



**a pressure group**

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## **TASK 2: CHOOSING A NAME**

### **ACTIVITY 2: CHOOSING A NAME**

#### **OVERVIEW**

**How will the name you choose reflect the issue your group will focus on? In this activity, the group decides on a name.**

## ACTIVITY 2: CHOOSING A NAME

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### ACTIVITY 2: CHOOSING A NAME

**A** Can you match these aims with a pressure group?

- a helping homeless people
- b defending human rights
- c campaigning on environmental issues
- d promoting business interests
- e promoting workers' interests
- f anti-smoking group
- g pro-smoking group

Shelter

GREENPEACE UK



AMNESTY  
INTERNATIONAL



ash.  
action on smoking and health

**B** How do you think these groups have come up with their names? For example, are they anagrams, do they describe what the group represents....? How effective do you think the names are?

**C** What are you going to call your pressure group? Things to think about include:

- 1 Does the name describe what you stand for?
- 2 Is the name memorable?
- 3 Is the name easy to spell and easy to pronounce?
- 4 Will the name date?
- 5 Will you be able to find an internet domain name or email address?