

**KLAIPĖDA UNIVERSITY**  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
DEPARTMENT OF PHILOLOGY

**RHETORIC SOLUTIONS OF THE NEGATIVITY BIAS  
IN BUSINESS COMMUNICATION**

MA Final Thesis in English and Another Foreign (German/French)

Language and Business Communication

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**KLAIPĖDOS UNIVERSITETAS**  
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**RETORINIAI NEGATYVIŲ VERSLO DISKURSO  
NUOSTATŲ SPRENDINIAI**

Baigiamasis Anglų ir kitos užsienio (vokiečių k. / prancūzų k.) kalbos ir verslo komunikacijos magistro darbas

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## SUMMARY

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**Keywords:** negativity bias, manipulation, rhetoric solutions, lexical patterns, syntactic patterns, target audience.

**Theme relevance:** Negativity bias can be felt widely in business communication nowadays. Rhetoric solutions, lexical or syntactic rhetoric patterns and multimodal means are found in language, which assists to set persuasiveness in any advertising procedures likewise, incorporate the people into believing in charitable procedures and support any kind of charity. People often are not prepared to counter them effectively and caught by manipulators. The motivation for this master paper concerns investigating the role of rhetoric solutions of negativity bias in business communication.

**Purpose:** to demonstrate the significance of the role including rhetoric solutions of negativity bias in business communication.

### **Methods:**

1. Non-experimental and descriptive methods are used to describe the theory and rhetoric solutions of negativity bias in charity advertising.
2. Analytical method is used to analyse the relations of participants in charity of business communication.
3. Comparative method is used to compare the negativity bias caused by negative effects in charity advertising and bias without negative effects.
4. Analytical and interpretive methods are used to analyze and interpret the ways of rhetoric patterns and multimodal means in business communication.

### **Results and conclusions:**

1. The description of the negativity bias and its effect as understood in business environment provides the idea of negativity bias is such as strong expression that it has a bigger and stronger impact on our brains than positive ones. Negativity bias functions of discourse conclude linguistic data that is not naturally discerned from correctly informational content, the tactic is hypersensitivity and it often takes place in business sphere. Negativity bias has a powerful effect on people behaviour, their decisions, and even their any relationships. Therefore,

negativity bias toward the negative keeps you to pay more attention to the negative things that happen and people making them seem much more significant than they actually are.

2. The analysis of the lexical and syntactical rhetoric solutions demonstrates that there are many rhetorical patterns of eliminating the negativity bias. Rhetorical patterns play a big role concerning the negativity bias, because it is a way of organizing information. It is noticed that the word rhetoric refers to how people use language to process negative or positive information. Negative lexical and syntactical rhetoric patterns get more consideration, which cause more emotions and have more influence on people behaviour; in fact, negativity is stored better and longer in people's memory. Nevertheless, appropriate linguistic characteristics of peculiarity of manipulative discourse are not easy to recognize, in most cases, they do not exceed the framework of regular speech activity. Active usage of manipulative discourse of particular grammatical forms and syntactical or lexical rhetoric patterns constructions does not conclude peculiar manipulative grammar than the same linguistic means are used to implement other functions.
3. The investigation of the impact and the effect on the target audience of charity advertisements demonstrates that the target audience automatically consider more to negative information than positive information. The most powerful tactic such as using emotional requests will always help to persuade the target audience to donate for the charity organizations. Target audience always focus on posters and message which is send directly to the readers. In fact, negative strategies are used to mitigate the factual request to donate and used effects on charity advertisements makes the target audience feel guilty if they decide not to donate. Emotional aspects of charity advertising the images have powerful appeal for the target audience and especially for their emotions.
4. The analysis and interpretation of the message framing, image valence, temporal framing on a charitable appeal and how it influences the negativity bias in business communication demonstrate that charity organizations use particular imaginary form in order to awake feelings of pity or sympathy. Incomplete information, wrong perceptions, negative effects on the business communication causes negativity bias of the target audience. In fact, the charity organizations, audience are influenced of images where dominate pathetic and pitiable imagery, threatening or tragic scenes and it can cause negativity bias. Negative evaluations are perceived stronger than positive evaluations in the business communication and message framing or image valence make bigger effect of the target audience.

## SANTRAUKA

Danilaitytė, P. Retoriniai negatyvių verslo diskurso nuostatų sprendiniai. Baigiamasis Anglų ir kitos užsienio (vokiečių k. / prancūzų k.) kalbos ir verslo komunikacijos magistro darbas. Darbo vadovė: Doc. dr. L. Bernotienė, Klaipėdos Universitetas: Klaipėda, 2020- 54 p.

**Raktažodžiai:** negatyvios nuostatos, manipuliacija, retoriniai sprendiniai, leksiniai modeliai, sintaksiniai modeliai, tikslinė auditorija.

