Promesse and the 40 Hour Famine – a persuasion text

I. What are five issues facing Promesse in his life in Rwanda?

2. What strategies of persuasion are used in the video transcript below? Identify from the strategies listed in the table – and provide examples from the video text.

emotive language	repetition	direct address of the viewer
music	imperative statements	statistics
written graphics	quote from an expert	engaging images

3. Evaluate the video as a persuasion text. What is effective / ineffective? Would it persuade you to participate in the 40 Hour Famine?

Video / visual images	Audio
White text on black screen.	SFX: Wind
In 1994 a boy watched as his family was murdered in the genocide.	
The boy promised to continue his family name by having a son.	Music starts in background, becoming louder.
This is the story of that son.	
	Narrator
Promesse sits on the concrete out the front of the shop (he lives behind).	Promesse.
People pass by in the foreground.	lt's not an unusual name here in Rwanda.
Wide shot reveals busy town road full of people walking.	When you are one of the poorest people on Earth, optimism is one of the few things you have.
Close up of children's feet - walking.	Faith. Hope. Joy. Patience.
Promesse stands looking up the road as school kids appear in the distance.	These are all the names of kids around here.

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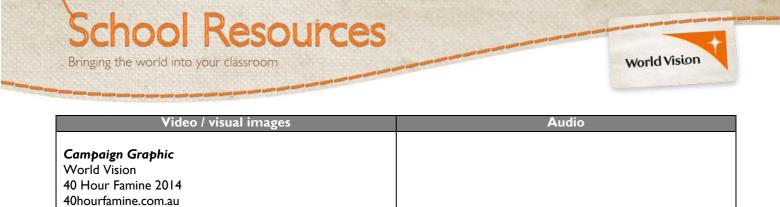
Video / visual images	Audio
Promesse watches the children go by.	You watch them as they walk to and from school.
Promesse walks alone, down the now empty road.	You should be with them, but you are too poor.
	Your dad promised that next year you will go.
Still alone, he heads back to the shop.	When he went to the city to look for work he promised to return with shoes and a uniform for you.
He is appears to be isolated.	That was six months ago.
Promesse sitting back on the shop step.	No one has heard from him since.
His mother approaches him and takes his hand.	That's ok. It's good to have something to look forward to.
The family prepares a meal.	You, your mum and your baby sister wait for news in a rented space behind a shop in a small town.
Promesse and his sister watch as a handful of flour is scooped up.	
A pot of water sits on the fire.	
From outside, we see the family sitting inside the doorway, preparing the food.	
Mum, Promesse and his sister as the meal is prepared.	If your mum can find work she earns about 90 cents a day.
The baby climbs up her mother with an empty cup in hand.	It barely covers the rent.
	The few cents left are not enough to feed you.
Promesse watches the fire. He turns away.	You are lucky to get one meal a day.
Detail of inside Promesse's home. A comb. An empty pot. A shoe.	You get sick a lot, and although you feel worn out most of the day, the pain of hunger makes it hard to get to sleep.
Promesse getting into bed.	
Detail of food out front of shop.	That and knowing what is just on the other side of the wall.
	The shop sells vegetables and fruit and biscuits and sweets.
	All right there - just centimetres from your pillow.
Promesse in bed with his sister.	Your mum makes promises about the future – to help take your mind of it – to help you sleep.
Promesse awake. Thinking.	You've been promised your father will return.
	You've been promised you will go to school.

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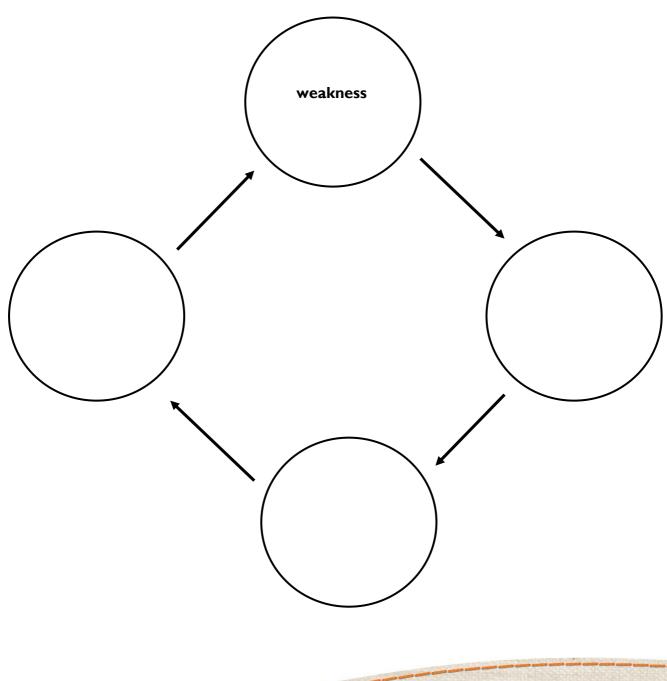
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Video / visual images	Audio
	You've been promised that you will have enough to eat.
Promesse closes his eyes.	You fall asleep - but your mum can't.
His mother walks outside to the courtyard.	She knows the promises are likely to be broken.
Promesse's mother.	Life is tough for your mum.
She wipes her face.	
She washes dishes in the courtyard.	Sometimes you see her share all the food between you and your sister, but take nothing for herself.
The baby plays with the washing up water and a plate.	You have seen her so weak, she can't get out of bed.
	If your mum can't work, she can't make money.
	No money means no food.
Promesse sitting. Watching.	No food means you all get weaker.
Promesse sitting on the concrete out front of the shop. His	This is the poverty cycle.
mother takes his hand and leads him back toward the courtyard.	It has you trapped.
Promesse gathers water from a village tap.	You do chores to keep your mind off the pain in your stomach.
He carries a large container full, back toward his house.	You try to trick it into thinking it's full by drinking lots of water.
Promesse and his sister. Hand in hand.	You play with your little sister to try and keep her distracted as well.
Promesse and his sister in bed.	At night, you sometimes sing her to sleep with the songs you got off the school kids.
Promesse chatting/singing to his little sister.	Songs about faith, hope, joy and patience.
Promesse sitting on a chair. His sister leans into him.	You tell her that soon you will go to school.
He hugs her.	That soon there will be enough food.
The family in a lush green field.	You promise.
Campaign Graphic Give up to bring hunger down on 15-17 August (icons)	

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4. What is the poverty cycle? Complete the cycle below:



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