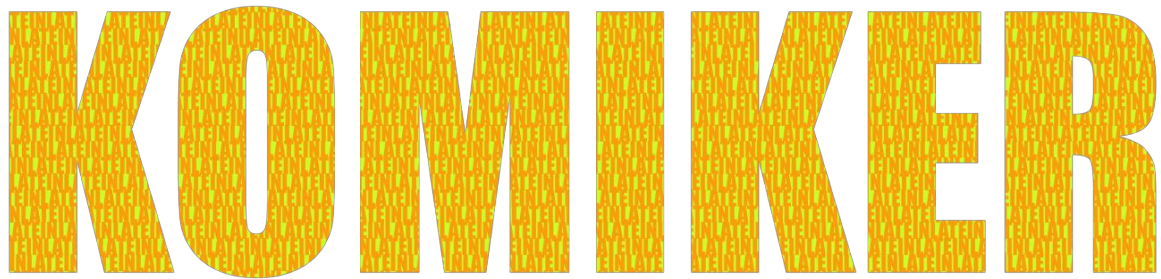
Figure 1 – Persona written with the word Latin

Following the vibrant colour scheme and overall aesthetics of our smaller posters, we also added a viral component to our campaign. As an additional part of this pillar, a large format poster, consisting of six DIN A1 posters will function as a piece of interactive wall art. This poster is designed in a way that it encourages children to pose in front of it and take pictures and videos, which they might also post on their social media accounts. Keeping the overall aesthetics of the campaign quite consistent, interactive elements such as the speech bubble and the megaphone have been added to fit our slogan and hashtag. The speech bubble consists of the persona visuals and numerous geometric elements that fit the campaign's colour scheme. To make the campaign go viral offline, one goal is to create in-school buzz about the program through word of mouth. Every school will get one poster, which will be installed in the schools' hallways. By simply standing next to it and pretending to hold the megaphone, each child can then pose and complete the overall picture in their own unique way. Further, the '#sprichlatein' was added to the bottom right corner of our interactive design to create additional online exposure outside the school, in case the children post the pictures with the campaign's hashtag on social media. This way the campaign could go viral online as well as offline - even without regular social media maintenance. In fact, we decided against creating a social media channel for the campaign because there are various forms of challenges Sodalitas would be facing. First, Sodalitas has very limited capacity and resources to take care of a social media account and to further create and publish digital content on a regular basis. Second, sifting through legal constraints in various social media, one might run into several obstacles. For instance on platforms such as Instagram, children are required to be 13 years old in order to legally sign up. Lastly, social media advertising would exceed the campaign's budget limits and would be less effective without an owned profile. Therefore, we decided against social media and instead aim to generate online word of mouth merely with our posters and videos. This way we are not being exposed to the difficulties involved in setting up a social media account.

3.2   Leaflet

In addition to the aforementioned communication tools, which mainly serve the purpose of creating buzz and grabbing the target group's attention, the second pillar - namely a leaflet - was designed. The latter functions as the central information source of the campaign. By elaborating on the topics discussed in the 6-year Latin program and at the same time connecting these contents to future job perspectives and lifestyles, the leaflet further substantiates the relevance of the subject.

Depending on the individual schools' preferences, the document can either be printed or distributed digitally. While the print leaflets will be handed out in an offline context – in schools or at events like parent evenings - the digital versions will mainly be published online: on Sodalitas' and the schools' websites, via e-mail, and during virtual events. In the latter case, the information sheet consists of two pages: On the first page, there is a brief Q&A section that provides answers to frequently asked questions – those, which most pupils and parents are wondering about. For instance, these paragraphs explain what happens during a typical Latin lesson, whether it is difficult to learn the language, and what speaks for the subject overall. The second page is picking up the persona concept introduced on the posters and contains six passages of text – one per persona – elaborating on the connection between Latin and children's futures.

