

Promesse and the 40 Hour Famine – a persuasion text

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

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

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

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



Video / visual images	Audio
Campaign Graphic World Vision 40 Hour Famine 2014 40hourfamine.com.au	

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

