

Written Task #1 with Rationale

Unit of study: Part II, Language and Mass Communication

Title of Written Task: Photograph for KKF Public Service Advertisement

Level: Standard Level Language and Literature

Word count for the rationale: 287

Word count for the Written Task: 943

Stimulus material



Rationale

To fight the increasing serious domestic abuse in Saudi Arabia, King Khalid Foundation initiated the “No More Abuse” campaign. Thus, my written task, stimulated by a public service advertisement served for this campaign, is a presumptive email from Abdul Hafez (the photographer who took the photo) to Abdul Muhimini (an official with the King Khalid Foundation in charge of public service advertisements), in order to suggest the foundation to use this photo as a public service advertisement for the campaign. Both identities are invented.

In the email, the photographer proposes the request through the analysis of the photograph with the caption created for the advertisement, an explanation of how this photo/caption combination can have a positive educational influence----increasing awareness of this largely hidden issue and unite people together to fight against domestic abuse, and an illustration of the ideological influence on the ideology that causes some people to believe that a husband has the right to abuse his wife. Thus, my written task aims to meet the learning outcomes in Part II of the IB English course ---- how language and imagery are used, and the educational and ideological influence in the media.

I choose email as the text type since it enables the photographer to analyze the advert and directly show the advert’s potential influence on Saudi Arabians which helps him to persuade the KKF official. To make the structure and format appropriate as an email, the written task includes a subject, a mailing header, and a body part indented to the right. In order to further fulfill the text type as well as the context, the paragraphs are relatively short, and the register is relatively formal as it’s a request to a KKF official.

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Photograph for KKF Public Service Advertisement



Abdul Hafez<AbdulHafez@SAphotographer.com>

2018-12-08 11:49 AM



To: Abdul Muhimini

Dear Mr. Muhimini,

I am a photographer who specializes in social issues. I am writing to you to propose that we work together on an important social issue. I believe the project I wish to outline is a good fit for the objectives of the King Khalid Foundation.

As of course you will be aware, the issue of domestic abuse is a global problem and I feel the government of Saudi Arabia needs to do more to tackle it in the Kingdom. The King Khalid Foundation's "No More Abuse" campaign last year, aiming at creating awareness and fighting this phenomenon, was impressive. But I feel it is important to keep pressure on the issue. I hope that you will run the campaign again this year, and, if you do, I would be honoured to be involved.

I am attaching a photograph I took on a recent visit to Riyadh. I think this could be very effective as a campaign centerpiece. I feel that image should speak to all Saudi Arabian citizens; it will make men consider the violence that can be hidden by the niqab and the burqa. For women, it will suggest there is a group of people who care for them and are working towards a better society.

I also feel that the image might serve as a comment on the advertising industry itself, which does tend to objectify women. Even though advertising in the Kingdom naturally follows Islamic teaching, I do feel that there is often an implied context of allure in women's eyes. That is the impact of the left of the image; then, of course, the viewer focuses on the right side of the image. This changes how the viewer responds to the image; rather than being an image of mystery or allure, the viewer now detects fear. The expression in the woman's eyes now seems to be filled with sadness, rebuke, and fear.

I also feel the image is a reminder of how domestic abuse often takes place. Most abusers are generally not violent enough to cause the victim to need hospital treatment, because then the police become involved. Abusers tend to abuse in way that can be covered up. In Saudi Arabia, with our use of the veil,

this is particularly easy. My hope is that people seeing the advert might then think more carefully about how much violence is hidden from public view.

Many people do not take the issue seriously because they do not see it. That is why I suggest the slogan “Some things can’t be covered. Fighting women’s abuse together.” The font of the text is small compared to the image as a whole, as it is used to generalize the main idea of the imagery. The words are in white, making the sentence more attractive and assertive against the black background. The use of the word ‘fighting’ aims to draw attention to the fact that this is indeed a battle everyone in society should be willing to fight. Likewise, the word ‘together’ should encourage those who have already been in the campaign that there are more people supporting them. This strongly creates a sense of unity, and the idea that everyone in Saudi Arabia is tied together to fight domestic abuse. I put the KKF logo at the bottom of the page to let viewers know that the weight of the King Khalid Foundation is behind the advert. I think it is important to remind people that this issue is taken seriously at the highest level of Saudi society.

I must also tell you that I have a personal interest in bringing this project to you; the victim herself (who naturally wishes to remain anonymous) was only willing to let me take the picture if I promised to do my best to use it to help others. I made her that promise and I must keep it.

I am therefore requesting you, not only for the promise I gave her, but for everyone who has suffered from domestic abuse and is going to suffer it, to consider my request. I always want my work to have an impact on people and working with the King Khalid Foundation would enable that.

Though I, as you, am a devout Muslim, our faith cannot be an excuse for violence. The Qur’an tells us that a wife should always obey her husband; it does not tell us a husband may beat his wife. It is my belief that everyone is equal, irrespective of gender; I do not think it too much to say that if a wife should indeed obey her husband, the enlightened husband should be ready to listen to his wife in return. Marriage should be a partnership, a relationship of equals. That is a message we must share with all of society. The King Khalid Foundation has the power and influence to make this happen; with hard work and determination, we can create a better future for all our citizens.

To conclude, I do hope you will take my proposal into consideration. If you do not feel this idea is exactly what you are looking for, I still hope you will give me the opportunity to work with the King Khalid Foundation on its domestic violence education. I would be delighted to give any item in my portfolio to the campaign, or to offer my professional services should you have a particular image in mind.

I thank you for reading my email and I offer my great respect for the work you and your team have done on the campaign so far.

I look forward to hearing from you,

Regards,
Abdul Hafez

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