This link is established using a dynamic and direct writing style. Instead of providing a mere accumulation of benefits and facts, we opted for an approach that is more captivating: The text is condensed and includes several punchlines. Moreover, we directly address the pupil by means of a frequent utilization of words such as 'you' and 'your'. Therefore, the document is not only appealing to the information-seeking parent but also to the child. This is also supported by the aesthetics. The leaflet was designed in line with the vibrant colour scheme and imagery of the posters – hence matching the overall look and feel of the entire campaign.

In case schools prefer the paper version, they can easily have the document printed. As evident in Figure 2, the resulting foldable brochure prominently features '#sprichlatein' on its cover. After opening it up, the Q&A section can be read. Unfolding the leaflet will then reveal the persona page and when the reader turns it around once more also the back becomes a seamless visual.

Figure 2 – Printed leaflet

3.3   Videos

To tailor the campaign even more to children's media consumption habits, a third pillar was added. Six videos – one per persona – provide real-life evidence and insights into how Latin has played a role in the lives of the representatives of each persona group. These short, dynamic, and entertaining clips resemble the current video trends that can be observed on social platforms such as TikTok and Instagram.

Since the given budget does not allow for professional video production, we would recommend introducing a video creation contest for senior pupils studying Latin. Their knowledge on the subject and their advanced social media skills function as the ideal basis for creating these assets. Depending on the curriculum, the regulatory circumstances, and the willingness of the individual schools, the project can be realized in various ways. For instance, designated workshops can be hosted – either during the regular lessons or as an extracurricular activity. Course credit as well as amazon vouchers for the winning videos can be used as incentives.

In order to ensure high-quality outcomes, participants will receive a detailed briefing covering the following aspects. First, the storyline (see Appendix 5) and the corresponding elaborations, which will also be listed hereinafter, will be included: Two clips will be connected using an easily implementable transition effect. In the first scene, a pupil will be shown sitting at a desk and wondering about the future. This will be accompanied by a slot machine animation that repeatedly displays the names of the personas and abruptly stops at one of them. Then, after a transition, a brief interview section with a representative of this persona group is shown. The video ends with '#sprichlatein' displayed on screen. Second, pupils will be provided with the already developed animation and the video prototype to get an even deeper understanding of how the result should look like. Third, a maximum absolute time limit of one minute is set. Fourth, the briefing will contain exact interview guidelines: A query about the time

span during which the interviewee had been studying Latin is followed by the question what career-related advantages the respondent has experienced due to Latin. Here, the persona representative is expected to name two to three benefits and connect them to the subject.

In the end, after introducing the competition concept and connecting pupils with potential persona representatives from their extensive network, Sodalitas chooses the six winning videos, which will then be presented at events and published on their own as well as the schools' websites. Moreover, the clips can be accessed by scanning a QR code placed on the leaflet. This code will directly lead to Sodalitas' webpage that will feature the video material as soon as the production is finished.

4. Media Plan

To secure the success of the communication campaign, the perfect timing for implementing the different pillars and the duration of them being presented is important. Therefore, in order to get maximum presence, we want to get the students' and parents' attention right from the beginning but remain in their minds through repetition measures. Therefore, we suggest launching the informational leaflet right at the beginning of the semester online and leave it up throughout the whole semester. By being posted on both schools' websites and Sodalitas' website the reach will be maximized. In addition, the leaflet will also be sent out digitally to the parents two weeks prior to an informational parent evening. This is done to give the parents the opportunity to read through everything thoroughly and gather questions they want to have answered during the event.

When it comes to reaching the kids at school and making them curious for our campaign, the viral posters will also be put up at the beginning of the semester without giving any additional input on what the poster is about. Until further implementations, we expect interactions with the creative design of these posters. Subsequently, in the middle of October, the kid's curiosity will be satisfied by putting up the persona posters. In addition, the previously produced persona videos will also be posted online to give students an opportunity to do further research.

