

Focus on activity: Graffiti and the environment

Target audience (age): Ensino Médio

Lesson links: *Upgrade*, Unit 2; ENEM practice

Aims: identify specific ideas in a text and create a graffiti

Duration: 15-30 min.

Organization: individual work; group work

Material: worksheets, board, internet access, sheets of paper, and markers

Preparation:

- Have the worksheet copies ready and access the links to know more about *Greenpeace*:
<www.greenpeace.org/international/en/> (accessed on April 17, 2014)
<www.greenpeace.org/brasil/pt/> (accessed on April 17, 2014)

Procedure:

- Brainstorm the topic before using the worksheet by writing Greenpeace on the board and checking with students what they know about it.
- Then write the word *graffiti* and show them some images to exemplify.
- Hand in the worksheets and ask students to read the text individually and answer the questions.
- Invite some students to read the questions and answer them.

Read the text and answer the questions.

Reverse graffiti, also known as clean tagging, dust tagging, green graffiti or clean advertising, is a method of creating temporary or semipermanent images on walls or other surfaces. It is often done by removing dirt/dust with the fingertip(s) from windows or other dirty surfaces, such as writing “wash me” on a dirty vehicle.

In 2012 a call was made by KFC to clean up an act of reverse graffiti in Los Angeles. Reverse graffiti formed a part of Greenpeace’s campaign to demand Yum! Brands, which owns KFC, to stop using products from Asia Pulp and Paper in their packaging. According to Greenpeace, the paper company was laying waste to Indonesia’s rainforest, which is home to many unique flora and fauna, among them the Sumatran tiger and the world’s largest flower.

Activists got on board and used other unusual tactics to raise awareness about the campaign, including a street theater performance that involved dousing Colonel Sanders in barbecue sauce. In 2013, under mounting pressure, KFC Indonesia released a statement saying that they had suspended purchases from Asia Pulp and Paper.

Based on <www.mba-in-marketing.com/10-amazing-pieces-reverse-graffiti-marketing/>. Accessed on April 17, 2014.

1. Escolha a alternativa incorreta de acordo com o texto.

- a) A técnica do grafite reverso foi utilizada pela equipe do Greenpeace para agir contra o KFC.
- b) O grafite reverso é um método que cria imagens temporárias em diferentes superfícies.
- c) O tigre de Sumatra é símbolo do Greenpeace.
- d) A campanha defendida pelo Greenpeace pedia que o KFC parasse de usar papel da floresta da Indonésia em suas embalagens.

2. Escolha a alternativa correta de acordo com o texto.

- a) A técnica do grafite reverso é uma nova linha de *design* de grafites para divulgar campanhas de *marketing*.
- b) O grafite reverso é uma expressão artística de rua que consiste em desenhar em muros e paredes sujos.
- c) O grafite reverso tem sido usado em carros para novos *layouts* e para remover a sujeira.
- d) A técnica do grafite reverso é sempre permanente, não sendo possível sua remoção.

3. Assinale a alternativa incorreta de acordo com o texto.

- a) A equipe do Greenpeace usou técnicas diferentes no caso do KFC para conseguir obter resultados.
- b) A campanha do Greenpeace objetivava também aumentar a consciência das pessoas em relação ao problema.
- c) Foi realizado um teatro de rua durante a campanha do Greenpeace contra o KFC.
- d) Em 2013 o KFC respondeu aos atos dizendo que não suspenderia a compra de papéis das florestas da Indonésia.

Answer Key: 1 C, 2 B, 3 D

Wrap-up:

- Divide students into groups of four and ask them to create graffiti about one of Greenpeace's projects. Use the links to check some of the projects or have students do it to choose their own. Examples: *Brazil ought to invest in ecological farming, detoxing water, protecting whales, justice for the Arctic, Procter & Gamble doesn't protect the orphan orangutans* etc.

<www.greenpeace.org/international/en/> (accessed on April 17, 2014)

<www.greenpeace.org/brasil/pt/> (accessed on April 17, 2014)

Name _____ Date ____/____/____

Read the text and answer the questions.

Reverse graffiti, also known as clean tagging, dust tagging, green graffiti or clean advertising, is a method of creating temporary or semipermanent images on walls or other surfaces. It is often done by removing dirt/dust with the fingertip(s) from windows or other dirty surfaces, such as writing “wash me” on a dirty vehicle.

In 2012 a call was made by KFC to clean up an act of reverse graffiti in Los Angeles. Reverse graffiti formed a part of Greenpeace’s campaign to demand Yum! Brands, which owns KFC, to stop using products from Asia Pulp and Paper in their packaging. According to Greenpeace, the paper company was laying waste to Indonesia’s rainforest, which is home to many unique flora and fauna, among them the Sumatran tiger and the world’s largest flower.

Activists got on board and used other unusual tactics to raise awareness about the campaign, including a street theater performance that involved dousing Colonel Sanders in barbecue sauce. In 2013, under mounting pressure, KFC Indonesia released a statement saying that they had suspended purchases from Asia Pulp and Paper.

Based on <www.mba-in-marketing.com/10-amazing-pieces-reverse-graffiti-marketing/>. Accessed on April 17, 2014.

1. Escolha a alternativa incorreta de acordo com o texto.

- a) A técnica do grafite reverso foi utilizada pela equipe do Greenpeace para agir contra o KFC.
- b) O grafite reverso é um método que cria imagens temporárias em diferentes superfícies.
- c) O tigre de Sumatra é símbolo do Greenpeace.
- d) A campanha defendida pelo Greenpeace pedia que o KFC parasse de usar papel da floresta da Indonésia em suas embalagens.

2. Escolha a alternativa correta de acordo com o texto.

- a) A técnica do grafite reverso é uma nova linha de *design* de grafites para divulgar campanhas de *marketing*.
- b) O grafite reverso é uma expressão artística de rua que consiste em desenhar em muros e paredes sujos.
- c) O grafite reverso tem sido usado em carros para novos *layouts* e para remover a sujeira.
- d) A técnica do grafite reverso é sempre permanente, não sendo possível sua remoção.

3. Assinale a alternativa incorreta de acordo com o texto.

- a) A equipe do Greenpeace usou técnicas diferentes no caso do KFC para conseguir obter resultados.
- b) A campanha do Greenpeace objetivava também aumentar a consciência das pessoas em relação ao problema.
- c) Foi realizado um teatro de rua durante a campanha do Greenpeace contra o KFC.
- d) Em 2013 o KFC respondeu aos atos dizendo que não suspenderia a compra de papéis das florestas da Indonésia.