

Paper 1 – World Housing handbill

The given text is a handbill distributed by Bosa Development in its Pacific Gate Luxury Condos sales. As a handbill, its primary function is to advertise and promote a specific issue which is intended for wide distribution in the public area. The print advertisement context offers a small amount of information with visual images at low manufacturing costs, which matches the theme of Bosa Development's handbill: People living in poverty, as they also live with low daily expenses.

← 1) The cost of producing an ad has nothing to do with the economic status of the people featured in the ad. Your claim is based on faulty logic. 2) It might be sort of cheap to print handbills, but doing so is certainly more expensive than just posting something online for free . . . so why would the creator go through the effort of making physical handbills?

The fact that it is in the form of a small print also suggests that when the distributor physically performs the act of handing out the handbill to the receiver, it represents the relay of responsibility when the receiver collects it into their hands – as if they are the ones who can make a change to the lives of people living in poverty. One could infer that poverty is a common social issue in the developing world, which should be a matter of concern to the public.

Good. →

← Is this all for context?
It's not enough.

The target audience of this text is homebuyers who are interested and would like to invest in this home community as a contribution to the society; or middle to upper-class people who would like to participate in the project of rethinking housing, since their financial status makes them capable to invest and support this project. Concerning purpose, the handbill aims to acquaint the reader with the global organization World Housing and Bosa Development, ultimately to raise awareness of the issue of slum housing in Philippines. Meanwhile it announces their upcoming partnership in order to introduce their project to create a better home community for the Philipinos living in slums, as prompted by the heading “Rethink Slum Housing” in the back side of the handbill. Overall, the handbill is successful in achieving these purposes through the creator's effective use of diction related to construction, appeal to logos and imperative statements.

Excellent understanding of purpose. →

The creator of the handbill uses a formal register and a virtuous, confident tone to establish Bosa Development's and World Housing's authority to garner the reader's support and trust. The formal register is denoted by the conventional, mannerly language in the written text. It uses third person narrative to address to the audience through lines such as “Bosa Development is excited to partner with World Housing this fall” rather than using second person “we”, which is polite in expression and straightforward in meaning. This helps to create a level of decorum that reflects Bosa Development's professionalism and respectability. Also, the direction of information is one-way; it addresses the audience with “homebuyer's decision” rather than “your decision”, suggesting that it imparts information without inviting a response from the reader. However, it is important to note that they left their contact information where the audience is provided an option to reach them through sources of social media like Facebook and Twitter. Concerning tone, the creator uses diction such as “thriving” and “lasting” to signify the organization's righteousness and capability. These words pushes the readers to see Bosa Development and World Housing as someone who is able to bring long term assistance for improving slum housing conditions, which contributes to bringing out a confident tone. Overall, the handbill's formal register and virtuous tone help to represent Bosa Development as a professional and humane organization that the reader can trust or support.

← Yes! Very good!

By using diction associated with construction, the handbill is able to successfully portray Bosa Development and World Housing as a responsible agency. Words like “build”, “create”, and “restoration” are used to remind the readers of the organization's role in recreating better living

environments for people “living in slums in metro Manila”. It also emphasizes the families’ dependence on the organization to secure their wellbeing and hope for the future. Furthermore, appeal to logos is also used to entice the readers to make purchases at the Pacific Gate to make them realize the contributions and changes that they are bringing to the people in slum housing. The phrase “these contributions will result in the building of 64 home community in the Philippines that will house more than 300 people currently living in slums in metro Manila” provides factual figures on the scale of their upcoming project to create a better living community, which makes the readers feel persuaded into believing that their purchases in Bosa Development will, in fact, make a change. It also makes a compelling case for the reader to help out, as performing good deeds are likely to promote their wellbeing.

The creator of the handbill also uses imperative statements to command the audience a specific idea in order to strengthen the purpose. Towards the end of the short text in the back side of the handbill, the creator states that “it is the homebuyer’s decision to purchase that ultimately makes the building and gifting of a home a reality.”

← This is a declarative statement, not imperative.

This is significant in achieving the purpose to raise awareness of slum housing and getting people involved in their project. It triggers the emotions of the readers into thinking that they are the key drivers of the project. The word “reality” also place a strong emphasis on the Filipino’s reliance on their contributions to begin a life with “safety, security and stability.” Noting that

← Is this be appeal to pathos?

Did you make an intentional decision to mention but to not dwell on the rule of three? Good decision. →

the rule of three is also applied to describe the qualitative improvements that are going to be reflected in the new home community, it enhances the effectiveness of the text as readers become more engraved within the intentions of the organization in rethinking slum housing and creating a better living environment. It also serves to

allow the readers to get an insight of the expected outcome regardless of their decision to make a purchase.

