Catchphrase

Memorise the key idea of a piece of content by summarising it in the form of an easy-to-remember sentence.

This activity aims to highlight the main idea contained in a short text (adage, aphorism, axiom, slogan, epigram, proverb, conclusion, tagline). The facilitator presents the content of the text and invites participants to examine it. Participants then work individually to create a catchphrase that summarises the content. The facilitator collects these slogans, selects four or five, and conducts a poll. Participants vote for the most memorable catchphrase.

Nombre de participants
4 - 48

Durée prévisionnelle
30 mins

Durée	Nom d'étape	Notes	Mode et Droits	Contenus	Outils
5 mins	Activity presentation	**Notes** Explain the objective and procedure of the activity to all participants.			
10 mins	Presentation of content	**Notes** - Present the content. - Ask participants to take notes in their personal notebooks. **Consignes** Take notes during the presentation.			
3 mins	Individual reflection	**Notes** - Ask participants to write their catchphrase in their personal notes. - Start the timer. **Consignes** Think individually about an appropriate summary that reduces the key idea to an easy-to-remember slogan.			00 h 03 m 00 s

5 mins	Sharing phrases	**Notes** - Organise the distribution of participants among the different tables. - Start the timer. - Send the announcement 1 minute before the time is up. **Consignes** - Share your slogan with the members of your group. - Collectively decide on the phrase that best summarises the content. - Report back on the chosen tagline.		Instructions - Catchphrase - Sharing	00 h 05 m 00 s One person reports the catchphrase to the host via private chat.
7 mins	Choice of catchphrase	**Notes** - Send the announcement. - Edit the survey with the reported sentences. - Launch the survey. - Project the survey responses. **Consignes** - Vote for the best catchphrase. - Share your opinion on why this slogan is the most popular.			Come back to the main table What is the best catchphrase?

Légende :

Mode d'animation :

- Tables indépendantes
- Tables synchronisées

Droits des participants :

- Accès bibliothèque table + Interactions contenus + Parole
- Interactions contenus + Parole

Parole uniquement

Lever la main