

Language analysis bullying

[Sociology](#), [Bullying](#)



Girls College wrote an opinion piece "It's time for us to take a stand", which was published in the Breadboard Leader on the 9th of December, 2013, she contends in a critical and negative tone that the young people of Australia must stand up against the cruel, vindictive and cowardly practice of bullying. Elise explains how bullying has been around since the start of time, but social media is making acts such as bullying too easy for these bullies to argue their victims and little is being done about it.

Stakeholders include friends, family, workers, schools, social media, victims, and the medical industry. The target audience for this text is the victims, to encourage them to stand up for themselves. Elise opens up the article in a serious and urgent tone, explaining how serious this really is, and how little is being done about it, strongly suggesting something needs to be done now. Social Media sites such as Facebook and Twitter play a huge role in cyber bullying, they make millions of dollars in advertising and Elise explains how it is only fair if they use some of that money to help stop the spellbinding that their platforms allow.

She draws in the audience with a persuasive technique appealing them to fear by stating "it seems that not a month goes by when we don't hear another story of a teen somewhere overseas or in Australia that has taken their life due to the bullying that has occurred online." Another effective technique she has used is the use of rhetorical questions for example "Can we as young people sit idly by while these companies become indirectly wealthy from the misery they help create? Can parents knowingly let their children use websites that allow such cruel behavior to be facilitated? Elise continues to explain the causes of bullying with reason and logic, stating that

most bullies are highly sensitive so they bully to avoid getting bullied themselves, and making them feel the bigger person, or to compensate for some short coming in their lives. She then explains in a calm and clear tone how important it is for the parents to educate their children that bullying is not acceptable, suggesting how can the children take a stand for themselves if they have no guidance by their parents?

Elise explains more in depth how the parents need to be educated themselves, so they can educate their children that the appalling behavior of bullying is wrong. The best way to stop bullying is to prevent it, and the parents and education department play a key role in that. She explains the effects of bullying in every aspect, not only the physical and emotional cost, but the financial cost too for example it costs the tax payer's money every time they have to go to the doctor's surgery.

She uses evidence and repetition as a persuasive technique that is supporting her contention effectively. For example "Based on 2009 studies, 27 per cent of students in years four to nine are bullied regularly - let's call it one in four students. Personally I am horrified by this statistic. One in four! ONE IN FOUR!" Elise closes the article with an appeal for themselves. She says "Remember that we the good people outnumber the bullies. Don't let the unnecessary suffering continue. United we stand, divided they fall. In the visual piece of the text there is a photograph of a young child with innocent eyes looking right up at you, with his hands up showing the words written across them "stop bullying". The camera is angled in front and above the boy, creating a dominating effect, making the boy look more vulnerable,

innocent and weak. It is a simple but powerful photograph taken by James Luckier. The effects on the stakeholders such as the victims of bullies sends out a message to them to take a stand for themselves.

The effect on the bullies is that they would hopefully feel bad for what they do and actually consider thinking about stopping. In conclusion, Elise uses many different techniques and tones in this argument, with a lot of logic and evidence to support her main points, so overall this is an effective persuasive piece, leaving the audience convinced to take a stand. We outnumber the bullies, they are truly the weak ones. Target audience - young people themselves, taking a stand Stakeholders - friends, family, workers, schools, social media, victims, medical industry