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ANSWER SHEET
FEUILLE DE RÉPONSES
HOJA DE RESPUESTAS

Please complete the boxes/Veuillez remplir les cases/Llene los recuadros

Question Question Pregunta	<p>More and more people are becoming homeless, and less and less people are able to help. Due to the economic downfall that has become a significant problem in the last couple of decades, many are left without jobs, and those that are not barely have the means to support themselves, let alone others. An <u>appeal</u>, article published in The Guardian in 2011, by an ^{helping} organization for "the homeless" called "Crisis" advocates and tries to convince its readers to donate to the cause. The article ^{appeal} is titled "We're planning to take on homelessness this Christmas. Will you?" and the audience of this appeal are are people who read British Press, more specifically The Guardian. article The organization's purpose behind this appeal is to convince its readers that that they would tremendously benefit the homeless with their potential donations. "Crisis" attempts to persuade its audience to donate ^{specifying purpose here} through appeal to pathos, and formal structure ^{features}, and tone. "Crisis" appeals to pathos through time and place and diction in order to evoke empathy in their readers</p>	Examiner Examinateur Examinador
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Where?
in England?
worldwide?
→ text type??

What else about the audience?
↓
class issues



and therefore ultimately convincing them to give money to their organization. This appeal is centered around Christmas, the specific event that ~~is~~ it keeps mentioning, and it is titled "Crisis at Christmas". During Christmas time, many feel more emotional and are in a spirit of giving. Therefore, by ~~using~~ "Crisis" setting their campaign launch around Christmas, readers of this appeal are naturally going to feel more empathic and not only feel that they are obliged, but also that they want to help out the homeless. Therefore, the organization's strategic choosing of time and place appeals to pathos and thus ~~emotions~~ successfully persuades its readers to donate. Additionally, diction plays a crucial role in this appeal as ~~so~~ many of the words used throughout have ~~either~~ either a strong positive or negative connotation, consequently appealing to pathos as well. In the introductory paragraph, "Crisis" uses words ~~such as~~ and phrases such as "hardest time of all", "cold", "hungry", "alone", "nothing to enjoy", "little hope", and "empty space". These words ~~have~~ and phrases have extremely negative connotations to them, in turn making ~~the~~ the audience think about how they would feel in such a situation, thus appealing to pathos. Therefore, off the bat, the appeal uses particularly words to get its readers in an empathic mood. Then, throughout the rest of the appeal, ~~the~~ the readers are

and
✓
yes - why?
↓
due to their financial situation?

✓ nice

explain the connotations
↓
what images do these words evoke?

no real info





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ANSWER SHEET
FEUILLE DE RÉPONSES
HOJA DE RESPUESTAS

Please complete the boxes/Veuillez remplir les cases/Llene los recuadros

Question
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Pregunta

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presented with the idea that their help could turn the "plan into reality" and that they are the last hope to help the homeless through the "toughest of times". Again, the action ~~image~~ stimulates an empathic response in the audience, therefore appealing to pathos, and thus making the readers more prone to donating.

again, explain why this action is effective ✓

Secondly, the formal ~~structure~~ ^{features, such as layout, visuals, and font,} of the appeal are used to ~~satisfy~~ satisfy the reader's eye, causing them to read it and ultimately donate to the organization. The layout of the appeal really resonates with the reader because they are not forced to read ~~chunks and chunks~~ ^{long sections} of text, but instead, are presented with short paragraphs.

re-word ✓

~~and these sentences can occasionally be used~~
The layout of the appeal also singles out some sentences and puts other information in boxes. This is pleasing to the reader's eye because ^{it} highlights the important information and does not tire the eyes to read it. when ^{readers} you are flipping

so what? ↑ easier

through a magazine such as the Guardian, there are so many articles that are just pages and pages of text

Weak wording point



with no visuals. This "Crisis" appeal, however, uses visuals and images to attract its readers. For example, they put snowflakes around the title of the article to coincide with the Christmas spirit. Additionally, they included a picture of one of the homeless ^{people who} that is a part of their organization. This visual along with the man's story is extremely effective in convincing readers to donate because they are presented with a real case, thus ^{enabling} them to identify with that person and ^{consequently} ~~then~~ developing the desire to help homeless people in general. Another key aspect of the formal features that adds to the effectiveness of persuasion of the appeal is the font. The subtitle of the article is "Cold Weather Alert", and that, next to the bold title, really catches a reader's attention. In addition, the choice of bolding specific sentences or words emphasizes the importance of them, which makes the readers ~~believe that~~ really pay attention to them and ultimately persuading them to donate.

✓ cold = reality of homeless people on street
→ so what? why?

Lastly, the tone of the appeal, with its use of repetition and sentence structure, ~~really~~ truly conveys the point of the organization ~~across~~ across with the hopes of gaining donations in the process. The repetition of the phrase "Crisis at Christmas" is meant to instill discomfort in the readers because those two words ("crisis" and Christmas)





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ANSWER SHEET
FEUILLE DE RÉPONSES
HOJA DE RESPUESTAS

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Question
Question
Pregunta

should never go together. This discomfort that the readers then feel causes for them to want to resolve the problem so that homeless no longer have to endure a crisis at what should be the happiest holiday of them all. The sentence structure of the appeal additionally engages the readers. They attempt to put the readers in the shoes of the homeless people and also use ~~descriptive~~ language such as "people on the edge of homeless are incredibly vulnerable". Again, this appeal to pathos by the mention of vulnerability is indirectly instilling a sense of guilt into the readers. The sentence structure also consistently uses first personal pronouns, such as "we" and "you", which establishes a direct relationship between the ~~organization~~ "Crisis" organization and the readers. ~~this is because the tone of the appeal~~ therefore makes the audience feel directly related to the situation thus instilling within them the desire to donate.

Overall, ~~the appeal~~ the "Crisis" charity appeal's use of appeal to pathos through diction and tone and

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a nice
relate ideas to
tone
↓
this is the focus

appeal



place, formal features through layout, visuals, and font, and tone through repetition and sentence structure were extremely effective. The appeal managed to make the readers feel empathetic by providing a real-life example and in turn establishing a direct connection between the audience - or potential donators - and the homeless.

Specify

So what?
 Extend out → back to broader issues of homelessness / social + class disparity

