**Worksheet 2**

Read the article below then answer the question which follows.

**Oxfam Challenges Negative Stereotype Images (December 2012)**

It appears a lot of people are as sick of TV ads featuring starving, fly-infested African children. According to Oxfam, charitable donations for Africa have been hurt by the continuous “depressing, manipulative and hopeless” TV images used in fundraising efforts.

In a survey of more than 2,000 British residents, three-fifths indicated that constant images of hunger, drought, deprivation and disease in Africa have left them desensitised and apathetic. While almost three-quarters believed it was possible to end hunger in Africa, only one-fifth though they could play some role in bringing it about.

Oxfam executive director Dame Barbara Stocking said, “The relentless focus on ongoing problems, at the expense of a more balanced portrait of the continent, is obscuring the progress that is being made toward a more secure and prosperous future. If we want people to help fight hunger, we have to give them grounds for hope by showing the potential of countries across Africa; it’s a natural instinct to turn away from suffering when you feel you can do nothing to stop it.”

**Task 1:** Explain why the charity Oxfam believes there should be an end to the way Africa and its people are currently represented in fundraising campaigns on the TV and in other media.

**Task 2:** What problems do you think are caused by stereotypes? List at least three reasons.