When it comes to the videos, they will also be shown to the parents during the informational parent evening in November and, at a later point in time in March, to students during either an event or on school displays. By doing so, the campaign will constantly remain in the kids' heads and not be forgotten.

To conclude the media plan, it is also worth mentioning that in the case of schools closing again, all poster and video material can be spread online directly to the kids through the schools contact platform and on their websites.

5. Budget

The three pillar campaign contains several parts that need to be considered for budgeting. These include the different posters, incentives and potential other expenses.

The posters, the most present component of the campaign, can be split up into two cost items. On the one hand, the persona poster in A1 format and, on the other hand, the large viral posters which are put together with six A1 posters. When taking a look at the persona posters, three posters on average are intended per school which amounts to a total of 1,056 A1 posters that need to be printed. According to the provider druck.at, these posters would cost €401.28 based on a price per poster of €0.38. For the large viral posters an overall number of 2112 posters would need to be printed when one viral poster is to be put up per school. Due to its matte printing format, these posters are more expensive with a per poster price of €1.03 resulting in a total of €2,175.36. Moreover, it is worth mentioning that druck.at is among the more expensive providers in Austria meaning that no additional costs need to be expected when it comes to the posters.

In addition to the expenditure for posters, an incentive for video production is also included in the budget. Per persona video, an incentive of a €30 Amazon voucher will be given to the winning participants. Resulting from overall 6 personas, these vouchers amount to €180.

Concerning the leaflet, our informational component, no costs can be assigned to this item since it is fully developed and primarily meant to be spread digitally.

Taking all of these items into account, the overall cost of this campaign sums up to €2,756.64. However, what needs to be mentioned as a last input is that there are certainly other expenses that might arise when rolling out the campaign such as professional videographers, the decision of a school to provide printed leaflets or a higher demand in printed posters.

6. Success Measurement

In order to determine the impact and success of the tools applied in the campaign 'Sprich die Sprache der' various simple efficacy measures can be employed. It is important to mention that due to the nature of the communication challenge and its objectives, typical offline and online performance indicators such as sales, reach, OTS etc. will not be used within the measurements of success. More than so, we propose the subsequent performance indicators which will eventually allow Sodalitas and Latin teachers of Austrian grammar schools to determine the impact of the campaign:

To measure the main objective, namely raising the share of students who choose the L6 program in 6th grade, we recommend comparing the incremental number of students who chose the L6 program in 6th grade with the incremental number of students who chose other foreign languages or the Realgymnasium brand. Moreover, individual schools can measure the impact of the campaign on a more aggregate level by comparing the number of students who chose the subject Latin regardless of the duration of the program, i.e. L4 or L6, with the number of students who chose another foreign language or the Realgymnasium branch in the particular school year, i.e. in the 6th grade or 8th grade. In addition, these measures can be taken a step further, namely being aggregated on a nation-wide level taking into account all Austrian grammar schools where the L4 and L6 program is being taught.

In order to be able to assess the success of successively changing students' and parents' perception and mental image of the subject Latin, it is advisable to track and assess the use of the campaign hashtag '#sprichlatein' in regards to the volume of content that has been produced and uploaded. The amount of likes, comments, and replies with the posts are particularly interesting because within these indicators a potentially successful shift of mental image, namely positioning Latin in a more modern and positive light, can be qualitatively assessed. Furthermore, other qualitative tools like short feedback surveys or sessions during events or in class can be used to assess the ongoing campaign and the students' and parents' perception of it and the subject Latin in the course of the proposed timeline, i.e. the media plan.

7. Conclusion

In summary, the 3 pillar strategy of the integrated communication campaign under the slogan 'Sprich die Sprache der' will change the way Latin is perceived by children and their parents by emphasizing the many skills Latin trains and the many benefits it can have for the childrens' future. By doing so, the probability of Latin being chosen by children will be increased. Especially when it comes to the 6-year program as this is dealt with more emphasis.