**Temos aktualumas:** Negatyvios nuostatos šiais laikais gali būti ypatingai jaučiamos verslo komunikacijoje. Kalboje galima rasti įvairių retorikos sprendinių, leksinių bei sintaksinių modelių ir multimodalinių priemonių, kurios padeda įtikinti žmones reklamos procedūrose ir įtraukia juos į labdaringas veiklas siekiant gauti betkokią paramą. Žmonės dažniausiai nėra pasirengę veiksmingai kovoti su įtikinėjimu ir to pasekoje tampa manipuliatorių aukomis. Šio magistro darbo motyvacija yra susijusi su negatyvių nuostatų retoriniais sprendiniais verslo komunikacijoje.

**Tikslas:** pademonstruoti negatyvių nuostatų retorinių sprendinių svarbą verslo komunikacijoje.

### **Metodai:**

1. Neeksperimentinis ir apibūdinamasis metodai buvo naudojami apibūdinant negatyvių nuostatų ir retorinių sprendinių teoriją labdaringos veiklos reklamose.
2. Analitinis metodas buvo naudojamas analizuojant labdaringos veiklos dalyvių ryšius verslo komunikacijoje.
3. Lyginamasis metodas buvo naudojamas palyginti negatyvias nuostatas sukeltas dėl negatyvių efektų labradringos veiklos reklamoje ir nuostatas be negatyvių efektų.
4. Analitinis ir interpretacinis metodai buvo naudojami analizuojant ir interpretuojant retorinių sprendinių būdus bei multimodalines priemones verslo komunikacijoje.

### **Rezultatai ir išvados:**

1. Negatyvios nuostatos ir jų poveikis verslo komunikacijoje yra išanalizuotas ir suprantamas, kaip ypač stipri išraiška, kuri sukelia didesnę poveikį nei teigiamos nuostatos. Negatyvių nuostatų diskurso funkcijos yra sudarytos iš kalbinių išraiškų, kurios nėra išskiriamos nuo teisingo informacinio turinio ir naudojamos taktikos yra ypač jausmingos verslo srityje. Negatyvios nuostatos daro didelę įtaką žmonių elgesiui, sprendimams ir bet kokiems santykiams. Negatyvių nuostatų tendencija teigia, kad šios nuostatos ne tik sukelia didesnę poveikį, bet ir ilgam išlieka įvykiuose. Dėl šios priežasties, negatyvių nuostatų poveikis priverčia skirti daugiau dėmesio neigiamiems dalykams, kurie vyksta ir jų reikšmė yra svarbesnė.

2. Leksinių ir sintaksinių roetirkos sprendinių analizė parodė, kad gali būti daug retorinių būdų, kaip pašalinti negatyvias nuostatas. Retoriniai modeliai turi didelę reikšmę negatyvioms nuostatomis organizuojant betkokią informaciją pateikiančią žmonėms. Pastebėta, kad žodžio „retorika“ reikšmė priklauso nuo to, kaip žmonės sugeba apdoroti neigiamą ir teigiamą informaciją. Neigiami leksiniai ir sintaksiniai retorikos modeliai sulaukia daug dėmesio, nes jie sukelia daug dėmesio ir daro didesnę įtaką žmonių elgesiui bei negatyvumas ištikrųjų išlieka ilgiau ir stipriau žmonių atmintyje.. Nepaisant to, pažinti kalbines manipuliacinio diskurso ypatumų savybes nėra lengva ir dauguma atvejų yra naudojama tam tikrose ribose neviršijant per daug manipuliacijos. Aktyvus naudojimas tam tikrų manipuliavimo diskurso gramatinių, sintaksinių bei leksinių retorinių modelių gali būti vadinama kaip savita manipuliacinė gramatika, kuri yra naudojama įvairioms funkcijoms įgyvendinti.
3. Labdaringos veiklos reklamos poveikis tikslinei auditorijai tyrimas parodė, kad tikslinė auditorija natūraliai sutelkia didesnę dėmesį į neigiamą informaciją negu į teigiamą. Efektyvingiausia taktika galima būtų vadinti emocinius prašymus, kurie visada padeda įtikinti tikslinę auditoriją ir paaukoti tam tikroms labdaringoms organizacijoms. Tikslinė auditorija visada sutelkia dėmesį į reklaminius plakatus ar žinutes, kurios yra siunčiamos tiesiogiai žmonėms. Faktiškai neigiamos strategijų taktikos yra naudojamos siekiant sušvelninti prašymą paaukoti ir labdaringų reklamų poveikis priverčia jaustis kaltais jeigu tikslinė auditorija nusprendžia neaukoti. Labdaringų veiklų emocinės reklamos aspektai ypač stipriai paveikia tikslinės auditorijos emocijas.
4. Labdaringų veiklų pranešimų formos pateikimas, įvaizdžio valentingumas, reklamos vaizdavimo aspektų analizė ir interpretacija atskleidė, kaip tikslinė auditorija yra įtakojama ir dėl kokių priežasčių atsiskleidžia negatyvios nuostatos stengiantis sukurti gailestį ir užuojautos jausmą. Neišsami informacija, neteisingas suvokimas ir neigiamas poveikis verslo komunikacijoje sukelia tikslinės auditorijos neigiamas nuostatas. Labdaringos organizacijos daro didelę įtaką tikslinei auditorijai reklamų vaizdiniais, kurie vaizduoja tragiškas scenas, kurios sukelia negatyvias nuostatas. Verslo komunikacijos neigiamos nuostatos yra suvokiamos stipriau nei teigiamos ir pateikiamas įvaizdis daro didesnę įtaką tikslinei auditorijai.

