

Workshop 3: Long Journey to Justice**Reading 1 Project: Diamond Land**
Write a Commercial

Do people know what really goes on in the diamond industry?

Project: Work in a small group. Write and present a TV commercial exposing the conditions in the diamond industry.

Procedure**1. Generate questions/conduct research.**

Commercials get people interested and include important information. As a group, think of details about the diamond industry that you want to include:

- Will you show how diamond-mine workers are exploited?
- Will you describe how diamond prices are decided?
- Will you explain why people should treat this as an important issue?
- Will you tell people how they can learn more?

Research other details to include.

2. Write/Practice.

Write the script for your TV commercial. Decide what the roles will be and who will play each role. Read the script aloud as a group to see how it sounds. Discuss ideas and make changes. Practice your performance of the commercial.

3. Present.

As a group, present your commercial to the class.