



# POLITICAL AWARENESS

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# What it is ?

Political awareness  
is the ability of  
human beings to  
acquire and  
possess  
political knowledge  
through perception,  
reasoning, or  
intuition



# ILLETERA TE



Leaders

Result

<sup>s</sup>  
Might know the  
leaders



News

Result

<sup>s</sup>  
Do not watch  
news

No knowledge  
of politics



Vote

Result

<sup>s</sup>  
Do not vote

# MISINFORM ED



Behaviour

Result

<sup>s</sup>  
Loud in views  
And dogmatic



News

Result

<sup>s</sup>  
Slow response

Know little in  
every  
perspective



Vote

Result

<sup>s</sup>  
Often not vote

# GENERAL



Behavior

Result

<sup>s</sup>  
Personal  
Appeal

Might  
motivated  
sometimes



News

Result

<sup>s</sup>  
Educated  
generally



Vote

Result

<sup>s</sup>  
Almost vote in  
Every election

# ACTIVIST



Leaders

Result

<sup>s</sup>  
Recognize all  
political  
members



News

Result

<sup>s</sup>  
Educated well



Vote

Result

<sup>s</sup>  
Vote in  
every election



# EXPERT



Leaders

Result

<sup>s</sup>  
Knows all the  
candidates and  
the players



News

Result

<sup>s</sup>  
Making news  
  
Understand  
and know  
everything



Vote

Result

<sup>s</sup>  
Always vote  
  
Do publicly



raised for  
YOUTH  
S

age of  
13-21

# Young People Concer n

## Global

Relations with other countries  
Wars  
Conditions in other countries  
Nationalism and devolution  
Protection of the environment  
Preservation of wildlife

## Local

Labour market  
Lack of social facilities  
Drug use and pushers  
Crime and violence  
Policing strategies  
Family planning advice  
Unreliable transport provision

## National

Education  
Employment  
Economy  
Discrimination  
Drug laws and education  
Crime and justice  
Age limits  
Housing  
Environment  
Animal cruelty  
Transport policy  
Government and politics  
Media

## Personal

School/college experience  
Acquiring qualifications  
Job availability and security  
Lack of money  
Social life  
Discrimination  
Drug and alcohol use  
Personal safety  
Relationships  
Treatment of young people  
Keeping fit and healthy  
Self image/identity  
Under-age sex  
Invasion of privacy



Politics

Understanding

## Common reaction to politics



Lack of  
knowledge  
**About**  
**politics**



Hardly  
understand  
**About**  
**politics**



Image of Politicians



Untrustworthy



Self-Interest



Ineffective



Remote





# Political Interest

citizen's willingness to pay  
attention to political  
phenomena

How to encourage youth?

**1** Making politics more interesting and accessible

**2** Teaching politics at school

**3** Informing through the media

**4** Changing politicians

# Political Knowledge

the range of factual information about politics  
that is stored in long term memory or interpersonal  
discussion about politics

How to gain the knowledge?

Formal Education



Politic Discussion



Follow the News





## Influence Awareness

How people can be aware of politics

A black and white photograph of a crowd, possibly at a public event or protest. In the foreground, a microphone is visible, pointing towards the crowd. The background is blurred, showing many people. A dark teal rectangular box is overlaid on the right side of the image, containing the title and list.

## Press and Media

- Citizens participate in public policy decisions
- Easier to get information



## Ordinary Citizen

Mouth to mouth





## Educators

- Educate youth about politics
- To boost political participation and civil awareness
- To foster widespread youth in politics



