

Criminology

Level 3

Welcome to your Criminology Level 3 Summer Task!

This handout will guide you through **Unit 1: Changing Awareness of Crime**. Crime is a multifaceted issue, manifesting in numerous forms. Not all crimes are reported, and many are misunderstood. Some seemingly minor offences can be linked to serious problems, such as terrorism and human trafficking. Often, people ignore or fail to report crimes due to **fear, shame or lack of understanding**.

Media plays a significant role in shaping public perceptions of crime, but its portrayal isn't always reliable. Data provided by authorities may also be inaccurate or incomplete. Our moral judgements about crime are often influenced by inconsistent and biased sources. It's crucial to understand the diversity of crimes, the reasons behind underreporting, the flaws inherent in crime data and the importance of distinguishing between myths and facts.

This task aims to equip you with the tools to critically analyse crime, its portrayal and the factors influencing our understanding of it.

Task 1: Research Campaigns for Change

Research the following family-led campaigns for change: Sarah's Law, Clare's Law, Lillian's Law and Bobby Turnbull's Campaign. For each campaign use the following headings:

- **Campaign Background & Methods Used:** Briefly describe the context of the campaign and the strategies employed.
- **People Behind the Campaign:** Identify the key individuals involved.
- **Focus or Aims:** Clearly state the goals of the campaign.
- **National/Country-wide:** Indicate the geographical scope of the campaign.
- **Support Given:** Describe the support the campaign received (e.g. from organisations, politicians, the public).
- **Use of Media Coverage:** Explain how the campaign utilised media coverage to raise awareness and garner support.
- **Was it Successful:** Evaluate the campaign's success in achieving its aims, citing evidence.

In addition, analyse the design of each campaign, considering the following aspects:

- **Structure:** How is the campaign organised and presented?
- **Images:** What types of images are used and what effect do they have?
- **Persuasive Language:** Identify examples of persuasive language used in the campaign materials.
- **Promotion of Action:** How does the campaign encourage people to take action?
- **Target Audience:** Who is the campaign trying to reach?

- **Alignment with Campaign:** How well do the design elements align with the campaign's overall message and goals?

Insert relevant images/examples of campaign materials into the document to support your analysis.

Task 2: Similarities and Differences in Family Campaigns

Write an essay of approximately 1000 words comparing and contrasting the family campaigns you researched in Task 1. Consider the following questions in your analysis:

- What common themes and motivations unite these campaigns?
- How do the campaigns differ in their focus, strategies and levels of success?
- What factors contributed to the successes and failures of each campaign?
- What role did media coverage play in shaping public perception and influencing policy changes?
- How do these campaigns illustrate the power of family advocacy in the criminal justice system?

Summary

This handout provided an overview of the Level 3 Criminology Summer Task, focusing on Unit 1: Changing Awareness of Crime. It outlines the importance of understanding the complexities of crime, the factors influencing its perception and reporting and the role of family-led campaigns in advocating for change.

Completing the assigned tasks will enhance your critical thinking and analytical skills, preparing you for a deeper exploration of criminology.