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### Activity: Media

#### Campaigns and changing views

##### Learning objective

At the end of this activity you should be able to:

- examine how public perception of drink driving as a crime has changed by comparing advertisements to dissuade the public from drink driving.

A. Using the link below, answer the questions that follow.

<https://www.youtube.com/watch?v=fW2dWqTkDBM>

1. What image is given of drinking and driving in the 1964 clip?
2. How is the advertisement from 1978 different to the one from 1964?
3. In the 1979 advertisement, who is seen to be the problem for those who drink and drive?
4. In the 1980 clip, what is the problem for the man who has been caught drinking and driving?
5. How is the tone of the advertisement different in 1987?
6. In the clips from 1990, 1992, 1994 and 1995, what types of images and messages are used to deter people from drinking and driving?
7. In the 2004, 2007 and 2013 advertisements, what tactics are used to discourage drink driving?

B. From your answers above, how would you say media portrayals of drink driving have changed over the last 50 years?

How far do you think these changes reflect changes in public perception of drink driving?

How might media representation have influenced the change in public perception? (You might want to look back at Unit 1, Topic 1.5 to consider the impact of media representations).