

The rationale must:	Sample rationale
<ul style="list-style-type: none"> <li>▪ introduce the big idea or theme that the written task will explore</li>   <li>▪ identify the creator and intended audience of the written task</li>   <li>▪ explain why the particular text type that you have chosen is appropriate</li> </ul>	<p>Seamus Heaney’s poem “Blackberry Picking” is about a boy who zealously picks blackberries each August only to find, to his great disappointment, that his hoard always rots before he is able to enjoy it. This predicament is an extended metaphor for the ephemerality of life, and it reminds us to make the most of the present moment instead of saving our “berries” for another day. I will create a charity appeal to explore this idea.</p> <p>The charity appeal will be produced by the Carpe Diem Fund, a non-profit organization that grants wishes to people who suffer from a life-threatening medical condition. The appeal will be published in the travel magazine <i>Voyage</i>, thus targeting avid travelers who value leisure and the excitement of new experiences. It will request monetary assistance, compelling readers to make donations by reminding them of the impermanence of life and offering them a chance to help the terminally ill make the most of their shortened lives.</p> <p>A charity appeal is suitable in this case because it enables the Carpe Diem Fund to reach out directly to readers to solicit their sympathy and support. By focusing on the ephemerality of life – and emphasizing the organization’s commitment to working with those who are dying – the Carpe Diem Fund will be able to compel its audience to aid its mission, and I will be able to demonstrate my understanding of the speaker’s blackberry dilemma in Heaney’s poem.</p> <p>Words: 237</p>