With a total cost of €2,756.64, this campaign includes regular-sized and large-sized viral posters that will, on the one hand, show children the many facets of Latin while, on the other hand, give them the opportunity to generate word of mouth and spread awareness through potential social media postings. The second pillar, namely the leaflet, shows how valuable Latin can be by giving a comprehensive overview on what the syllabus, especially the 6-year program, is about. Furthermore, by including short persona videos, the viewers get a good and more easily approachable insight into the benefits of learning the language.

In order to measure the success of all these pillars, different indicators such as the enrollment rate of students, hashtag usage or short surveys can be employed.

Lastly, by choosing this variety in communication tools and tracking their performance, awareness of kids and parents will be raised while convincing them of the great values Latin can bring to a child's current and future life.

8. Bibliography

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9. Appendices

SPRICH DIE SPRACHE DER
WELTENBUMMLER:INNEN

#SPRICHLATEIN

SPRICH DIE SPRACHE DER
SCHRIFTSTELLER:INNEN

#SPRICHLATEIN

Appendix 2: Lettering Comedian

KOMIKER

Appendix 3: Viral Poster

#SPRICHLATEIN

Warum Latein ?

Latein bringt viele Vorteile mit sich. Egal ob im schulischen Alltag oder deiner späteren Zukunft, du wirst von den erlangten Fähigkeiten profitieren. Du wirst kaum glauben, wenn wir dir sagen, dass Latein dir helfen kann die Mathe Matura besser zu meistern. Das liegt vor allem daran, dass du durch Latein logisches Denken und strukturiertes Lösen von Problemen trainierst.

Mit Latein wirst du auch ein Sprachexperte, denn das Erlernen anderer Fremdsprachen wie Französisch und Spanisch wird dir leichter fallen, da diese Sprachen aus dem lateinischen entstanden sind. Auch im Deutschunterricht wirst du punkten können, weil Latein dein Gefühl für die deutsche Sprache verbessert.

Außerdem steht dir mit Latein die Berufswelt offen: Ärzte, Anwälte, Wissenschaftler, Schriftsteller, Historiker oder auch Politiker müssen mit der lateinischen Sprache vertraut sein. Dies bezieht sich nicht nur auf ihr täglichen Arbeitsalltag, sondern ist bereits während der Ausbildung ein Muss.

Was passiert im Lateinunterricht ?

Latein ist ganz anders als all die Fächer die bisher gehabt hast. Im Unterricht liegt vor allem der Fokus auf dem Lesen lateinischer Texte. Das mündliche Mitarbeiten läuft im Lateinunterricht ganz anders ab als in anderen Sprachen: wir unterhalten uns die meiste Zeit auf Deutsch. Wichtig ist uns, dass du in die Antike Welt mit uns eintauchst und verstehst, wie sich diese auf unser heutiges Dasein ausgewirkt hat.

Ist Latein schwer ?

Nicht schwieriger als andere Fremdsprachen. Neben dem gewohnten Lernen von Vokabeln und Grammatik wird hier kein Wert auf Aussprache und Rechtschreibung gelegt. Zusätzlich ist Latein die einzige Fremdsprache, in der du ab der Oberstufe ein Wörterbuch verwenden darfst. Auch bei Schularbeiten.

Was spricht für Latein ab der 3.Klasse ?

Wenn du Latein ab der 3. Klasse wählst, hast du einen Vorteil gegenüber deinen Mitschülern, wenn du dich in der Oberstufe für eine Fremdsprache wie Französisch, Spanisch oder Italienisch entscheidest.

Im Laufe der 6 Jahre, im Vergleich zu dem 4-jährigen Lateinunterricht, haben wir dann auch genug Zeit für lustige Aktivitäten.

Außerdem wird der Unterricht, im Vergleich zu den anderen Fächern, immer entspannter je näher du der Matura kommst.