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## INTRODUCTION

What is negativity bias? What purpose is of negativity bias in business communication? Nowadays negative bias can be inconspicuous and cunning in business sphere. Negativity bias can be define as preconceived negative attitude of the target audience against advertising and invitation to donate to charity. Furthermore, it is also an attitude against making donations and cash contributions. The negativity bias has a strong tendency not just to capture negative stimulus and manipulation, but also equally to reside on that. Negativity bias is such as strong expression that it has a bigger and stronger impact on our brains than positive ones. Without a doubt it could be claimed that negativity bias have the most powerful effect on people behaviour and their decisions. Negativity bias promote paying more attention to bad things, especially charity advertising or donation that happen in whole world and it makes seem more meaningful than they are. Manipulation tactics can be everywhere like a part of cultural norms and set in the sphere of inadmissible. Many authors argue that a big part of business and all life has elements of negative bias. Today's life has a lack of desirable behaviour and many people forget human values. On the one hand, people sometimes choose to use negative bias to manipulate the system or acquired own ends but on the other hand, this model of negative bias is overturned. Each business has manager or supervisor and they are manipulators who are caught up in the drama without realizing it. Their behaviour can be such a manipulative that people facing with that problem fall apart emotionally. Manipulators are succeed in employing their tactics of negative bias and can affect people easily. Moreover, their negative bias tactics are skilful and destructive and manipulator can have many years of luck in bending outcomes to satisfy their own ends. Supervisors or co-workers consider that person is just how that person is and if there is no impact of negative bias then the dynamic can resume with no harm done.

In addition, the impact of negative bias is valid but it hidden. Colleagues can recognize manipulation and fail by the credulity of management. Solutions can be influenced by a personal negative bias to the damage of the organization. From time to time, the impact is valid and negative bias tactics are exclaimed. Manipulators steps can be so defamatory that their act becomes evident. Otherwise, all manipulators do a self-serving impact and it exposes the harm. It is difficult to avoid negative bias of all people and be caught short by a self-serving individual therefore, each person should be aware of the manipulators action.

Negative bias can manifest of different ways of behaviour. For instance, the most popular and harmful behaviour is ingratiating behaviour, when manipulator is delightful, conscious and

caring. People can easily become their idol and keep themselves as stars of their eyes. It does not matter if people do something wrong their decisions are perfect for them anyway and this is widely used in business communication. Second negativity bias tactic is redirection. This attitude to put right behaviour and redirector at once alerts you to crises that demand your urgent attention. This is the same happens in business communication when employee does something terrible that the redirector's small flaw pales in comparison. The typical business dialogue is "Well, what about that documents? Are you going to finish it? "Surely, if people get distracted to research the confirmed terrible threat, there is no essence and the redirector obviated punitive action.

The third negativity bias tactic is hypersensitivity and it often takes place in business sphere. The hypersensitive person experiences every challenge with extreme regret. The hypersensitive manipulator uses tears because of one the tactic. Equally, the same situation is in business communication such as charities, lotteries, or agitations. These organisations may respond you emotionally concerning factors unknown to you. When eligible, direct the individual to contribution for the fundamental issues. In addition, negativity bias can be outrage and intimidation. It manifests itself in the fact when someone begins a discussion and it is interrupted by a first slammed on the table or a stack of documents shed aside and scattered. The clenched, resentful anger or a head shaking attempting to clear away people unintelligible ignorance can follow it. People then trembling with the anger and unbelief. Manipulators objective is to get you to back down, to substitute the statement, even to excuse while you to attempt to calm these people down. Negativity bias tactics can be cunning or subtle. Tactics and behaviour can be harmless or expedient. People often are not prepared to counter them effectively and are caught by manipulators. To sum up negativity bias it is the one of the prime way to combat the negativity bias.

Manipulation is one of the brightest feature of the negativity bias in business communication. Manipulation is behaviour that seeks to benefit, even though the people may not be willing to provide it. People are forced to behave the way they do not want because they are believed in some truth or they are persuaded by some attitude. Manipulation is needed to get benefit, therefore charity advertising companies know a lot of manipulation strategies. These all bias are happening because charitable organizations are the most competing procedures for target audience donations. There are many various factors for the people what make impact for their decisions to donate be a part of the charity organization. Sometimes it happens that people decisions to donate are not revealed the factive causes to donate. Charity procedures are accessible for the target audience

everywhere. Participants have become more open and charitable. In general, there are so many charitable organizations in the world today and they enable participants to donate either directly online or through websites. In any case, all charities do not simply demand to persuade people to donate their time and money.

