

English HL Paper 1

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Text 1

Discuss how different features are used to persuade the reader to take action. (Guiding question)

Answer:

The following text is that of an official website of the 'Free the slaves', which is an international non-governmental organization. It works towards eliminating conditions which foster slavery and rescuing people from it. The purpose of this website is to create awareness of the states of slaves around the world. It seeks to shed light on their plight, state and condition, along with promoting the organization, so that they can grow and save more people. The text talks about the current state of slavery, the historic development and its causes, and how people can help.

The audience based on the above purpose can be activists, the press, media, governments (who seek to eliminate the practices), people in general. It also targets the working class people as they are the ones who come in contact with the average supermarket or store leading to mass appeal. More the awareness, better will be the ~~reinforcement~~ reinforcement. Certain instances can be evidences can

(p.T.O)

Audience +
~~purpose~~
Content +
theme
Tone + mood
Style + structure

Speaker
occasion
purpose
audience
subject
tone

foreshadowing
Rising · A
Falling · A
Climax
Voice
style

figures of
speech.

ethos
logos
pathos.

be pointed out with the effective use of the structure of the passage.
(and visual elements)

The visual elements help aid the structure of the text. When we see the first page, the attention is immediately drawn to the 'free the slaves' logo with a lock and hand. We can see symbolism here. The bold text is written in the colours orange, black and white. This helps create movement in the passage and also establishes the importance of the selected emphasis on the slogans and the titles. The main heading of 'SLAVERY TODAY' is very direct in establishing the purpose and aim of the article, which is only strengthened by the picture aiding it with the supporting text. In the rest of the passage we should note the continuous presence of the word 'slavery' or 'slave' in the highlighted bold text or headings. This repetition helps create empathy for the word in the reader's minds. This tactic only helps in ~~per~~ persuading the ~~the~~ readers to donate to the cause in the end. A hint towards it is also put in the beginning with the sign in the heading of the first page, 'Please donate now'. The uniformity also comes off as a polishable polished and reliable article. It makes the topic appear serious and makes people sensitive to the issue.

using the old text to showcase the links and to promote 'free the slaves' resources such as books, newspaper articles, more links, helps draw attention to it effectively.

Many articles commence with ethos as a means of establishing their credibility. However here the strong sense of information and drive for the cause showcases the credibility and justification of the organisation. The presentation of the website along with the accurate awareness of statistics which includes logos. It impresses the readers and justifies the website's right to be read. As ethos is satisfied, logos and pathos is used to explain the facts and state its effects on the poor slaves respectively. Certain examples can be 'About 87.5 percent are trapped in forced marriage'. Words such as 'trapped', 'forced', 'enslaved' emphasize the importance of the issue. This style of writing comes off as someone who knows their facts well and is very concerned for the cause.

The tone can be described as very logical and practical. This helps slip in the submissive effect of (the plight of the people) pathos. Thus everything is mainly proven through logos. The use of the words 'we' and 'our', are only used in the end so as to give a soft soft ending. However third person language has been used almost throughout the entire passage.

Elaborating on the ~~subject~~ logical tone of the article, it is persuasive, empathetic and descriptive. This reflects a professional attitude and is strengthened by the evidences given above.

2) The comic strip below is that of 'Calvin and Hobbes', 1989, Watterson. It is reprinted with permission of 'Andrews McMeel Syndication'. The comic characters are 'Calvin' the tiger and 'Hobbes' the little boy. We see both of them taking a walk in the forest and have a talk.

The visual structure of the comic strip is very important in aiding the structured presentation of the comic strip. The first panel is blank white in the background where Calvin and Hobbes is written including the start of the comic. This shows the continuity and gives a flow to the reader, further leading to the rest of the comic.

We should note the use of sarcasm as 'Hobbes' says that he wants to go to the forest for some serious thinking but gets distracted in the next panel. The climax of the first panel causes

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the curiosity of the reader. This helps in picking the interest of the reader so as to make them continue the panel. We can also see a paradox as the child contradicts what he is saying. The beginning of the last panel reverses the position of Calvin and Hobbes in the comic causing a complete opposite turn of events.

Other visual details include the borders of the panels and the amount of text in it. The weight-age of each affects the reader's respectively. The use of panels with borders helps ~~to~~ limit the more picturesque panels to the boxes. It helps add emphasis and limit the visual details as explained before. With respect to this comic strip, we know that Calvin and Hobbes are walking. To show the change in scenery as they walk, small text bubbles have been added. Only in the first panel of the third strip do we see more attention being drawn to 'Heyy!'. In the third panel of the second strip, the importance is more on the words, Calvin is muttering.

The use of colours is also very important. Five is to four is the ratio between the coloured and the white (background) panels. It strikes a balance and is important in increasing the continuity of the strip.