## Political Parties

- Campaign
- Political Activity



# Youth actions

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Express themselves

Awareness to politic

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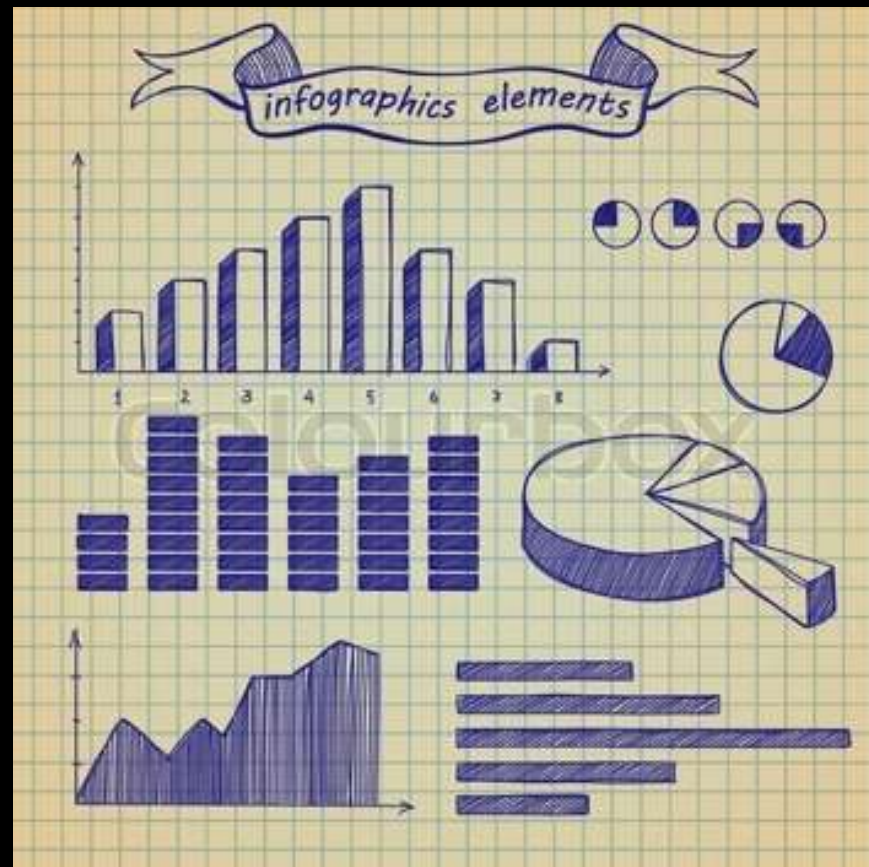
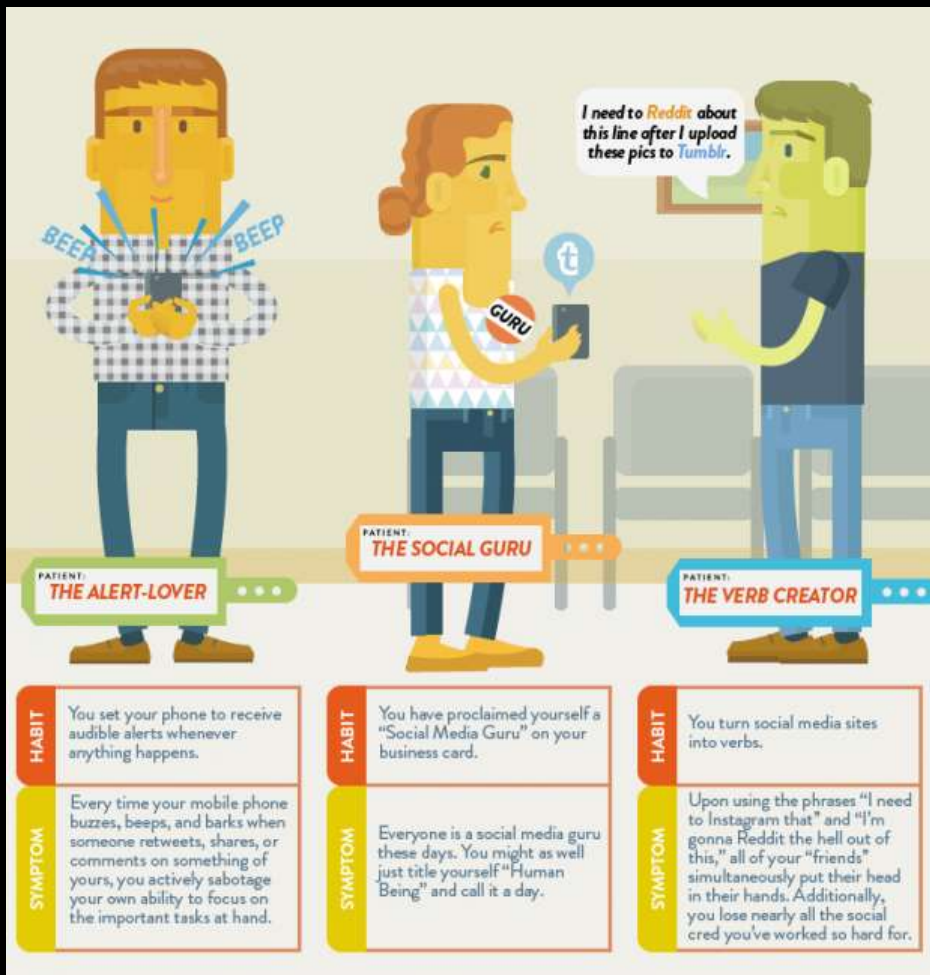
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# Nicotine FIENDS

