

# Recruitment

The screenshot shows a BBC News article from January 7, 2008. The main headline is "MoD denies 'war glamour' claim". The article text states that the government has denied claims that the British Armed Forces are glamorising war to boost recruitment. It mentions that the Joseph Rowntree Charitable Trust says recruits are unable to make informed choices about enlisting and that children are being targeted. A video player is embedded in the article, showing a soldier in camouflage gear. A quote from Barry Donnan is also visible: "At 16 you can't join the police, can't drink alcohol, can't vote yet you can join up [to the armed forces]". The article also includes a sidebar with navigation links and a list of related news items.

This article is all about how the government denied trying to 'Glamorise' the British Armed Forces to try and boost the amount of people that are recruited. The article also mentions that the British Armed Forces (BAF) is targeting the 'New Generation' because they are generally fit.

The article writer 'David Gee' has mentioned that he thinks that most of the new recruits are venerable and that when they are 16 they cannot even think about where they will be at the age of 20 in their BAF career because the BAF career as unpredictable. He then goes on to say that the government are not making any effort to show the bad side of the Armed Forces life.

This article has also got a video that you are able to watch but it also does not show any downside of the BAF.

The British Armed Forces use the 'External Advertisement' because they have got many different advertisements on the television they can afford to do this because the government is funding all of the BAF. They also use 'Youth Training' as young people who have just finished their education they are able to go and get training from the BAF and this causes them to have more recruitments. Recruitment for the candidates is misleading as they are not shown the whole picture and the Government is losing a lot of money as it costs a lot to send out the advertisements, then having to pay for the interview which only some people actually accept the job but the ones that are selected go onto training and this is expensive. Once all of these procedures have been finished because the recruits have not been told all of the bad sides of being involved in the BAF they are not totally ready and once they get to a certain place they might crack under pressure and might leave causing the government to have to pay for them leaving and having to recruit more people to replace the ones that have left. This overall is a very expensive process and after a while they might not be able to fund the BAF any more.