

How does Gerardo Arias Camacho convince the reader of the benefits of Fairtrade? [10]

Camacho convinces the reader that Fairtrade is beneficial by giving us a personal account of his own experiences, using anecdotal language to tell 'the story of a coffee farmer'. As a consequence, the reader is convinced that Fairtrade is beneficial as Camacho gives evidence of its positive impact on his family and his community's lives.

At the beginning, he refers to 'the price of coffee' in 'the 1980s' to contrast the difficult times then with the times now, where Fairtrade has transformed their lives. He says he was 'forced to return to America' to make the reader feel empathy towards him, with the verb showing how he had no control over his life and that it wasn't his choice. Consequently, Camacho portrays how hard life was when 'coffee prices were still so low' and 'many farmers abandoned their land and some even left the country,' convincing the reader how beneficial it has been because he then goes on to convincing the reader that Fairtrade also has positive impacts on our environment as well as our people.

Camacho tells us it's a 'win-win business' and that it's 'open to everyone' to show that Fairtrade can benefit us all. Consequently, he comes to the conclusion that Fairtrade does 'make a difference because it allows people to 'help each other'. By telling us directly using the word 'you' Camacho convinces us the reader that it is worth us investing in Fairtrade because 'the benefits...are for everyone.'

He concludes by using the word 'I' repetitively to highlight the positive impact on his life making him 'feel competitive' and has 'a future'. He tells us we can help more people like him by simply going shopping convincing us that Fairtrade is beneficial.

Mark awarded: 9 out of 10