SPRICH DIE SPRACHE DER MEDIZINER

Gesundheitspersonal und ÄrztInnen leisten großartiges und das nicht nur seit der Pandemie. Wusstest du, dass viele Medizinstudenten sich oft am Anfang ihre Studiums mit lateinischen Begriffen und Definitionen plagen müssen, um den menschlichen Körper und allfällige Krankheiten erst richtig verstehen zu können? Wenn du jedoch Latein in der Schule wählst, bist du den meisten MedizinstudentInnen bereits voraus. Ähnlich wie bei Wissenschaftlern wird auch bei Berufen im Gesundheitswesen logisches Denken und das Lösen von Problemen vorausgesetzt um Krankheiten richtig zu erkennen und Menschen retten zu können. Glücklicherweise wird das Erlernen dieser Fähigkeiten im Lateinunterricht leicht gemacht. Entscheide dich daher für Latein, wenn du in Zukunft Leben retten möchtest ODER Latein rettet Leben.

SPRICH DIE SPRACHE DER WISSENSCHAFTLER

Was haben bekannte Personen wie Albert Einstein und Stephen Hawking gemeinsam mit Serienhelden wie Phineas und Ferb und Jimmy Neutron? Sie alle sind Wissenschaftler. Nicht nur das: Logisches Denken und strukturiertes Lösen von Problemen haben es ihnen möglich gemacht so bekannt und erfolgreich zu werden. Mit Latein hast du gegenüber Wissenschaftlern die Nase vorne. Du erhältst neben diesen Fähigkeiten auch noch ein mehr Selbstvertrauen, weil du bereits Erfahrung im Lösen dir unbekannter Probleme haben wirst. Zusätzlich hast du mit Latein den Vorteil, dass du die frühere Sprache der Naturwissenschaften verstehst, welche auch heute noch in der Biologie verwendet wird.
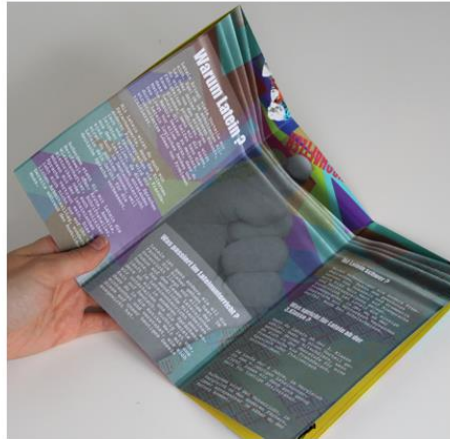
SPRICH DIE SPRACHE DER SCHRIFTSTELLER

Wolltest du schon immer mehr über den geschichtlichen Hintergrund der Filme Percy Jackson, Hercules und Asterix & Obelix erfahren? Solche Geschichten konnten überhaupt erst entstehen, weil sich die Autoren mit dem Universum griechischer Legenden und römischer Geschichte beschäftigt haben. Du kannst diesen Autoren einen Schritt voraus sein. Im Laufe von 6 Jahren Latein erfährst du nicht nur Genaueres über die Gestalten und Persönlichkeiten aus unzähligen Legenden und Geschichten, sondern Latein hilft dir auch ganz einfach und strukturiert Texte zu verstehen und zu bearbeiten. Neben einem besseren Verständnis für Sprache und Literatur nimmst du Wortwitze und Worte mit mehreren Bedeutungen schneller wahr.

SPRICH DIE SPRACHE DER KOMIKER

War dir die Quarantäne zu langweilig und eintönig?

Wünschst du dir du könntest deinen Alltag wieder mit Lachen füllen?

Mit Latein lernst du die Lachmuskeln zu kitzeln. Lerne anhand von klassischen Beispielen der lateinischen Literatur, wie man die richtige Balance zwischen Humor und Feinsinnigkeit findet. Im Laufe des Unterrichts hast du die Möglichkeit Texte wie kleine Theaterstücke zu erkunden.

Sei der Hit unter deinen Freunden und mach den ersten Schritt um die Welt fröhlicher zu machen!

