To what extent is using stereotypical ethnic minority photos to depict ‘victims of poverty’ in the construction of advocacy advertising in British media relevant? Is the same storytelling a ‘tokenism’ virtue or vice? A Case Study of The Save the Children Fund. 1. Provide literature that argues in favour of the question 2. Provide literature that argues against the question 3. Provide a neutral source of literature 4. Provide position of this paper the references are Westminster Havard (not just Havard) writer must follow exact format I used and per attached ref codes Research - use literature, grasp of established sources and their limitations, and use own ideas. Relevance - Degree to which all significant points relevant to topic have been covered. Argument- Degree fluency, clarity in development of ideas. Analysis-Sophistication and originality in approach, backed by appropriate evidence. Writing- Clear readable typescript that includes good sentence structure, spelling and appropriate style. Presentation - Adequate referencing at least 10 sources, (including 20 academics sources) that conforms to the Harvard system