## Cigarette Smoking Rates Around the World and What Nations Are Doing to Educate the Public

Researchers predict that by 2030, tobacco-related illness will kill more than 8 million people across the world each year. Of course, people smoke in every nation, but the prevalence varies widely around the globe. Here's a look at different nations' smoking rates, as well as a comparison of the measures different countries are taking to curb tobacco consumption and secondhand exposure.

## HOW DOES THE U.S. COMPARE?

In a 2007 Gallup poll, **24%** of Americans reported smoking a cigarette within the past week.

This is comparable to the worldwide median smoking rate of **22%.**

INSERT COINS

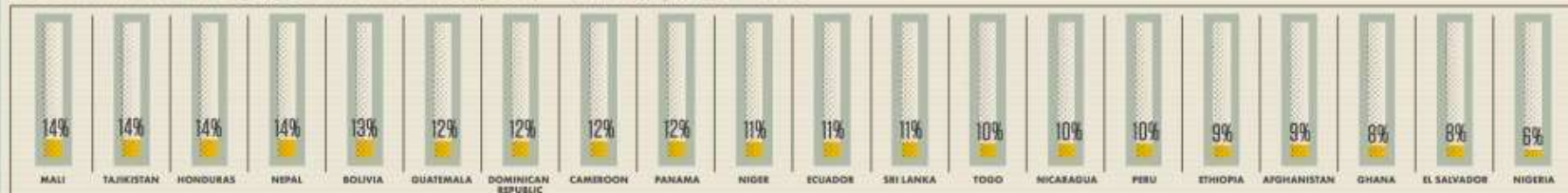
### COUNTRIES WITH THE HIGHEST SMOKING RATES (2007)

Percent of country's residents\* who smoke



### COUNTRIES WITH THE LOWEST SMOKING RATES (2007)

Percent of country's residents\* who smoke



\* Residents age 18 and above.

31

COUNTRIES

HAVE ENACTED LAWS  
REQUIRING SMOKE-FREE  
INDOOR SPACES.

MORE THAN  
1.9 BILLION

people live in countries  
that have conducted  
at least one national  
anti-tobacco public  
awareness campaign  
through mass media.

COIN  
RETURN

### TOBACCO CONTROL POLICIES

In 2005, the World Health Organization created a set of guidelines to manage tobacco use and awareness. Since then, 170 countries and the European Union have committed to follow at least one of the six measures of the comprehensive campaign.