SPRICH DIE SPRACHE DER WELTENBUMMLER

Warst du schon immer am Leben von Weltenbummlern wie Marco Polo, Vasco da Gama oder Christopher Columbus fasziniert? Während ihrer Reisen musste sie vor allem von der Fähigkeit Menschen aus fremden Kulturen zu verstehen und mit ihnen zu reden, Gebrauch machen. Im Laufe des Latein Kurses bekommst du die Möglichkeit die Sprache zu erlernen die Basis für 47 Sprachen weltweit ist. Somit wird dir ermöglicht die Sprachen von Menschen aus aller Welt zu verstehen und nachzuvollziehen. Zusätzlich liest du die abenteuerlichen Geschichten der Weltenbummler genau so wie sie gedacht wurden. Pack deine Koffer und mach dich bereit die Welt zu bereisen!

SPRICH DIE SPRACHE DER POLITIKER

Bekannte Politiker wie Barack Obama, Angela Merkel und Alexander van der Bellen sind alle Profis wenn es darum mit ihren Reden Menschen zu erreichen und deren Meinung zu beeinflussen oder zu stärken. Schon immer wurde von Politikern verlangt dies zu können. Im Zuge des Lateinunterrichts erfährst du wie bereits in der Vergangenheit Propaganda und Manipulation betrieben wurde und wie sich die Politik mit der Gesellschaft verhielt. Im Gegensatz zu vielen Politikern, lernst du zusätzlich psychologische Verhaltensweisen von Charakteren zu verstehen und kriegst Einblicke in das Leben der Menschen in ihrem Alltag. Zu Guter Letzt bist du mit Latein im Vorteil, da Fachausdrücke in der Politik immer noch in dieser Sprache verwendet

Appendix 5: Video storyline

2 - 3 short interview questions

slot machine & sound effect

SPRICH DIE SPRACHE DER
AUTOR:INNEN

SPRICH DIE SPRACHE DER
WISSENSCHAFTLER:INNEN

#SPRICHLATEIN

transition:
(see TikTok & IG Reels)

Appendix 6: Media Plan

CAMPAIGN YEAR 2021-2022	SEPTEMBER		OCTOBER				NOVEMBER				DECEMBER				
Week number	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
Digital leaflet		Available on schools' & Sodalitas' websites													
					E-Mail distribution to parents										
Image Video & 6 clips				Available on schools' & Sodalitas' websites											
								Presentation at parent evening							
A1 Persona Posters				Put up in schools											
Large poster		Put up in schools													

JANUARY				FEBRUARY				MARCH					APRIL				MAY				JUNE					CAMPAIGN YEAR 2021-2022
1	2	3	4	5	6	7	8	9	10			11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	Week number
Available on schools' & Sodalitas' websites																												Digital leaflet
Available on schools' & Sodalitas' websites																												Image Video & 6 clips
				Presentation to kids at event																								
Put up in schools																												A1 Persona Posters
Put up in schools																												Large poster

Appendix 7: Budget

Projected Subtotal to date: 2.756,64 €

CAMPAIGN PART	QTY	PROJECTED COST / UNIT	PROJECTED SUBTOTAL	
Print media			SUBTOTAL	2.576,64 €
Poster regular	1056	0,38 €		401,28 €
Poster large (6xA1)	2112	1,03 €		2.175,36 €
				- €
Video Production			SUBTOTAL	180,00 €
Incentive for Participants	6	30,00 €		180,00 €
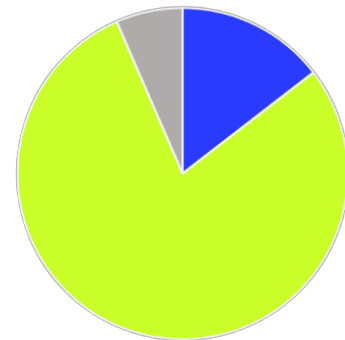
■ Regular Posters ■ Viral Posters ■ Video Production