Plan:

Form: Website information page

Author: Anti-slavery

Targeted audience: the general UK citizens, middle and upper class

Publication: Anti-slavery

Intention: 1. To educate people about slavery which still exists today

2. To ask for donations

Para 1:

The symbol

* Hand holding the keys
  + Crimson red -> violence -> untold trauma -> made salient
  + The keys -> a metaphor for escape
    - Hands -> power, the audience have the power to provide the key…
      * Slogan ‘today’s fight for tomorrow’s freedom’ -> crafts a sense of hope -> today and tomorrow -> Uplifting spirit
* ‘Slavery today’ -> shouting to the audience this is contemporary, and urgent

Para 2:

Layout

* Having established the issue -> Hypertextual links -> interacting with the audience in non-linear ways
  + Allows the audience to do spontaneous exploring -> at the audience’s convenience
    - Educate -> Expand -> persuade

Para 3:

Children + woman

Children is universally a figure of empathy -> innocence -> naivety -> arouses empathy

Woman are vulnerable -> arouse empathy

‘They are in slavery’ endows gravity

Para 4:

Visual imagery:

* Forced -> coercion, threat
* Controlled
* Dehumanised
* Physcially constrained

Guiding question:How do the features of this website encourage readers to take action?

Despite the dawn of civilisation, the hiring of slaves continues to perpetuate, shadowing our turns and dogging in steps of our moral stance. Text A is a website called Antislavery which attempts to educate readers on the very nature of slavery in our contemporary society by suggesting that slavery practices are unethical and dehumanising and attempts to goads readers to take action to help end slavery through donations to the organization. The targeted audience is identified as middle and upper-class citizens of UK, which is in evident of the hyperlink ‘Slavery in UK’, as well as the website’s profuse use of English language. Whilst appealing to the responsibility from the audience, Anti-slavery uses a plethora of features including hyperlinks, the logo of the organization, graphic imageries to contend to the audience they can bring an end to slavery.

Perhaps the most eye-catching part is the logo of Anti-slavery organization. The icon highlights the grasping of a key tightly by a fist that is surrounded by a layer of crimson red. As crimson is commonly associated with blood, the colour may be suggestive of the violence and underlying torture that slaves experience. Subsequently, the colour imbues a sense of tension and immediately confronts readers to stay alert and continue reading. The fist, a symbol a power and authority, is intertwined with the key, may allude to the readers that they provide the key, which is a metaphor for an escape from the padlock of slavery. This is affirmed by the slogan ‘Today’s fight for tomorrow’s freedom’. Alliteration ‘today’ and ‘tomorrow’, cascade with ‘fight’ and ‘freedom’, delineates a direct relationship that action engenders freedom. This alliteration propagates a solution to liberate slavery through action, which urges and entertains readers to continue reading. In case the reader is inclined to think slavery is a problem of the past, the text that follows, ‘slavery today’, in bold and enlarged font, has the prosodic effect of ‘shouting out’ to the reader and makes clear that the issue is contemporary and urgent.

Transitioning into an empathic tone, Anti-slavery reveals the nature and extent of which slavery perpetuates. Anti-slavery unveils that slavery is composed of ‘children in sweatshops or girls forced to marry old man’. Children are universal figures which connotate for innocence and naiveness, whilst girls are commonly considered as vulnerable. The strategical positioning of ‘child, girl’ endows the explanation of slavery with a sense of gravity, immediately eliciting heartfelt ponderance and empathy from readers whilst also proding readers to act upon the matter. This works in parallel with the graphic imagery on bottom left. In close camera angle, it captures five children in what seems to be a rather brazen classroom with very few chairs. This may hint that the children are living in poverty, and slavery provides them an avenue to receive money to afford necessities. Nevertheless, the children are all looking into the camera, appearing to be seeing into the eyes of readers as to call for help. This suggests to the audience that they somewhat partly share the responsibility of the problem as their help can emancipate these ‘trapped in slavery’. As such, readers are invited to feel a sense of guilt, reinforced by the fist and key logo, that they hold the ‘key’ to eradicate slavery, and by this Anti-slavery obliges readers to act through donations.

Appeal to the donation from readers is constructed through sequential structuring of the text. Assuming that readers have read the logo and slogan to have gained a rough understanding of the organization, the text prudently incorporates hyperlinks, including ‘what we do’, ‘our impact’ in the Manu Bar to further the understanding of readers whilst also appealing to a sense of credibility through additional introductory information. This establishes the setting of 21st century, and readers are given the ability to navigate the website autonomously, bestowing the readers the ability to determine how they would like to interact with the website. Moreover, while educating readers with the occurrence of slavery in modern society, a vertical bar is displayed on the right of the digital platform to contextualize with the readers more information about slavery, such as ‘what is forced labour’,’ domestic slavery’. As such, the use of paralinguistic features guide readers by first developing an understanding of slavery, and then providing subsequential reading to expand that understanding. At the bottom right, the same crimson colour of the button ‘Donate’ is made salient in contrast with the white background. In a logically developed structure, Anti-slavery compels the audience to act, after reading about slavery, by coaxing them to donate to the organization.

Through the use of different language features, Anti-slavery encourages readers to learn about slavery, act upon slavery through donations, and assures that only readers, the United Kingdom citizens, hold the key to unlock the shackles of slave, identified as children.