



Write a slogan in French!

Make it catchy, concise and creative!

Who for?

UK learners of French from **beginner** to **advanced**, at **KS4**, **A Level/IB Level** and **University** (degree, elective, LFA). Submissions per school/form accepted at KS4 level.

Instructions

Invent a slogan in French on the themes '**le français et moi**' or '**apprendre le français**'. Make it catchy, concise, creative, fun and meaningful!

Accompany your slogan with an **image** associated with the slogan and a brief **description** (max 300 words) of how it works (contextualisation, semantic play on words, polysemy, phonology; cultural connotations of image).

Submit to: anna.johnston@durham.ac.uk by **Monday 23 May 2022 at midnight**.

Find out more

tinyurl.com/FrenchSlogan

Prizes to be won!



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