PERCENT OF THE WORLD'S POPULATION THAT ENACTS THE FOLLOWING TOBACCO CONTROL POLICIES:

46%

MONITORING\*\*

28%

MASS MEDIA

15%

WARNING  
LABELS

14%

CESSATION  
PROGRAMS

11%

SMOKE-FREE  
INDOOR SPACES

8%

RAISING TAXES  
ON TOBACCO

6%

ADVERTISING  
BANS



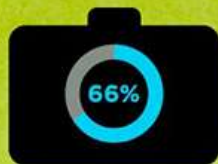
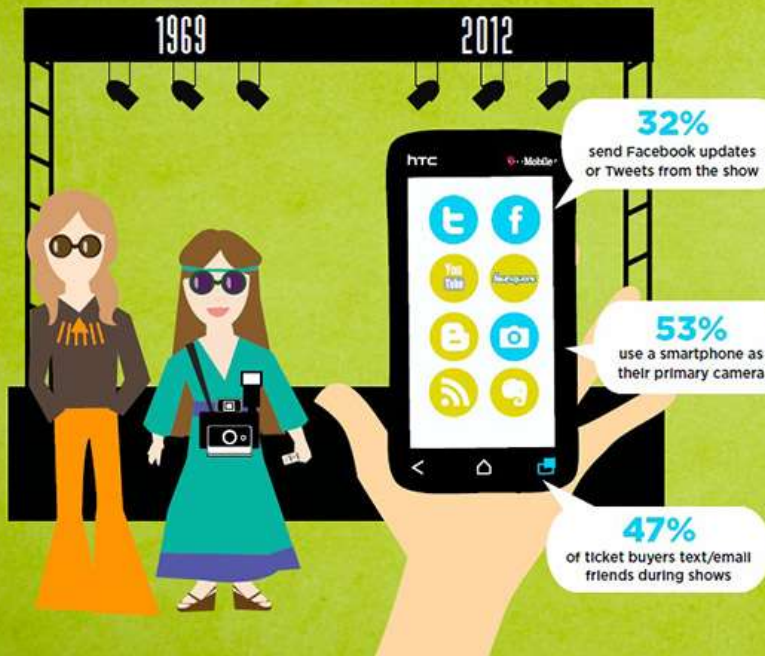
# MUSIC FESTIVALS: THEN & NOW

brought to you by the HTC One S

Much has changed since the free lov'in' days of Woodstock. Thanks to the smartphone, today's festival goers are even more plugged in, totally synced up and still rocking on in style. T-Mobile compares how technology has changed the way fans experience music festivals.

## EXPRESS YOURSELF

In 1969, fashion defined a generation. People expressed themselves by what they wore. Today, the most expressive accessory is our smartphone.



use camera phones to take pictures during the show



**1960s POLAROID**

**2.5 POUNDS** weight of camera

**8 PHOTOS** per film pack



**SMARTPHONE**

**4.3 OUNCES** weight of phone\*

**5,722 PHOTOS** with 8MP camera\*

## CONNECTING WITH FRIENDS (AND FAMILY BACK HOME!)



**TODAY**



hey man, where's the loo?

**THEN**



**NOW**

**ENCORE**

Lighters begone — smartphones are the new symbol

**1969**



**2012**





SANS-SERIF

Neutral

*Asa*

SERIF

TIMELESS

*Treant*

SCRIPT, HANDWRITING

*Casual*

*Page One*

ITALIC SANS-SERIF

Let's Go

*CAF Sans Bold Italic*

ITALIC SERIF

"Quote,"

*Garamond Italic*

SCRIPT

*Elegant*

*Exclamation Script*

SLAB-SERIF

CONFIRMED

*Rockwell*

BLACK, EXTRA BOLD

**BOLD!**

*Elephant*

*Instagram's*



TIME  
LINE

**FUN  
FACTS**



В доме  
всего много  
одни  
Узаставы  
Имча

Наш высокий  
гражданин  
По прозванию  
Каманга

linara