Concerning structure, the creator makes use of a simple organizational framework to communicate information in a clear and effective way. The title “Rethink Slum Housing” is the largest written text on the backside of the handbill, presented in bold red letters against a turquoise green background. The complementary color pairing draws the reader’s attention right away and invites the readers to read the proceeding text. Immediately below is an introduction to World Housing with a brief summary of its main objectives: “Through partnerships within the real estate community, World Housing builds thriving communities and creates lasting social changes for families living in poverty in the developing world.” This statement is further elaborated in the next few paragraphs where specific details such as Bosa Development’s partnership with World Housing and their home community project are presented. This is an effective way to showcase information within a limited space, since the most important content is provided in the first paragraph enabling the readers to understand the context.

These are imperative statements commanding you to do something. →

Also, there are subheadings such as “find out more at” and “say Hello” which is also in bold red color, which aims to provide alternative sources of social media for the readers to seek further

clarification cost-effectively if they are interested.

Apart from the simple and straightforward organizational framework of the written the text, the creator also arranges the physical layout of the handbill in a thoughtful manner to promote a positive image of World Housing. The handbill consists of a front and back page, where the front mainly consists of a visual image, a bold slogan and the World Housing’s logo imprinted on the top left corner; meanwhile other relevant content is placed at the back. The choice of image of a young Filipino boy in the front side immediately enables the readers to gain an insight of the context and predict the content

of the handbill. The blue background and his blue shirt highlights the smiling expression on his face, meanwhile with slightly teary eyes looking upwards, it causes the reader's eyes to scan upwards, eventually reaching to the World Housing logo. This arrangement implies that the boy may be thankful for what World Housing would eventually do for them in providing a better living environment, resulting in the tears of joy. The boy's appearance also works in tandem with the bold, white slogan "A home for everyone" at the bottom of the page, since it signifies happiness when everyone is able to have a safe and secure home rather than living in a slum. This, overall, enhances the aesthetic appeal of the page and prompts the readers to flip around the page to find out more about it.

← Yes, always pinpoint the exact detail you're talking about with this kind of specificity.

Is this appeal to pathos? It's worth mentioning → mentioning even if you don't want to dig deeper into it.

Ultimately, the handbill distributed by Bosa Development successfully represents itself and World Housing as a professional and beneficent organization. This is achieved through the effective use of diction related to construction, appeal to logos, and the ~~use of imperative statements~~. Moreover, the creator has carefully considered the organizational framework of displaying clear and concise content with a strong physical layout to draw the reader's attention.

← You didn't actually discuss any imperative statements.

Paper 1 Assessment Criteria (Standard Level)

Criterion A: Understanding of the text

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	There is little understanding of the text and context; comments are not supported by references to the text.
2	There is some understanding of the text and context; comments are sometimes supported by references to the text.
3	There is adequate understanding of the text and context; comments are mostly supported by references to the text.
4	There is good understanding of the text and context; comments are consistently supported by references to the text.
5	There is very good understanding of the text and context; perceptive comments are supported by consistently well-chosen references to the text.

Comment: A much more thorough discussion of context – especially a discussion of it throughout the essay and not just at the beginning – would have pushed this work to a 5 for Criterion A.

Criterion B: Understanding of the use and effects of stylistic features

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	There is little awareness or understanding of the use of stylistic features.
2	There is some awareness or understanding of the use of stylistic features.
3	There is adequate awareness of the use of stylistic features, with some understanding of their effect.
4	There is good awareness of the use of stylistic features, with adequate understanding of their effects.
5	There is very good awareness of the use of stylistic features, with good understanding of their effects.

Comment: Review imperative statement vs. declarative statement.

Criterion C: Organization and development

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	Little organization is apparent, with reliance on paraphrase and summary rather than analysis.
2	Some organization is apparent; the analysis has some coherence but may contain elements of paraphrase, summary and simple explanation. There is little development of the argument.
3	The analysis is adequately organized in a generally coherent manner. There is some development of the argument.
4	The analysis is well organized and mostly coherent. The argument is adequately developed.
5	The analysis is effectively organized and coherent. The argument is well developed.

Comment: I'm very impressed by your ability to discern when to dig into something by offering a thorough analysis and when to just mention it.

Criterion D: Language

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1	Language is rarely clear and appropriate; there are many errors in grammar, vocabulary and sentence construction and little sense of register and style.
2	Language is sometimes clear and carefully chosen; grammar, vocabulary and sentence construction are fairly accurate, although errors and inconsistencies are apparent; the register and style are to some extent appropriate to the task.
3	Language is clear and carefully chosen, with an adequate degree of accuracy in grammar, vocabulary and sentence construction despite some lapses; register and style are mostly appropriate to the task.
4	Language is clear and carefully chosen, with a good degree of accuracy in grammar, vocabulary and sentence construction; register and style are consistently appropriate to the task.
5	Language is very clear, effective, carefully chosen and precise, with a high degree of accuracy in grammar, vocabulary and sentence construction; register and style are effective and appropriate to the task.

Total: 19/20 = Level 7 😊