

Youth Impact Communication

Verbal Abuse In School—— Prevention And Protection That We Can Do

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Summary

 [the whole report\(including all the details\)](#)

Identify the Topic

| Topic Description

Now these days, verbal abuse, which was defined as verbal bullying, has become one of the most serious social issues. Millions of people are suffering from verbal abuse including cyber bullying.

Specifically, verbal abuse is also known as abusing someone using aggressive language, because it may cause emotional and mental damage. Verbal abuse consists of behaviors that are non-physical, but which can still be rather damaging, such as being threatening, insulting, or humiliating toward someone. Those who are verbally abusive tend to be so because they believe it will give them more power and control in the relationship.

Especially for students nowadays, they do not have the ability to protect themselves or fight back in proper ways. Additionally, students may face much pressure. Typically, the more verbal abuse a student suffers, the more problems the student is likely to develop as a result. This result can be reflected on the victim's attitude to life and even their grades. It does not matter how old the student is when the abuse occurs for it to have a damaging and lasting effect.

| Why it is important

Today's society is more and more open and free of speech. As a result, we, being mentally immature, maybe hurt by a word spoken intentionally or unintentionally and touch the heart, make it difficult to heal.

There is a lot of unknown verbal abuse in school, which will become a potential danger if the victims do not give the timely feedback. In order to avoid the deterioration and spread of this phenomenon, it is very important to carry out this research activity.

Therefore, it is necessary to carry out relevant investigation among high school students. This is conducive to truly understand the situation, and the existence of the phenomenon of individuals or groups of timely communication and mediation,

so that more high school students away from verbal abuse, so that every high school student can healthily and happily communicating with each others and growth. At the same time, through the development of various forms of activities, such as knowledge competition, publicity exhibition, field visits, so that the research activities to achieve the best effect, and let us want to spread the concept of popular feeling, to achieve the best effect.

For adolescents, verbal abuse suffered during their school years may affect their psychology, hinder their growth, and leave unpleasant memories in their hearts. Let's open the Internet and open the post, and we will find that there are not a few people who have been subjected to verbal violence in their youth, and these traumas have also grown up with them. Some netizens said that they were bullied when they were students, but the teacher said, "Why don't the bully people bully others? It's your own problem." When the teacher did things, he did not choose the best way, but chose harmful words make students deepen their gaps between the teachers and the bullies.

Can we say that the suppression of verbal abuse is not important? There are also many real examples around us. Girl A had a good relationship with a boy when she was in junior high school, but another girl B was against her, so girl B told the teacher that the two were in puppy love. The teacher then trusted her, and criticized and educated the girl A and the boy, and ironically said in the class, "If someone in our class wants to marry so early, marry quickly, and no one will stop you." Since then Girl A The pressure was great, not only the friendship with that boy became shaken, the grades continued to decline, and he failed to pass the school of his choice. In this incident, both Girl B and the teacher became perpetrators of verbal abuse. Their words and deeds directly affected the fate of a girl, and the control of verbal abuse was imminent.

There is no shortage of people who wear colored glasses to see people in life. They may laugh at other people's appearance, performance, and family. They may use various insulting words to describe others. Maybe they are unintentional, maybe they are just kidding, but they have become perpetrators. Some people have questioned juvenile offenders, and most of them have been looked down upon. Under more and more verbal abuse, they have chosen to retaliate against society. The impact of verbal abuse is extremely horrifying. For some students with poor psychological endurance, a word may cause a life to pass. These things have happened and are still happening constantly.

We must learn from them and do something. In life, each of us can be a perpetrator and a victim. How to protect ourselves and how to keep verbal abuse away from us is an important issue that deserves attention as soon as possible. Only by solve it can make school better!

| Project Objective

Our goal is to let all the students in our scope (even further and bigger) can have better understanding of verbal abuse, know what the kind of proper action to take when they encounter the hurt of verbal abuse or suffering the verbal abuse next time. Also, we firmly hope that the adolescent can understand the harm of verbal abuse, perpetrators at all the ages could stop abusing their children, peers even the strangers. The situation in the society, especially the campus, can turn better.

