

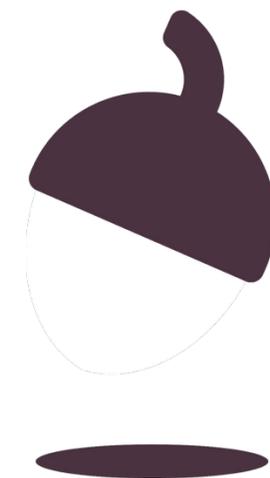
Citizenship

What is the role of the media in a democracy?

Lesson 3 of 6

Downloadable Resource

Mr Joy



OAK
NATIONAL
ACADEMY

Task 3 Questions

- What was the aim of the *Daily Mail's* campaign?
- How did the *Daily Mail* try to achieve a change in society?
- How successful was the campaign?
- Why do you think the campaign was successful?



Source 3: *How the world shames Britain in dealing with 'plastic poison' bags* article excerpt

Britain lags behind the rest of the world in dealing with the 'plastic poison' caused by the distribution of billions of single-use carrier bags.

Consumers, governments and retailers around the globe have moved to banish the bags, a symbol of urban waste.

UK retailers claim shoppers in this country will not put up with losing the perk of an apparently free plastic bag with their groceries. However, the evidence from two of Britain's closest neighbours — France and Ireland — proves this is not the case.



Source 4: *Front Page That Changed Your World* article excerpt

Our addiction to plastic bags has been broken thanks to the 5p levy, dramatic figures revealed yesterday.

Introduced in 2015, the charge has led to an 86 per cent fall in usage.

The number [of bags used] annually has fallen from 7.5 billion to 1 billion in four years. This equals 19 per shopper, compared with 140 in 2014.

The remarkable decline is a direct legacy of the *Daily Mail's* Banish the Bags campaign, which... led to the levy.

