

UNIT 1: CHANGING AWARENESS OF CRIME

Controlled assessment: 8 hours

L01: Understand how crime reporting affects the public perception of criminality

AC1.1 Analyse different types of crime

Types of crime

- white collar
- organised
- corporate
- professional
- moral
- state
- human rights

Technological

- e-crime

Individual

- hate crime
- domestic abuse
- honour crime

You must show knowledge of specific examples of different types of crime and be able to analyse them by:

- criminal offences
- types of victim
- types of offender
- level of public awareness

You need to display knowledge of these crimes as being criminal and/or deviant

AC1.2 Explain the reasons that certain crimes are unreported

Reasons

- Personal fear
 - fear
 - not affected
 - disinterest
 - not affected
- Social and cultural, e.g.
 - lack of knowledge
 - complexity
 - lack of media interest
 - lack of current public concern
 - Culture-bound crime (e.g. honour killing, witchcraft)

You must show an understanding of the reasons why certain crimes are not reported to the police.

Consider crimes such as:

- common assault
- domestic abuse
- vandalism
- rape
- perceived victimless crimes (e.g. white-collar crime, vagrancy, prostitution, assisted suicide)

AC1.3 Explain the consequences of unreported crime

Consequences

- ripple effect
- cultural
- decriminalisation
- police prioritisation
- unrecorded crime
- cultural change
- legal change
- procedural change

You should have an understanding of the positive and negative effects of unreported crime on the individual and society.

AC1.4 Describe media representation of crime

Media

- newspaper
- television
- film
- electronic gaming
- social media (blogs, social networking)
- music

You should show knowledge of specific examples of how different forms of media are used to portray fictional and factual representations of crime

AC1.5 Explain the impact of media representations on the public perception of crime

Impact

- moral panic
- changing public concerns and attitudes
- perceptions of crime trends
- stereotyping of criminals
- levels of response to crime and types of punishment
- changing priorities and emphasis

You need to be familiar with specific examples of media portrayal of criminality and the range of impacts given. Understanding of those impacts should be based on theories.

AC1.6 Evaluate methods of collecting statistics about crime

Evaluation criteria

- reliability
- validity
- ethics of research
- strengths and limitations
- purpose of research

Information about crime

- home Office statistics
- crime survey for England and Wales

You should be able to evaluate the methods used to collect and present the two sources of information about crime given in the content. The evaluation should use the criteria specified in the content.

L02: Understand how campaigns are used to elicit change

AC2.1 Compare campaigns for change

Campaigns for change, e.g.

- change in policy
- change in law
- change in priorities of agencies
- change in funding
- change in attitude

You should show an awareness of various campaigns for change and their many different purposes. You should compare examples of campaigns for change and examine their effectiveness in achieving their objectives. Campaigns could include, for example, the classification of drugs, euthanasia, abortion, smoking, etc.

AC2.2 Evaluate the effectiveness of media used in campaigns for change

Media

- blogs
- viral messaging
- social networking
- advertising
- radio
- television
- film
- documentary
- word of mouth
- events
- print

You should demonstrate a knowledge of the media and specific materials used in campaigns and be able to evaluate their effectiveness in promoting a campaign for change.

L03: Plan campaigns for change relating to crime

AC3.1 Plan a campaign for change relating to crime

Plan

- aims and objectives
- justification of choice of campaign
- target audience
- methods to be used
- materials to be used
- finances
- resources needed



You are required to identify an appropriate campaign for change and produce a comprehensive plan of action.

AC3.2 Design materials for use in campaigning for change

Design

- structure of information
- use of images or other accentuating features to capture attention
- use of persuasive language
- promotion of action
- consideration of the target audience
- alignment with campaign



You are required to consider the design of materials such as:

- leaflets
- advertisements
- posters
- blogs
- Social network pages.

AC3.3 Justify a campaign for change

Justify

- presentation of a case for action
- use of evidence in support of a case
- use of persuasive language



You are required to justify the approach and the need for a campaign for change.