Identify the Target Audience

| Who Are They?

Our target audience includes high school students in Xi'an Gaoxin No.1 High School international campus and mainly of them are the students from International Course Center.

| Why Are They?

Nowadays the mental health problems of the adolescence have become more serious than the past time. As high school students, we noticed that the pupil with mental health problems in our school are incredibly increasing. Through a serious of investigation we found that the causes of the mental health problems are mainly the verbal abuse and the pressure. Thus, We want to design an execution plan to help the peer-victims of verbal abuse get rid of the harm, Know how to protect themselves and their encountering the verbal abuse. Furthermore we want the parents and the classmates know more about the harm of verbal abuse, stop the action of abusing others.

| What is your scope?

Centered on ICC, involving all international campus in Xi'an Gaoxin No.1 High School

| How to reach them?

Through the different kinds of communication apps, such as QQ ,Wechat and Weibo ,(the online applications and communications)

Identify the Key Message

| The Key Message

 [the whole report\(including all the details\)](#).

| The Tactics Behind

all the details are in this document

 [the whole report\(including all the details\)](#).

Choose the Platform

| The Platform Chosen

Because of the coronal virus in China during the first half-year, the only platform we can choose is online platform. Some important strategies we have come up with cannot bring into effect. After a lot of discussion in our group, we change most of our precept and finally using the online platform to promote our topic. The interview, exhibition, and lecture activities are conducted online.

| The Alternative Platforms

Because of the coronal-virus epidemic in China in first half year, we cannot go out to conduct some specific activities. The only platform we can choose is online platform. but we still choose some of them: bilibili Tencent Wechat to post our videos on them to attract more people to engage in our project

| The Criteria to Evaluate

Because of the coronal-virus epidemic in China in first half year, we cannot go out to conduct some specific activities. The only platform we can choose is online platform. But we still have some criteria. First, this stage must have a mount of audience, that is, this platform has to be influential enough that our activities can be seen by more people. Second, this stage can easily post the videos on it, which will be easier for us to complete the whole process.

| The Rating Sheet

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Set the Agenda

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- what is verbal abuse?
- why is it important to prevent it in our campus and family?
- how can we prevent this situation?
- lecture
- debating(changed into brochure)
- exhibition and charity auction
- interview

Design the Packages

- 📁 [线上采访](#)
- 📁 [线上讲座3](#)
- 📁 [线上讲座1——疫期心理和开学后的心理调适](#)
- 📁 [线上讲座2——非暴力沟通](#)
- 📁 [抵制语言暴力系列展览第一期](#)
- 📁 [抵制语言暴力系列展览第二期](#)
- 📁 [抵制语言暴力系列展览第三期](#)
- 📁 [抵制语言暴力系列展览第四期](#)
- 📁 [抵制语言暴力系列展览第五期](#)
- 📁 [第一期讲座宣传推送](#)
- 📁 [第二期讲座宣传推送](#)
- 📁 [第三期讲座宣传推送](#)
- 📁 [前两期讲座录播视频推送](#)
- 📁 [“抵制语言暴力”系列展览 展品公益拍卖活动](#)
- 📁 [语言暴力——如何面对与解决](#)

Create and Track the Impact

| The Execution Plan

Brief activity intro:

Debating: With the gradual aggravation of campus violence, ICC decided to launch a debate on the choice made by students when they suffer from the verbal violence. It is hoped that during the debate, students can think more deeply about verbal abuse and know the best way to prevent verbal abuse from harming them. At the same time, students can improve their dialectical thinking and cultivate their comprehensive thinking.

Super quiz: By sorting out the questions and asking the contestants, we can see if everyone knows about verbal abuse and whether they have done or suffered such incidents. This activity aims to make everyone have a cognition of verbal abuse and understand what kind of verbal abuse they are.