**Motivation:**

Throughout all rhetoric, solutions of the negativity bias used in business communication are everywhere. The impact of negative bias is valid but it is hidden. Rhetoric solutions can be found in language where include lexical rhetoric patterns and metaphors, syntactic rhetoric patterns and multimodal means in business communication. The motivation for this master paper concerns investigating attentiveness into believing charity advertising.

**Purpose:**

The purpose of this research is to analyse the rhetoric solutions of the negativity bias in business communication and to investigate how people overcome negativity bias by the impact including influencing of message framing, image valence, temporal framing on a charitable appeal.

**Tasks:**

1. To describe the theory of negativity bias in business environment.
2. To classify lexical and syntactical rhetoric solutions which enable to overcome the negativity bias.
3. To investigate the impact and the effects on the target audience of charity advertisements.
4. To interpret the ways of message framing, image valence, temporal framing on a charitable appeal influences of negative bias in business communication.

**Methods:**

The first two methods, which are non-experimental and descriptive methods, used to gather the material for the research from various sources and well-known authors in the subject of the negativity bias in business communication and rhetoric solutions used here. The third method, which is analytical method, applied to analyse the target audience in business communication and impact on them through different types of advertising. The last method, which is comparative method is applied in comparing rhetoric patterns to eliminate the negativity bias where include lexical patterns, syntactic rhetoric patterns and multimodal means in business communication. The remaining methods in this paper, which are analytical and interpretive methods, used in the analysis and interpretation of the methods of negativity bias in business communication and rhetoric patterns used here.

**Structure:**

In the introduction, the reasons and characteristics of negativity bias are discussed, as well as rhetoric solutions, which are in business communication. Rhetoric patterns are divided into three different groups. The motivation, purpose, tasks, and methods of the research paper are also presented. This research paper consists of two main parts. The first part of the research paper focuses on target audience in business communication and it is divided into three sections. Section 1 examines the definition of negativity bias. Section 2 studies the relations of participants in charity procedures. Section 3 explores the projects of manipulation on the target audience. The second part of the paper examines the rhetoric patterns of illuminating the negativity bias and it is divided into three sections. Section 1 investigates the lexical patterns including metaphors. Section 2 surveys the syntactic rhetoric patterns and section 3 explores multi model means in business communication. The research paper will be finished providing conclusions of the research and references.

**Literary Survey:**

There is plenty of literature on the topic of negativity bias and manipulation on the target audience. In Christine Liebrecht, Letticia Hustinx and Margot van Mulken's *The Relative Power of Negativity: The Influence of Language Intensity on Perceived Strength* the idea of negativity bias is described as negative evaluations which are perceived to be stronger than positive ones. They confirm the negativity effect as predicted by the negativity bias and the Pollyanna principle. Leigh Daynes claimed that, charities need to be stopped presenting beneficiaries as unhappy victims and ensure that people are engaged over the long term and the public are tired of the continuous images of distress being dumped upon them. After conducting an experiment about supporting the re-building of hospital, it stated that in some ways managers of charities continue with the intention of bringing a strong, emotional resonance to the work by telling patient stories. Davison emphasized the importance of narratives which are carefully constructed by advertising agencies to make people feel useless with guilt for their comfort and not helping yet, therefore pushing us to do something about it. Moreover, nowadays people are not such naive and they avoid looking at sad images to obviate emotions involved. Posting the charities not allowed in many cities for reason not to send the depressing emotion in public places as it gives a bad vibe to the city where is tourists and visitors. However, the effectiveness of the charities images it does not matter if is it sad or happy; it is enhanced when it complements the message.

Concerning the negativity bias, there are many ways to use it, but the main point is that sad empathy can make people want to do something to stop it or change something. Burt & Strongman claims, that negative charity appeals such as a child in pain make the target audience feel sorrow and feel guilty, consequently the most accessible means to reduce these distress emotions is to help the child and donate money to the certain charity. In other words, more fragile manipulation of appeal valance is to replace only the visual presentation of the needy victims and images of sad-eyed children elicited more actual donations than images of happy children. According to Chung and Lee, image valence increases framing effects on advertising effectiveness of a charity advertising when the image is compatible with the framed message, particularly when the image and the given message are presented with negativity bias. He is claiming that if the donation message is negatively framed, a negative explicit advertising picture will make the message compatible and will enhance advertising effectiveness because of negativity bias. Furthermore, it was analysed by Coke, Davis and McDavis that a negative picture in charity advertising is often seen in emotional appeals, in order to increase altruism toward indigent recipient and accordingly facilitate charitable giving behaviours. When the message is framed negatively with a negative imaginative picture, statistics in a short-term temporal frame will be more powerful than in a short-term temporal frame. Moreover, Perrine & Heather are claiming that, two years ago until now charity fundraising across all countries has expanded from a predominantly nonprofessional volunteering exercise to an extremely competitive and professionally managed marketing action. There is a lot of literature regarding the opposition to charity advertising, charitable donation messages to the public and attitudes of the target audience.

