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Task 5 Part A - AC2.1 Compare Campaigns For Change

Similarities – Aims and Success of Campaigns

Many campaigns have been successful, for example, the Sarah's law campaign. This was fronted by Sarah's mother and father, and achieved its aim by introducing the child sex offender scheme in 2011, which gave people the right to ask if there were any paedophiles living in their area. 700 paedophiles were identified within the first 2 years of the campaign, illustrating its success.

Similar to this, another campaign that was successful; was the double jeopardy law campaign, which managed to reach its goal when the criminal justice act 2003 brought changes in the law that said someone cannot be tried twice for the same crime if they were not found guilty the first time. In contrast, the assisted dying campaign, Dignity in Dying was not a success. This is because a bill (the assisted dying bill) was introduced to parliament in 2015, but was rejected in 2015, and so did not meet its aim. The idea of this campaign was to get rid of the law under section 2 of the suicide act 1961, saying that helping someone commit suicide or giving someone the right to die if they wish is illegal.

Similarities – Reasons why the campaigns were needed

Some campaigns have come about from a tragic event, whereas some come about for political reasons. Family campaigns like Sarah's law are most likely to begin due to something bad occurring. In this situation 8 year old Sarah Payne was killed by paedophile Roy Whiting, who had a criminal record for already kidnapping and sexually assaulting another young girl. Likewise, the campaign for Clare's law also took place as Clare woods was tragically strangled and set on fire in her home in Manchester by her ex-boyfriend George Appleton, who

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also had a history of domestic abuse. Other campaigns, such as the Brexit campaign started for political reasons, as people wished to leave the EU.

Similarities – use media of coverage and celebrities

Furthermore, many campaigns use media coverage and celebrities in order to gain more of a platform and reach a wide audience, for example, the anti-fox hunting campaign. This campaign had wide media coverage on television and in the daily mirror, whilst also gaining support from celebrities like Ricky Gervais and Sir Paul McCartney. Comparably, the campaign for Sarah's law was supported by a Sunday newspaper at the time called news of the world, which urged people to sign a petition, and successfully, 700,000 signatures were obtained because of this. They also had help from many radio dj's across the country and politicians. However, Bobby Turnbull's campaign did not have wide media coverage, it was supported by local MP's and the home office but only a few regional newspapers urged people to sign a petition backing the aims. This illustrates that family led campaigns are less likely to have significant support from celebrities and the media that pressure group campaigns like dignity in dying, which was backed by Patrick Stewart and many others.

Similarities – Change in law

Many campaigns seek a change in criminal law, or instead constitutional law, and some even aim to end stigma. The Brexit campaign sought a constitutional change in Britain's membership to the European Union, unlike Sarah's law which was looking to create the child sex offender scheme (which was a change in criminal law) and for freedom of information. Lillian's law also wanted a change in criminal law, after Lillian groves was killed by a drug driver who only served 8 weeks in prison, and was not charged for driving under the influence.

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Her father wanted a zero tolerance to drug driving, which was later introduced. Other campaigns, like Mind's Time to change is seeking to end stigma against those who are suffering from mental health conditions. All of these campaigns are national, whereas together for yes, the abortion campaign was introduced in both the UK and the republic of Ireland.

Similarities – My own campaign for change – Planned in AC3.1

The campaign I have created is looking for an end in stigma, similarly to Time to change, for those who are addicted to illegal substances (which is a moral crime, as seen in the brief where Mr.S is addicted to gambling). This differs however from most of the other campaigns I have discussed above, which either seek a change in constitutional or criminal law, or policy. For example, the anti-fox hunting campaign "league against cruel sports" wanted to keep the hunting act 2004, and brexit sought constitutional change. Similarly to most of the campaigns mentioned, I will use social media and create a website in order to raise awareness and make my idea more successful. This is similar to campaigns like the abortion rights campaign Lillian's law, who both used an official website to reach a wide audience, and had great success in reaching their aims. Most campaigns, especially those seeking a change in law, or creating a new law ore scheme, use petitions so that people can sign them and support their cause. In contrast to this, I will not be using petitions as my aim is to help people facing drug addiction come forward and look for help, and to end the stigma against them.

AC2.2 Evaluate the Effectiveness of Media Used in Campaigns for Change

Media 1: Social Media

Definition: Media used in campaigns can be extremely successful, and help the campaign reach its goal by helping them reach a much wider audience. An example of this would be social media, which can be one of the most effective ways of reaching a campaign's audience. This is because it consists of a large number of platforms allowing people to communicate with each other, even if they live on the other side of the world, and there are 42 million active social media users in the UK alone, meaning it has more reach than other forms of media such as newspapers and television.