Lecture: Let students understand the verbal abuse through the explanations of experts and teachers, understand the harm of verbal abuse and know how to solve it. Let the verbal abuse on campus be reduced and let students know how to communicate with classmates correctly to prevent verbal abuse.

Exhibition: Most of the time, verbal abuse can be detrimental to us emotionally and even render an unrecoverable trauma. This exhibition can help more people realize the harm caused by language violence, think about how much damage their own words can do to strangers, schoolmates and even close friends so that we can together make the environment better.

Survey: This survey was conducted by online questionnaire, and a total of 89 questionnaires were collected, 81 of which were from high school students. The investigation is informative and reliable.

 [the execution plan of lecture2](#)

 [the execution plan of lecture1](#)

 [the detailed plan of quick question and quick answers](#)

 [the execution plan of interview](#)

 [the execution plan of lecture](#)

- [the advertising brochure](#)
- [the background guide of debating](#)
- [The statistic of the feedback survey](#)
- [the overall report in detailed](#)
- [the detailed plan of exhibition](#)
- [the detailed plan of lecture](#)
- [an analytical report of verbal abuse](#)
- [the detailed plan of debating](#)
- [the execution plan of exhibition](#)

| Impact Statistics

Feedback A

I am really grateful as a former YIC participant to see how impressive and effective this team has conducted the topic: Verbal Abuse in School. It is insightful for them to notice this urgent issue from their community.

To start with, they did a great job on selecting the topic-- to prevent and protect the people suffering verbal abuse as high school students-- depending on target audience. They did survey and analyzed the data to understand the importance of solving this issue. After settling the goal and plans, they implemented a variety kind of activities to arouse their target audience. It should be credited that they orientated related-topic debate, created Super quiz, presented online lecture, and held exhibition. And, most importantly, target audience had positive and informative feedback of attending those innovative anti-verbal-abuse activities.

In the end, it is such a cheerful thing to see this team spread their ideas and insights about verbal abuse around them, and raise more public attention on this hot-debating issue.

Ziqi Wang

Feedback B

As a former participant in YIC, I deeply understand how exciting and fulfilling this experience is when you can actually have an impact on your target audience for something you truly care about. This group of enthusiasts have really shown me what it's like to go all out for accomplishing a shared goal. As their student consular, I've seen them run into all kinds of problems from funding, organizing, technical issues, and so on, yet they have conquered them all with sheer passion and devotion. Among all the campaigns they've run, the most touching and helping one for me personally is definitely the online lecture. I can see their enthusiasm passing on to the professor, who delivered a deep message about

verbal abuse to hundreds of audiences and still kept it fun and enjoyable. I truly believed their hard work will have its influence in our campus and even outside of it, and it' ll be even better if they could keep this spirit and have a voice for the verbal abused in the long term. In all, I think they did a wonderful job
Mofeyang Li

 [The statistic of the feedback survey.](#)

| Collect Feedback

Why we choose them to send us feedback?

Wang Ziqi and Li Mofeyang are the former YIC participants, they know the exact process of this exciting and meaningful activity and they experienced the same thing last year like us. Thus they can give us the most precise assessment as a senior student. Besides, they are also the audiences of our activity and they can reflect the virtual results of all the audiences in our scope.

So, after careful selection, we quoted their feedback to show our impact.

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Mofei yang Li

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

In our YIC activities, we have achieved great success in many aspects.

First of all, we thought of many constructive topics when we selected the topic. After many choices, we chose verbal abuse as the subject of action. This topic seems very creative to us and is also a problem that happens around us. In our investigation of verbal abuse, we learned a lot about it. At the same time, we also help many people around us who have suffered verbal abuse.

Secondly, our activity mode is very novel. Due to the epidemic situation, we publicized the prevention of verbal abuse through the Internet. This kind of propaganda method makes our propaganda power improve qualitatively. A larger platform enables more people to know about verbal abuse, which not only makes it fast, but also improves the efficiency of our propaganda.

