

Student 6: High Not Achieved  
 NZQA Intended for teacher use only

Level 2

**CONCEPT FOR ECO CAMPAIGN 2014**

(Page one of your assignment)

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**What eco issue are you going to promote?** To save the great white sharks and raise awareness that the species is dropping and becoming extinct due to fishing them for shark fin soup.

**Where can/will you find information about this issue?**  
 (Newspapers, internet, interviews, questionnaires, books, teachers, friends etc.) The internet and fisherman statistics

**Who is your campaign aimed at?** All NZers? Children? Teenagers? Car owners and drivers? Woman only? Families? Single people? Young childless couples? People building their own home?

**Be as specific as you can:** age, sex, social niche etc  
 Fishermen of the world

What kind of campaign slogan could be used to promote your campaign Think up at least 2?

"Fight for the White" And "Sharks threatened and threatening"

**Saving the Great White**

2

Great White sharks are known for inflicting 'test bites' where they will bite an object in an attempt to identify its prey. Although it has been well documented that they think a surfboard is a seal and that surfers have been attacked in water with low visibility, research shows that sharks actually do not like the taste of humans because it is unfamiliar to them. Humans have more bones than their typical prey. A shark's digestion is too slow to deal with the human body's high ratio of bone to muscle and fat. In most recorded attacks, great whites broke off contact after the first bite. Fatalities are often caused by blood loss rather than from critical organ loss of from consumption. Simply put, most shark attacks are a case of mistaken identity. Help these non profits [preserve the Great White](#).



However, one man was attacked by a great white and lived to tell about it. Australian Rodney Fox was spearfishing in a contest in 1963 when he was attacked by a great white shark. Fox attempted to poke its eye out but his arm slipped and went into the shark's mouth, slicing it to the bone. The shark bit down on Fox's upper left torso, letting go only to grab Fox's fish belt, dragging him down. When he was finally pulled into a waiting boat, the damage was severe. His rib cage, lungs, and upper stomach were all exposed. His rescuers left his wet suit on, which kept his internal organs from spilling out and probably saved his life.

The shark's jaws had crushed all of Fox's ribs on his left side. His diaphragm was punctured, his lung ripped open, and the main artery from his heart was exposed. He barely survived the ensuing blood loss, but lived and is known as a survivor of one of the world's worst shark attacks. He required 462 stitches, leaving him with massive scars on his chest, back, and arm. To this day, he has part of the shark's tooth embedded in his wrist.

Rather than develop a lifelong phobia of sharks, Rodney Fox has spent the last 35+ years studying, observing, and filming sharks. He is considered the Number One Ambassador for Shark Protection and Conservation. After the attack that he miraculously survived, he decided to learn everything he could about shark behavior and to teach the world to protect and respect sharks. Ironically, Fox was the first man in Australia to fight for Shark Protection Laws, which has resulted in the great white shark becoming a protected species in Australia and other countries as well.

**Brainstorm**

**Great White Shark Bad Guy**

- Swindler
- Shark
- Fins
- Extinction soup
- No food
- Fishing nets
- Jaws
- Fishing boats
- Slogans
- We're gonna need a Bigger Permit
- Not goin fishing today, Yeah Right
- Our policy, No Shark Hunting
- Give a man a shark, and he'll die
- Back in my day there were sharks
- I let the shark go yesterday, and today I found him in my soup
- Megalodons not the only shark extinct....
- Sharks threatened and threatening
- Scared of Sharks not anymore

Humans kill 100 million sharks a year ...and for what?

- shark fins for a tasteless bowl of soup
- shark teeth for jewelry
- shark jaws for tourist souvenirs
- shark skin for leather wallets/belts
- shark cartilage capsules and powders for phony medicinal cures
- shark liver oil for cosmetics/skin care products



**Sharks are in Danger**  
 100 million sharks are killed each year by longlines, by "sport" fishermen, or by a barbaric practice known as shark finning. Hooked sharks are hauled onto boats; their fins are sliced off while they are still alive. These helpless animals are then tossed back into the ocean where, unable to swim without their fins, they sink towards the bottom and die an agonizing death.

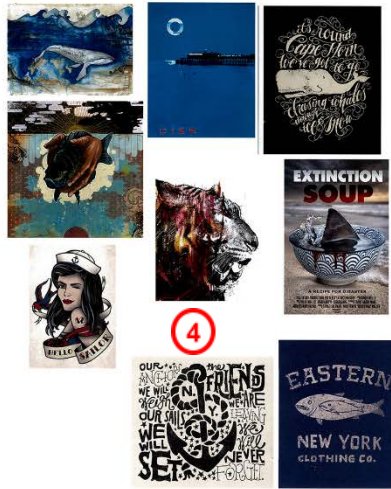


**With 90% of the world's large shark populations already wiped out, sharks are being depleted faster than they can reproduce. This threatens the stability of marine ecosystems around the world. Sharks are vitally important apex predators. They have shaped marine life in the oceans for over 400 million years and are essential to the health of the planet, and ultimately to the survival of mankind. Sea Shepherd patrols marine protected areas, exposing the corruption that drives this multi-billion dollar industry and directly intervening to stop the brutal slaughter of sharks.**





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**FIGHT FOR THE WHITE**  
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FIGHT FOR THE WHITE

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Fight For The White

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**SHARK WEEK**  
**FIGHT FOR THE WHITE**

**FIGHT FOR THE WHITE**  
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6

Sharks... Yeah Right!



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