## I. TARGET AUDIENCE IN BUSINESS COMMUNICATION

### 1. 1. The Definition of Negativity Bias

Nowadays negative bias can be inconspicuous and cunning in business sphere. Negativity bias can be define as preconceived negative attitude of the target audience against advertising and invitation to donate to charity. Furthermore, it is also an attitude against making donations and cash contributions. The negativity bias has a strong tendency not just to capture negative stimulus and manipulation, but also equally to reside on that. Negativity bias is such as strong expression that it has a bigger and stronger impact on our brains than positive ones. Without a doubt it could be claimed that negativity bias have the most powerful effect on people behaviour and their decisions. According to Doctor of the one University, "*Manipulation is linguistic term with great creative potential that is first and foremost topical in the framework of the theory of linguistic manipulation. The wide and somewhat blurred semantic filed of the term "manipulation" includes such key elements as "negative" intention of the speaker and covert character of influence*" (Asay, 2013). Negativity bias or manipulative functions of discourse conclude linguistic data that is not naturally discerned from correctly informational content, such as charity advertising or donations.

The negativity bias also can be recognize as the negativity effect. It is the conception of things where include objectionable emotions or thoughts. A professor of psychology Paul Rozin (2001, 301) divided the negativity bias into four elements: *negative potency, steeper negative gradients, negativity dominance, and negative differentiation*. According to Rozin, negative potency refers to the concept that while potentially of equal importance or emotionality, negative and positive elements are not alike salient. He also notes that these elements of negativity bias are just clearly apparent in situations with specific quantifiability. He wrote, that "*with respect to positive and negative gradients, it appears to be the case that negative events are thought to be perceived as increasingly more negative than positive events are increasingly positive the closer one gets (spatially or temporally) to the affective event itself. In other words, there is a steeper negative gradient than positive gradient*" (Rozin 2001, 298). In fact, he claimed that these characteristics are separate from the negativity potency, in order to show the evidence of steeper negative slopes connected with positives slopes. Concerning the negativity dominance, it analyses about direction for the both positive and negative items. The last element of the negativity bias is negative differentiation. This element is correspondent to mean that negativity is more complicated that positivity. These four elements propose the negativity bias and explain its manifestation.

Another explanation of negativity bias is that things of large part negative nature have a bigger impact on our psychological state than positive, actually, when the positive and negative things are at the same level and used equal. All researches explore that positive advertisements are less valued than negative ones. It is the same with reviews or comments written by people. The one author from Georgia talks about temporal continuity and negativity bias in the impact of online word of mouth, he claimed, *“differences in causal attributions for positive versus negative information such that positive reviews tend to be relatively more attributed to the reviewer, product experience than negative reviews. The presence of temporal contiguity cues, which indicate that review writing closely follows consumption, reduces the relative extent to which positive reviews are attributed to the reviewer and mitigates the negativity bias”* (Chen 2013, 469). According to his review examination it states that review value is negatively similar to review valence though this negative cohesion is absent for reviews that appear temporal contiguity characters. Moreover, the intensity of negative emotions related even with event memories fades to a bigger extent than positive emotions. This phenomenon it could be able to equate with charitable donation and charity advertising. Nowadays people notice the growing importance of charitable donation and complicate advertising techniques in charity advertising. Many researchers examine message framing, vivacity compliance and statistical framing in advertising charitable donations. Especially all attention is directed to the context of a child poverty-orientated charity. It is analysed in all articles that scenic presentation strengthens framing effects on advertising persuasion when it is compatible with the framed message. These effects of persuasion are particularly prime when both are contained negatively.

Concerning people brain's negative bias it is clear that our brains are more highly combined to negative news. In fact, negativity makes a bigger impact on our brains and this process is called negativity bias. All people brain is normally built with a bigger sensibility to not good news. The bias is as follows automatic that it could be discovered at the most precedent stage of the brain's information processing. Let us take for instance studies, which was done by Doctor of Philosophy John Cacioppo, he demonstrated people illustrations known to generate positive feelings such as a Ferrari or a pizza and other many pictures arousing positive emotions or feelings. For another people he showed another pictures like a mutilated face or dead cat to arouse negative feelings and then to produce neutral feelings he demonstrated a plate or hair dryer, which do not stimulate any feelings. At the same time, he made a record electrical activity in the brain's cerebral cortex, which images the importance of processing the information. Doctor's demonstration was clearly visible

that brain reacts more powerfully to stimuli it negativity. There is a bigger influx in electrical activity. Therefore, our standpoints and attitudes are more strongly influenced by negative news than good ones. According to Caciappo “*our capacity to weigh negative input so heavily most likely evolved for a good reason—to keep us out of harm's way. From the dawn of human history, our very survival depended on our skill at dodging danger. The brain developed systems that would make it unavoidable for us not to notice danger and thus, hopefully, respond to it*” (Caciappo 1998, 889). Having the apparatus built in the brain excessively sensitive to negativity bias and people feel that in every sphere of our lives. The conclusion could be done that negativity bias play significant and powerful role in our everyday life. Many researchers analysed that there is perfect balance between negativity and positivity in business communication too. What concerns advertising, their creators have a possibility automatically regulate the balance between positive and negative advertisements. All people have the tilt to negativity and their brain is designed automatically to respond to the certain danger. Especially when the money is asked for charity, food banks, and projects and even lotteries the human subconscious responds as a direct threat to him. An alarm occurs when an attack is made on a person’s wallet and it creates a feeling of distrust in various charity advertisements and requests to donate money.