Finally, in this activity, everyone did their work to the best of their ability, followed the schedule of the activity to complete their work, which also made our activity go on smoothly. It can be said that the influence action was successful.

| What to Improve

Admittedly, our team set up a series of creative activities during the past few months. Yet there are still mainly two things to improve: the first one is our arrangement of time. For example, the report of ours was finished on the last day but not earlier, since our pace of gathering information was too slow at the beginning of the project. The second is the viewers of our online exhibitions were

still at a limited range, mainly students and parents. We hope to express our ideas to more common people that are unrelated to school.

| Summarize Learnings

Lecture:

After this time we are more experienced in how to arrange a whole lecture and choose the ways to spread it farther. Choosing platform is really a determinant to an activity and ways of advertising is also influential to us. We chose many popular platforms to post our lecture for more people to watch, such as bilibili, which is well-known among the young people, Tencent, has a huge audience, Wechat, many people will check our subscription everyday.

Exhibition: In our exhibition, we experienced many difficulties, but we overcame them one by one. Finally achieved a better result. We learned a lot in it. First of all, our initial decision was to hold an offline exhibition in the school. But because of the sudden outbreak, we rejected that idea. Finally choose to proceed online. In fact, online exhibitions have both reduced costs and increased viewing. In this case, my team members and I learned to change our thinking to achieve better results. Second, we assign tasks without taking into account the amount of work each person has to do. The result is an uneven distribution of tasks. Some people finish a task and then go and help someone else do it. In this case, my team members and I learned to help each other.

Debating : Because of this accidental break-out of COVID-19 , our debating team has encountered many difficulties. But, those barriers let us improve a lot. We know how to deal with the accidental happenings with the limit resources and exert the resources we have now into the future changes. And we also tried a lot of new ideas in order to cope with the epidemic and all of them turned out well. It is pretty glad that we did not waste any resources we found before because more people can receive the small brochure made by us.

Interview: Like the debating team, we also changed the form of our activity. Though it can be a pity that we have not held the Super quiz with my classmates, we still develop the good relationship with many people who suffered from verbal abuse on the internet. Through their stories, we completely realize how important it is for our society to take the verbal abuse seriously and what we did might be a great improvement to the solutions of this social issue.

Team Credits

Muwen Xu:

Xu is the leader of our whole team. During these activities, Xu showed her great abilities of management and guiding. Xu always divided our tight tasks into different parts clearly. She is a good supervisor and a participant. Also, she always took care of other members' feelings. She is an important member of our team. She is in charge of the whole report writing and the grammar.

Yuchen Zhou

She is full of different creative ideas. There are many inspirations of our activities in team were from Zhou. Our team had such creative activities almost because of Zhou's intelligent and creative mind.

Yuchan Jin

Jin played a vital role in our works, she has strong execution. She can always deal with her work with high quality in time and help others. Never put off any works. She posted our propaganda with Zhou.

Yuxin Yao

Yao is very good at using electronic devices to reach the goal. Yao's activities brought us a lot of convenience about Wechat official accounts. What's more, this saved a lot of time and made our work more efficient.

Jiaqi Shen:

She can come up with a lot of new good ideas and she can always cooperate with the work of others.

Nadiya WU:

Team members, together to promote the high cooperation in group cooperation. Progressive of she plays an implacable role in the activities group, efficient, and fast.

Chudi Zhang:

She is the most active in group activities. She was undoubtedly the best member of the group, and because of her, the activities of our group could achieve such good results. She is really wonderful!

Chuhan Wang:

As a team leader with good leadership, Wang timely in accordance with the progress of activities to assign tasks to members. Effectively improve the work efficiency.

Yinzhe Li

Li did a good job in daily urging the team members and posting subscription. He worked hard in the group and did a lot for the other team members.

