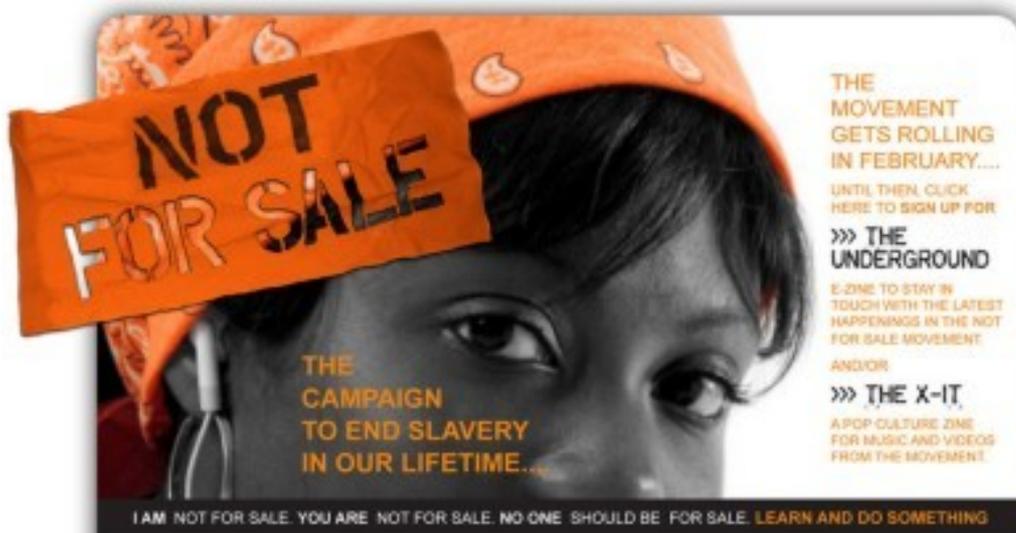


NOT FOR SALE



I

This document is a campaign advert. I suppose that it was originally a poster put up in a public place. The main image is a photograph.

D

In the centre of the poster is a close-up photo of a black girl's face. There is more than one tagline, but the main one is "not for sale". At the bottom, it reads "I am not for sale. You are not for sale. No-one should be for sale. Learn and do something".

A

The aim of this poster is to raise awareness about the fact that slavery still exists and to encourage people to participate in the campaign for abolition. The tagline reminds us of how unacceptable we find the idea of a person being "for sale". This ad is clearly trying to appeal to people's sense of justice, as it says "no one should be for sale". The author also wants to encourage people feel sympathy or solidarity with slaves, because it says at the bottom "you are not for sale, I am not for sale" – here, it is asking us to imagine what it would be like to be a slave.

H

Most people believe that slavery was abolished a long time ago, but campaigns such as this or "slavery footprint" show that many people are still being exploited and forced to work for little or no money.

O

I think the tagline "not for sale" is very powerful, because normally "not for sale" is something you would see in a shop. It therefore makes us think about the fact that human beings are still being bought and sold like objects. I also think the words at the bottom "I am not for sale, you are not for sale" really help this ad to achieve its aim as it appeals personally to its audience. I also think it is affective because the image of the girl is not very shocking – she just looks like a normal person. This reminds me that slavery is not just an extreme case – Normal people like you and me are probably being sold into slavery right now. This also makes me feel quite guilty because I have never really tried to do something about it.

B

The problem of slavery is also linked to the issue of human rights. In richer parts of the world, our rights are normally guaranteed by the law. However, in many places people do not have the same rights, and so have to work in bad conditions for very low or no wage. It is unfortunate that a lot of the luxuries we enjoy in Europe are due to other people's lack of rights, choices and good working conditions. For example, many popular clothing companies such as primark have been accused of using slave labour, but this allows them to sell clothes at low prices to people like us.