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| **Chapter summary from Peter Singer’s collection, Ethics in the Real World, published in 2016 by Text Publishing Company, Australia.** | |
| **Essay details:** | |
| **Concepts to consider:** Manner and tone, choice of details, diction, connotations, voice, structure, positioning, audience perspective, style | |
| **Relevance of title:** | |
| **Brief synopsis of the chapter’s argument:**  This essay argues that digital technology is important to disseminate information to all sectors of society. This essay also clearly argues how bringing undeveloped societies into the digital age is important. Indeed, Singer believes that for third world to become economically advanced they need  Exacerbate the problem | |
| **Introductory paragraph:** | This creates a comparison of the racial inequality 50 years and the technological inequality today. This creates a sense of importance in how important the current inequality is |
| **Paragraph 2:** | Straight away Singer addresses the audience’s response to how the motive of Mark Zuckerberg “may seem self-interested”. The language he uses – “may seem” creates a sense and foreshadows how this statement is incorrect. Furthermore, he rebuts the audience’s response by drawing parallels of the[ growing] technological divide to the racial divide with a tricolon of “equality, liberty and a right to pursue happiness”, which also resembles King’s ‘I have a dream’ speech. This causes the audience to realise the magnitude of the issue, which is commonly unknown.  . The then rebuts the audiences response |
| **Paragraph 3:** | Singer uses simple to follow statistics of “**two billion** people live in the Digital Age” and “**five billion** are still stuck in the Paper Age” to allow the audience to realise the massive number of people that are living without internet access and the great divide we currently have. Additionally, he uses the labels of “the Digital Age” and “the Paper Age” to contrast the two groups and this also creates further separation. He reinforces his point with using imagery of how people are” stuck in the Paper Age” and contrasts this with how people in the “Digital Age have access to a vast universe of information”. The diction of “stuck” symbolises how these people cannot escape where they are without help and creates a sense of need. On the other hand, the metaphor of “a vast universe” symbolises the limitless amount of knowledge we have due to the internet. He concludes this paragraph by giving authority to his argument due to his generation growing up in the Paper Age and displays to the audience that he has knowledge on this topic. |
| **Paragraph 4:** | Singer starts of his paragraph with “in those days”, which links to his previous paragraph. Additionally, the use of diction by choosing to use the word “those” already creates a sense of divide from that time and therefore the people that live in the paper age. Singer then elaborates on how expensive and complex some simple tasks were at that time. He uses the examples of the encyclopedia, the library and letters, which in current day are fading away. He also uses adverbs such as “**prohibitively** expensive” which emphasise how many things were not were not attainable for the poor .He finally concludes this paragraph by stating how something like a Skype call was “the stuff of science fiction”. This metaphor depicts how technology has advanced us to things that seemed out of this world. This paragraph causes the audience to realise how much technology has advanced our society and how easily we take it for granted but also the technological divide we have with the people that live in the digital age. |
| **Paragraph 5:** | In this paragraph Singer links back to Zuckerberg and his “vision” of Internet.org. When describing it he uses vocabulary such as “new”, “less expensive” and “efficient”. This displays how Zuckerberg’s method is better than most and will most likely have a greater effect. He also tries alleviating the contentious issue of how this organisation may make people choose between buying food and data using this language but falls flat due to it all hypothetical and not having actual examples. |
| **Paragraph 6:** | In this paragraph he agenda shifts to Bill Gates, so that the au  Singer uses Bill Gates to symbolise the counter argument of how there are more important issues to tackle such as malaria and diarrhoea. He then shows the long term affects of internet access, and shows how they can battle malaria and diarrhoea. This champions Gates argument and creates curiosity in the audience of other affects internet access can bring. |
| **Paragraph 7:** | He uses an anecdote to develop the current difficulties in these countries and create ethos in his argument. This gives a firsthand insight to one of the many issues that are in these countries and highlights how drastic they are. This also shows how we take for granted our services and how in other countries this is much more severe. |
| **Paragraph 8:** | He then elaborates on his solution his point with a tricolon of the more societal benefits that internet access could bring. Widens the aspects of how internet access can affect the daily lives of the individuals. This deepens his argument. Singer brings another issue that many developing countries are facing- family planning, which can have massive long term affects. He then points a viable solution which is giving internet access. This creates even greater reason on how positive bringing internet access can be. He also uses a tricolon to create a bigger effect |
| **Paragraph 9:** | He broadens “range of topics” that internet access can to homosexuality and domestic violence, which can be very traumatic and hard to talk to in small communities. This creates more pathos due to many of these issues having detrimental effects on the people. This also causes the audience to feel remorseful for these people and creates an emotional reason to his point. He links back to his argument on how the knowledge that the internet brings can help these people and creates more cohesion in his piece. |
| **Paragraph 10:** | Singer introduces the point of how internet access can connect the world’s poor to more affluent people. He refers to research causing his argument to have n to and uses language like “mere “and “few” to create a greater effect on the minute effect that’s these Paper Age media would have compared to Skyping.  Singer questions: “If a mere photo and a few identifying details can do that, what might Skying with the person so? This displays how much greater an affect internet access can have instead of the traditional Paper Media and depicts the real-world application of how these  allows the audience to consider how important communication to “influences” can be. The use of vocabulary such as “mere” and “few” highlight the drastg comparison that the digital world and the paper world are. |
| **Paragraph 11:** | Singer equates giving universal Internet access to the Human Genome Project, which was also another huge scientific advancement but also had many ethical and societal issues. This causes the reader to realise all the risks that could be caused with bringing Internet Access to everyone. Additionally, he gives an example of pirating however rebuts this due to it making no real change to organisations. The mentioning of issues causes his argument to be more fair/ balanced and makes him seem more hair and honest. This allows the audience to trust him and his argument and therefore be more open to his points, allowing them to be more persuasive. |
| **Concluding paragraph:** |  |
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| **Overall summary of the essay:** |  |