

## Unit 2 Topic 4.3 Page 160

### Activity: Media

#### Pressure group campaigning

##### Learning objective

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

- explain how pressure group campaigns may succeed in changing policy, using the law on stalking as an example.

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

<https://www.youtube.com/watch?v=5KYHdJJpQZk>

1. What was the campaign about?
2. Who was involved in the campaign?
3. What was the problem that needed to be addressed?
4. What did the group do initially?
5. Why were MPs more likely to be involved?
6. List the people that the campaign took evidence from.
7. What did the campaign do in Parliament?
8. What advice does the speaker give about how to mount a parliamentary campaign? (Hint: use the slides in the clip).
9. Who was involved in the campaign outside of Parliament?
10. How long did the evidence sessions take?
11. Which evidence was the most powerful?
12. Why were personal stories so important for the campaign?
13. What proportion of victims of stalking are women?
14. Why was it important for victims to give evidence to the campaign?
15. What campaign method did the BBC correspondent use?
16. Was the campaign successful? Explain in what way.

B. Briefly summarise the reasons why you think this campaign was successful.