

A powerful question can hook people's interest, spark their imagination and help to start a discussion. This activity will help you create questions which will engage your audience by linking topics that they enjoy talking about with the content you want to communicate.

WHAT MAKES A GOOD QUESTION?

Personal or relevant: How do your audience's interests link to your topic? Could you link your content to the local area? Does your topic link to a story that has been in the media recently?

Surprising: Is there a thought-provoking or unexpected link to your topic?

Provocative: Could your audience have strong feelings about your topic?

HOW TO RUN THE ACTIVITY

You can do this activity by yourself, or with a colleague.

- Draw two columns on a piece of paper (or use the template overleaf).
- In the left-hand column write a list of at least ten things that you think your audience could be interested in.
This list could include examples of celebrities, fashion, sport, music, local events, gadgets, etc. Make all references as specific as you can, eg use the names of the celebrities or TV programmes.
- Then, in the right-hand column write down as many different content links that you can think of which are related to your topic.
- To help you generate more creative and interesting results, turn your list upside down...
- Pick up a pen, close your eyes and draw six or seven lines randomly across the page to connect the two lists (if working with another person they can help to keep the pen on the paper).
- Turn the paper the right way up again and see what connections have been made.
- Think about some possible questions using your connections – eg a question from a link between Manchester United and fossil fuels could become:

'Should Man United only play local teams to reduce their carbon footprint?'

EXAMPLE

INTERESTS	TOPIC (eg the environment)
Snapchat	Recycling
Birthday parties	Fossil fuels
Manchester United	Habitat loss

WRITE A LIST OF THE THINGS THAT YOU THINK YOUR AUDIENCE WILL BE INTERESTED IN OR TALKING ABOUT.

WRITE A LIST OF CONTENT LINKS THAT ARE RELATED TO YOUR TOPIC.

YOUR QUESTIONS OR STATEMENTS:
