



**1 hour 25 minutes**



### Source 1

The arts are often used to promote opinions about global issues. Many people are worried about the environment. Images of endangered animals, the colour green and distinctive posters have been used in the environmental movement to bring attention to their concerns. For example, the impact of global warming has been highlighted through photographs, film, media and the arts to persuade us to take action.

### Source 2: Save the Planet!

Forest fires in Europe. Drought in Africa. Floods and tropical storms in Asia. Melting glaciers in North America.

Everybody knows that global warming is causing extreme weather and environmental disasters. Time is running out! But it is not too late. We can act together to make a difference!



Join our action group – Save the Planet! Add your voice to our campaign for a cleaner world and a better future. It is time to persuade politicians to take global warming seriously. Add your name to our petition. Show that you care!

*Adapted from an advertisement by the environmental action group, Save the Planet!*

### Source 3

In my research I wanted to see if music could influence opinions on global issues. An experiment was designed to test the effect of listening to popular music on opinions towards global issues. There were 10 students aged 15–16 in the experiment, which took place in a classroom.

Firstly, the students were asked to rate the importance of different global issues. I then played each student several songs of protest about global warming. After listening to the songs, the students were asked to rate the global issues again.

Before hearing the protest songs, students rated global warming as the fifth most important global issue. After hearing the protest songs students rated global warming as the second most important global issue.

The experimental research proved that music could influence opinions on global issues. Further research could explore the claim that social media affects the opinions of young people more than older people.

*Adapted from an unpublished psychology research project in 2022*

## Source 4

### Maria

Music can change the way we think. It touches our emotions.

Many popular musicians use songs to bring global issues to our attention. Look at these lyrics:

*Who can measure her precious worth?  
Who will care for our awesome earth?  
Don't you know there's no planet B?  
Let's play our part and set her free!*

The message is clear – save the earth! The creative spirit of the artist with their words and music can change our way of thinking and shape our perspectives. Famous artists and musicians can be role models and opinion leaders, like social media influencers. I believe that music and the arts can create change!

Just think about it – advertising tries to make us buy products. The adverts use images, arts, and music, to get us to behave in certain ways. It works because research shows that advertising increases sales!

### Jorge

Music and the arts can affect us emotionally. However, they do not really affect our thinking and behaviour. Our feelings are aroused for just a few moments. We soon forget the message and move on to the next song or photograph. A study by Smithson in 2024, showed that most people listen to music they already like. They find arts and media that reflect their existing perspectives. Attitudes are rarely changed.

Many sociologists say that we use media and the arts to reinforce the beliefs and values that we have been taught by our families. We choose the arts that are closest to our existing views.

People also use the arts to promote their own interests. Therefore, we need to evaluate the content of the arts and media with critical thinking.

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