Yuqi Chen

Chen can timely make each issue of posting subscription and take charge of the post-processing of documents, auction activity consultation and other important work, so as to greatly improve the completion degree of each task.

Ximeng Yue

Ximeng Yue also kept inquiring and consulting professionals to improve the production of the subscription step by step and pay close attention to the influence of tweets.

Ruilin Yang

Ruilin Yang was actively thinking about new ways of publicity while making the official account, and consulted with people around us to solicit contributions for the exhibits in the exhibition. This enabled us to recruit good exhibits in a short time and provided new publicity programs such as campus exhibitions and signing ceremonies.

Yidan Zhang

She is a splendid communicator and director. During the activity, she contacted with the lecturer all the time in order to reduce the risks. She can properly deal with the relationship with others.

Haoying Wang

She helped the team to record the lectures in a proper time. Her decision prompt the lectures' success. Besides, she can always keep in touch with other team members and the team leader.

Wanjun Zhao

Zhao is in charge of the writing of the advertising article and the partial work of propaganda. She wrote a number of high quality works and post them on the internet on time. She is a reliable co-worker.

Siyu Du

Du is account for the most part of the propaganda. It is a hard task to choose the appreciate stage for us to put on the lectures we recorded before. It is a decisive and significant work. She did a great job.

Judge Comments

" Your topic has definite merit. It's important to tackle abuse of any kind in schools. It's more meaningful when it's done by students such as yourselves. I am still unclear about how you're framing the topic, though. Are you focusing on students bullies who verbally abuse others? Or is it teachers who may do it, as in the example you shared? Maybe it's both? And do you have a sense of the prevalence of verbal bullying at the moment? Your target audience is one of convenience — the students in your school. The age range is right, but the problem you've identified likely requires you to get beyond the walls of your school. You want to have a broader impact, so consider including students of the same age from other schools. The reason you're asked to provide a key message is to see if you can distill the essence of your topic into a sentence or two. How would you creatively frame your message so that it's easily recognizable and understandable to your target audience. You linked to your full report, which is impressive in scope and features great information about the debate, in particular. Under topic No. 2 (super quiz), you have a theme that reads: "Public awareness of verbal violence." Is that the key message? If so, I'd urge you to move away from awareness. Yes, you are raising awareness, but I think you're also attempting to change minds and effect change. That should be clear in your key message. The virus did impact your ability to do things in person, but it's good that you were considering offline options, like interviews, exhibitions and lectures. And good work pivoting once the virus hit. But what you wrote under the "choose the platform" heading is repetitive. You need only mention the coronavirus once. Spend the rest of the time articulating the platforms you chose and then explaining why you chose them. You don't justify your decisions clearly enough. Your agenda — in other words, when you planned to complete certain tasks — wasn't clear in your project proposal. It comes through briefly in other materials. You produced an impressive array of materials for your project. The personal story of someone who experienced verbal abuse is moving and thought-provoking. Personal anecdotes will help your message penetrate the audience. It would've been great if you could've gotten more personal stories, so that the video wasn't just one person talking for a long period of time. You could've weaved different stories throughout. One of your online lectures was just one person talking for more than 20 minutes. Your audience won't stick around if the only thing they can see is a single person. The other lectures work better because there are visuals (though one of them didn't seem to have audio). Your written pieces and promotions feature great content and information. I'm not sure how psychology in the time of the epidemic and a return to school fits with the larger idea. But again, a great variety of content here. You tracked your progress

well. I liked seeing a pre-video survey followed by a questionnaire after the video. You also assessed your other materials quite nicely. I'd suggest using more visuals in some of your materials, though. That could be appropriate art and/or charts and graphs. Visuals would help tell your story more completely. Good work reflecting on your project. I was interested in how you evaluated your timeline. I think it's OK that your materials were viewed mostly by students and parents. That seems like an ideal grouping of people. Nice work preparing interesting and informative materials and focusing on an important topic. "