

In class we studied Barnardo's and their means of helping abused children through their forms of advertising. Barnardo's work with the most vulnerable children and young people, helping them transform their life and fulfil their full potential. They run projects across England, Northern Ireland, Scotland and Wales. Every project is different but each has the same goal: to help disadvantaged children to reach their full potential. They call this "giving children back their future."

I decided to work on campaign three; this was about young children being forced into prostitution. When this poster came out many people were horrified by its graphics. The picture shows a young boy in a grotty public toilet area, the boy's face wrinkled, his hair is grey and he has bags under his eyes. A man stands at the side of the picture with his belt undone. Had Barnardo's gone too far? No, the UK was reassured shortly after that the boy had been placed in a warm comfortable room with people all around him and afterwards the images were "altered" putting the more disturbing graphics in using a computer.

At the top corner of the advertisement there is a strap line; "abuse through prostitution steals children's lives." This is emotive language; it is being aimed towards us, making us feel guilty so we want to donate money for these unloved children. Children that have lead abused lives are lured into prostitution at a young age by older people that will buy them gifts and make them feel loved. After they feel safe with them they force the child into sleeping with men for money threatening to beat them if they refuse. Abused children are forced to grow up at an alarming rate. Barnardo's campaign shows this effectively through the faces of the children in the posters. They show that the abuse the child in the picture has suffered has forced him to have an elderly like face with the body of a mere child. The slogan catches this scene effectively.

The Barnardo's logo is situated at the bottom right hand corner. It simply says Barnardo's with two people at either side of a child holding its hands and lifting it up (above) and under it a slogan reads, "giving children back their future." Although simple this logo presents a positive image for a children's charity. The two people holding the child symbolise the Barnardo's social workers helping the children get their childhood back, this is shown as they swing him/her in the air. The slogan simply states their purpose as a children's charity.

I also researched the Barnardo's website where I found a real life story referring to the poster about a boy called Steven who at a young age was abused by his stepfather. After each encounter his stepfather would give him gifts, expensive ones that made him stop getting bullied and so Steven let this carry on longer. After a while Steven

got violent and skipped school to go to clubs, his mother couldn't cope with him and so he was sent into care. He kept running away and hung around clubs and bars where he met men who said they would pay him for sex, no where to sleep and nothing to eat made the decision for him. After a while it got too much for Steven and he attempted suicide quite a few times and after failing he was brought to Barnardo's where they are now helping him get on with his life. I have quoted this story because I feel that it is very relevant to my analysis of the Barnardo's campaign. The boy in the picture is very similar to the boy in the case study, but this story has a happy ending and thus Barnardo's are suggesting that early intervention by them can prevent a tragic outcome. Both the graphics and the web page employ emotive images for the maximum effect.

I think the target audience for this campaign would have to be adults, as children and teenagers might not know or understand the purpose of it. It is aimed more at adults because of the fact that it is about children, which can make them think that, that could be their child out there being used for money. Adults are also more able to donate money regularly as children would not be.

I feel that Barnardo's campaign is a very effective one showing that child prostitution is a very big problem in the UK. Hopefully more people will realise this and donate money so Barnardos can help more children all over the UK fulfil their childhood.