

Description and meaning of the picture p.66:

This document is a cartoon posted on the site of a charity. It shows that Western consumers can act to improve the economic and social condition of poor workers, especially children in other countries. The pictures are simple to understand so that the message can get across easily.

On the left, it is explained that buying cheap tee-shirts encourages child labour in Uzbekistan, where children pick cotton. Child labour deprives young children of an education and worsens the cycle of poverty and ignorance.

On the right-hand side, the situation is completely different. It is shown that purchasing fair trade tee-shirts makes it possible to send farmers' children to school. That is because fair trade schemes usually guarantee that workers in developing countries are treated and paid fairly. It also guarantees that the product was not made thanks to child labour.

This cartoon has a double aim: to raise awareness on the problem of child labour associated with cheap products and to appeal to consumers' ethical investment.

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