In addition, nowadays people receive the messages constituting equivalent number of positive and negative information everywhere. It is not the truth that if people two sets of information would cancel each other out and following approach toward the topic would be zero. All researches and studies show that negativity effect is stronger to the negative information. Kellermann claimed, “*The negativity effect occurs when negative information is disproportionality weighted relative to positive information*” (Kellermann 1989, 167). Knowledge of the existence of negative advertisements effect among target audience it can be clearly seen the growing frequency of negative charity advertising. Most researches on the negativity effect are conducted in the advertising context and considering the negativity bias when it is applied to persuasion of the target audience. The negativity effect defines an effect where negative information concludes more to the constitution of an opinion more than positive information. In fact, if the negativity effect subsists then a person obtaining two messages with information equivalent in maximum but reverse in value have to be more persuaded by the positive information. The main thing is that the information should be discussed equivalent and the difference is the valence when the positive information is against for negative information. The negativity effect provides that maximum evaluation becomes negative. The negative information is provided

disproportionate significance concerned with the positive information. The negative information carries more importance in identifying advertisements evaluation than does the positive information. Mass media information about charities and donation are in advertisements and internet and it often focuses on persuasion to donate the money. The negativity bias in persuasion is most often contained in negative pictures or title, particularly children with disability. Typically, the impression of the advertisements comes from mass persuasion rather than simple information and modest advertising. Charity advertising often focuses on the accidents or disasters. In addition, If the target audience feels that there is not assuredly information, they immediately open a discussion and try to find out that. The awareness of negative information can generate a less eligible image of the target audience. Another source of negative information about the charity is the opposition, which will specify the negative information the negativity bias come from the negative information where people feel unfair and violation of the sense of honesty about charities. In fact, when there is a lack of honesty it promotes a big negativity bias. In some cases, the existence of negative information about the advertisements (e.g., “Give 10€ right now”, “Five-years-old Elsa has a drink problem, could you give 3€ a child like her safe water today”, “Your gift today helps cancer warriors like Jack”, “Many children ae dying of acute malnutrition”). All charities marketing departments think that providing this information to people can succeed. Then interpretation of the negative information occurs a significant aspect of the advertising process. According to Kellermann, *“the results is that the ability to simply classify in an objective sense any particular piece of information as positive or negative becomes extremely difficult... negative press and information that would may cause significant damage to a reputation that was generally perceived as positive”* (Kellermann 1989, 171).

Concerning other sources, which analyse the negativity bias, provide the similar information about existence of the negativity effect in the context of advertising. Existing information indicate that negative information produces the bigger negativity bias when compared to positive information. In addition, the impacts of negative information are more likely to reduce the desire to donate for any charities. The effect of negativity bias creates an adverse impression of the advertisements. No adequate information is offered to the people who are tend to donate a certain sum of money. The request “give the money for food” has become a term applied to people using a negative information in an effort to get a chance to have more money for unknown reasons. The problem is that the impacts of that kind of requests makes strong negativity bias and people are not tend to believe it in anymore. Negativity bias promotes the absolute distrust on negative

advertisements and donations. The conclusions of the continued donations and use of negative charity advertisements the escalation of such efforts are resumed to check the attitude of people in the advertising system.

In fact, the negativity bias can be found everywhere, what concerns political life there are used negative effect too. Ansolabehere and Iyengar stated, *“so long as the negative trend continues, the trajectory is downward. By all accounts, campaigns will only continue to become more negative and nasty. Many political consultants have come to believe that all Americans are cynical about their government and that the electorate responds only to negatives a thus that they must go negative”* (Ansolabehere and Iyengar 1995,113). The increasing effect of a series of negative advertisements or negative campaigns in political are used more often. The main problem becomes the conviction that such advertising efforts are colourable and elaborate the chances of getting money or winning an election. Distinctions in negativity bias also have also coherence to political ideology. Many researches propose that conservatives can have more intense psychological responses to negative information than liberals. Some indications, for instance, has discovered that people who look into themselves politically conservative are more similar to assess ambiguous stimuli as menacing. These variations in the negativity bias can clarify why some people are more likely to value things such as tradition and safety during others are more open to comprehension ambiguity and variation. The fact is that negativity bias can have a diversity of real world effects on how people act and think. Nevertheless, the desire to gain the money creates a form mutually ensured destruction in advertising or donation. Negative bias produces fallout that destroys the advertising environment. People have noticed the growth in the use of negative information that sought to gain the money in any way. Mass of articles is attempt to inoculate the people against the expectation of attacks in charity advertisements, donations, or negative information. Moreover, in Kellermann book of *“The negativity effect in interaction”* is mentioned that, *“the inoculation metaphor is used to describe the practise of exposing a person to a weakened form of the argument and thereby gaining some protection by strengthening a psychological immune system to subsequent attacks with that information”* (Kellermann 1989, 172). This study is designed to examine the impact of inoculation, which are intended to examine the impact of prior information on further exposure to opposite information rather than to compare the corresponding impact of positive and negative information. In fact, the combining of the examining inoculation and the present analysis of the negativity bias on charity advertisements would provide a more complete understanding of the impact of given information meaning.

