

Charity shopping essay



The purpose of this piece is to give an insight into charity shopping using my personal experience, giving an alternative to vintage shops, using tips on to what to expect and why the reader should try charity shopping . My audience is for people interested in fashion, shopping and mainly saving money this could appeal to anyone from 15 years of age to post university students who have small budgets. This links to the strategies I suggest of saving money and the repetition of the word bargain, ' bag a bargain'

Also I mimicked the reassurance factor that is present in my style model, mixing this with information and included facts made my work convincing. I used Auxiliary verbs such as could, might, may, should and can which emphasises my assistance making the advice I give to my reader gentle being more of a guide than in their face advice. I tried to make the reader feel as if all I was trying to do is help rather than persuade them to go charity shopping until the end where I used imperatives e. g. ' Venture in, do it! ', ' you do the maths'; I also used rhetorical questions e. g. ' why not? ; peachy piece of clothing for a very polite price, this is an example of assonance and the aim of this was to keep it a bit quirky. The formality of my writing is mixed but I tried to keep it formal enough to make the reader believe I know what I'm talking about but at the same time I didn't want my writing to feel over educational more of a light read.

The Lexis of my writing isn't littered with adjectives and adverbs this keeps in with my Genre and keeps it from being too sophisticated, I wasn't aiming for literary piece. I also used personal language such as ' Bad times! which is conventional and conversational making this more personal to my audience establishing intimacy and collaboration with my audience. I also included

one word sentences, ' but this is not law. Unfortunately. ' the unfortunately being my opinion on the matter. The tone mainly focused on positives highlighting negatives of charity shopping but coming to a positive conclusion.

I used Vintage shops as an example ' Vintage shops have a lot more stock ... ' but after I used reasoning behind this ' I've heard of vintage shops/shop owners and ... this turning the negative positive. I added a anecdote about my experience with charity and vintage shops story which I feel gives it a personal touch and insight into what I'm talking about. I used a bit of humour unlike my style model which purpose isn't humorous but I still tried to keep it ' dry' as I don't want to over use it making the advice seem more of a joke than good advice; here are some examples of humour ' rather intimidatingly stylish man', ' my girlfriend was just going to have to wait', not in your face jokes but attempts to engage the reader.