Advantages: Social media is easily accessible as it is free to use, and therefore is a cheap and efficient way of getting your message out there. Sites like Instagram, twitter and Facebook are good examples of this, and you can even create hashtags in order to make your campaign more recognisable and accessible. Links can also be made to more detailed information on an official website online, giving people a better idea of what your cause is.

Disadvantages: However, not everyone uses social media, which could limit some campaigns. For example, older people are significantly less likely to use social media, and so if your campaign is targeting the elderly, it would be a very ineffective method to use. In addition to this, because it is so easily accessible, there are a large amount of people competing for recognition on social media websites, and so it could be extremely difficult to get noticed and become popular, especially if others are copying your ideas. Another factor that could make social media ineffective is the number of trolls who are active, and they could disagree with your message and hi-jack your feed, trying to undermine

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the campaign aims. This would consequently put people off from supporting your cause.

Example of a Successful Campaign: An example of a campaign that successfully used social media is the Greenpeace and Iceland palm oil campaign, which protested against the advert being removed from television screens. Since it went viral on platforms like twitter and Instagram, over 30 million people viewed the advert, and more than 500,000 people signed the petition against the television ban. They used social media well by create links to other websites for further information, and blogs were used to keep the audience updated, leading to word of mouth.

Media 2: Events

Definition: Events are another form of media coverage that take place for promotional purposes, and can be used successfully by campaigns in order to make their voice heard. If a large amount of people turn up, it is possible that it will be covered in news stories on the television and radio.

Advantages: Events can be very effective because they often involve celebrities, which helps to raise awareness for the campaign and the issue they are promoting, and they can be shown on news programmes to increase publicity. This allows people to become more aware of the campaign. The public are also able to contribute to the campaign even without attending, as they can donate to the cause over the phone, by text or on the internet, meaning it is easily accessible by the general public, and therefore effective.

Disadvantages: Nevertheless, it is not easy to make sure events go as planned, as it is hard to determine how many people will turn up, and many may not attend. Furthermore, the campaign may need a large amount of funding before

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the event takes place, which is much less effective than social media, which is free to use.

Example of a Successful Campaign: Children in need have proved, however, that events can be very effective in making a campaign successful, children in need is a yearly event that has raised awareness and money for their cause. Every year they broadcast it on TV, which helps to increase publicity and consequently make more money; in 2017 alone, they raised £50 million. This shows that events can be successful, but only if you have a large amount of funding and have reached a wide audience before it takes place.

Media 3: Blogs

Definition: Another form of media used in campaigns are blogs, which are regularly updated websites that use informal language to help the audience relate to them and be more likely to back their cause.

Advantages: They can be advantageous due to the fact that anyone can set up a blog, they are free of charge, and they allow people to express opinions and emotions and can contain video links and pictures. This gives people a good idea of what the campaign is about, and the use of emotive and conversational language creates empathy among the audience and makes them feel like they are able to help, increasing their willingness to donate money or sign a petition. Moreover, they are regularly updated and so keep information fresh and interesting for those reading it.

Disadvantages: Nonetheless, they could be difficult to keep up with for the audience and the author, since they are very time consuming and require significant dedication. Also, a blog has to be found in order to find campaign information, meaning there will be a limited audience as only those interested

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in the causes of the campaign will see it. However, the environmental campaign group

Example of a Successful Campaign: Greenpeace used a blog in order to raise awareness for their cause. They used videos, images and articles to interest readers, and the majority of posts have now been shared over 1000 times via social media platforms, widening their audience. Although, this proves that social media is in fact more effective, and that a campaign already needs a large audience in order to get people to read their blogs.

Media 4: TV Advertising

Definition: Television advertising can be used effectively to reach a wide audience when campaigning for change. Advertisements are a span of television clips, produced and paid for by an organisation that convey a message or market a production.

Advantages: They can reach a wide audience due to the number of people who watch TV, especially if they are played in prime-time slots. They effectively use moving imagery and speech and songs to create a sense of empathy among the audience, which likely makes the advert more memorable. They are also more likely than other forms of media to include celebrity appearances in order to gain attention, as celebrities already have a large platform of fans that will possibly support the campaign after seeing them.

Disadvantages: In spite of this, they are extremely expensive for campaigns to create, meaning only already successful campaigns are likely to use this method, and people can ignore or skip adverts if they choose. Sometimes adverts can be very graphic, with scenes of violence or death. Whilst this is useful for making it memorable, it may upset younger or more vulnerable

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audiences, putting others off the campaign, especially if it becomes controversial.

Example of a Successful Campaign: Water aid effectively used television advertisement to raise awareness of their campaign in 2014-2015. The success of the advert allowed 2 million people to receive safe water, and was backed by the cast of Downton Abbey.