The articles provide many explanations about negativity bias and examples of it, as well evidence and effects. People are not used to find dwelling their selves on an insult or capturing their own mistakes. Criticisms frequent have a bigger impact than compliments. Bad news or negative information constantly draws more attention than positive. The cause for this is that negative happenings have a greater impact on our brains than positive ones. Psychologists found out that this process is called negative or negativity bias. Negativity bias has a powerful effect on people behaviour, their decisions, and even their any relationships. The negativity bias is our trend not only to register negative stimuli more but as well to stay on these events. In addition, it is known as positive and negative asymmetry, this negativity bias express feeling the sting of a reproach more strongly than we conceive the gladness of praise. Therefore, the psychologists define why not good impressions can be so severe to overcome and why past memories can have such long protracted effects in our lives. Practically any communication is more likely with negative things and subsequently they are remembered more clearly. Psychologist and educational consultant Cherry explained what human are tend to *“people are tend to remember traumatic experiences better than positive ones, recall insults better than praise, react more strongly to negative stimuli, think about negative things more frequently than positive ones and they are tend to respond more strongly to negative events than to equally positive ones”* (Cherry 2020). In addition, she gives an example how everything looks like, for instance, people can have a great day at work when a colleague makes a comment that you find annoying. Then you feel stewing over his words for the all workday. After work, you come home and if someone asks how was your day, you definitely answer that it was terrible day, even though it was general quite good and positive day despite of one negative incident with your co-worker. Therefore, the truth is that negativity bias toward the negative keeps you to pay more attention to the negative things that happen and people making them seem much more significant than they actually are. According this explanation of negativity bias it can be claimed that people are tend to pay attention and focus more on the negative as they attempt to make sense of the world. In short, people are tend to learn more from negative outcomes and experiences than positive ones. They even tend to resolve everything based on negative information more than positive data. Negative effect grabs people consideration, keep the memories inside, and in many cases negativity affects the decisions that people make. In addition, the negativity bias affects motivation to complete a task whereas people are less motivated when simulative results in achieving something, but are more motivated when simulative will avoid the loss of something. This effect can play a part in your motivation to seek

a goal rather than concentrate on what people will get of them working towards something. They are more likely to dwell on what they might have to refuse in order to seek that goal. Concerning bad news, it is known that negative news is more likely to be realized as truthful. Thereafter negative information proceeds bigger attention as well can be noticed as having bigger capacity. Accordingly bad news look like to gather more attention. However, analysing the evidence of negativity bias there is tendency to pay more attention to negative things and overlook positive ones, which is result of evolution. Some time ago, human history was built up to pay attention to negative, bad, dangerous things and negative threats were literally a matter of life and death. Those people who were more got used to danger and who noticed bad and negative things around them were more likely to survive and did not afraid of negativity. Cherry mentioned that people were possible to hand down the genes that made them more careful to danger or negativity. According to her *“the evolutionary perspective suggests that this tendency to dwell on the negative more than the positive is simply one way the brain tries to keep us safe”* (Cherry 2020).

Another issue of negativity bias is its development. Many sources note that negativity bias beginning is from infancy. Infants are tend to pay bigger attention to positive facial expressiveness and tone of voice; however, this begins to change when they are near one-year-old. Studies of brain specify that around this time, infants begin to incur bigger brain refusals negative stimuli or effect. This proposes that brain's negative bias appears during the latter half of a infant's first year of life. There is obviousness that the negativity bias can practically start even earlier in development. According to some studies, they clarified those infants as you are as three or four months old demonstrate signs of the negativity bias when making social analysis of others. Concerning the brain's response neuroscientific, obviousness has demonstrated that there is bigger neural processing in the brain in response to negative effect or stimuli. The studies was made by psychologists John Cacioppo who involved measuring event concerned with brain potentials, which demonstrate the brain's refusal to particular sensory, cognitive or motor stimuli and it was analysed that the negative stimuli cause more extensive brain refusal than positive ones. What concerns participants, it was demonstrated pictures of positive, negative and neutral pictures. The researchers perceived electrical activity in the brain while negative pictures generated much stronger refusal in the cerebral cortex than positive or neutral pictures. *“Because negative information causes a surge in activity in a critical information processing area of the brain, our behaviours and attitudes tend to be shaped more powerfully by bad news, experiences and information”* (Cacioppo 1998, 888). The concept of effects it is no longer need to be on permanent

high alert as our ancestors demanded to be in order to persist, the negativity bias still have a starring role in brains proceeding. It was analysed that negative bias can have extensive diversity of effects on how people speculate, respond, and sense. In every day peoples' life there are able to feel the results of negativity bias, which involved in relationships, decision-making, and the sense to perceive the people. The negativity bias can have intense effect on people relationships too. These biases stimulate people to expect the worst in other people, especially the close relationships where people know each other for a long time. For instance, they can negatively forestall how their partner, friend, or colleague will react to something and go over the communication with their defences on high alert. Discussion or insult is frequently the outcome. What concerns relationships, it is important to keep in touch that negative comments or arguments generally carry much weight than positive ones. Being understanding of our own tendency to sense on the negative is as well essential. By realizing this natural human processing, people have possibility to concentrate on finding ways to be gentle to the people and to stop counting the worst. In addition, the negative bias can have impact on the processing where decisions are made. Nobel Prize winners Kahneman and Tversky found that when people make decisions they permanently place bigger weight on negative aspects of an event than on positives ones. Caciappo idea of negativity impact is that *"this tendency to overemphasize the negative can have an impact on the choices that people make and the risks that they are willing to take"* (Caciappo 1998, 889). He have an example when people are gaining a particular amount of money or losing the same amount of it, the risk of loss tends to stay more in people's memory. People usually are afraid the outcomes of the negativity effect more than they wish the potential positive profit, even when both possibilities are on the same level. Everybody knows that people have more powerful negative reaction to losing fifty euros than the feel positivity when they gain the same amount of money. When people try to form the impress of others, they are tend to concentrate more on negative information. For instance, it was given a test for students at one university and they needed to write about people's characters according to good and bad adjectives. Students wrote more about bad character features and gave greater weight to the bad descriptors when forming a first impression.

There is one of the most important question, how to overcome the negativity bias? Negativity bias can cause many negative aspects such as living in dark thoughts; it can hurt people relationships with each other and try to keep positive and optimistic outlook in life. Fortunately, there are some steps what people can do to avoid the negativity bias and change their thinking frightening with the tendency inward negative thinking. People are able to stop negative self-

talking, rethinking the situation or enjoy the positive moments. People need to start paying attention to the types of beliefs that run through their thoughts. People often do something not very nice and they think that should not have done that. If people think that they act badly, it means they think and analyse their actions or behaviour, which compose self-talking. Caciappo stated, “*A better tactic is to stop those thoughts whenever they begin. Instead of fixating on past mistakes that cannot be changed, consider what you have learned and how you might apply that in the future*” (Caciappo 1998, 900). Another step of trying to overcome the negativity bias is rethinking the situations. People find themselves interpreting something in a negative way or only concentrate in the bad aspects or negative situations and try to find the ways to rethink the events in a more positive aspect. It does not mean that people ignore the potential dangers it generally means rethinking or refocusing about fair and good events. The most important is to enjoy the positive moments. It is significant to pay more attention to good and positive things. Positivity is everywhere around the people but they are tend to concentrate more about negativity that happen. Negative things always transfer and store in people’s mind and memory for a long term, therefore they need to make more effort to get the same effect from happy and positive moments. When something nice happen, they need to take a moment to focus on it and try to enjoy positive moments. If positive moments are replayed a few times, in memory, then amazing feelings the memory can evoke and negativity bias would disappear. The negativity bias can have an effective impact on people behaviour, whereas being conscious of it means that people can take steps to appropriate positive approach in the life. Taking a more conscious approach where include awareness of their own tendency toward negativity and sensibly elevating more positive thoughts to the awareness. To sum up negativity bias it is the one of the prime way to combat the negativity bias.

## 1.2. The Relations of Participants in Charity Procedures

Charity procedures are accessible for the target audience everywhere. Participants have become more open and charitable. In general, there are so many charitable organizations in the world today and they enable participants to donate either directly online or through websites.

According to relations of participants in charity procedures it analyses the fundraising events where involved motivation for supporting a charity event. Participants in charity procedures sometimes are gained private benefit, because they do not see any sense of personal achievement or simply an opportunity to demonstrate their generosity. In fact, the participants are giving donate

to the charity can come secondary to the private benefit they gain from taking part the event. Many fundraising events therefore grant a means for charities to extend the donor bases beyond those where only motivation to giving a donate is essential belief in the certain charity's cause. Charity procedures in any form are always popular, however more and more many organisations are selecting to recruit their donators or fundraisers through more interactive events as runs or walks. Nowadays really popular charity walk and it is not only good for health for all participants, but also people have possibility to raise money for a good purpose and it is visible way of publicising people charitable to the community. According that kind of charity, people do not feel negativity bias or negative effect; vice versa, they feel positivity and enjoy doing that.

What way is used to find as more participants in charity procedures? First, all serious charities build a website to be visible. Any prosperous event has an official website where it is able to direct the participants, media, and donators for extra information. Today's the most popular websites are Facebook, Instagram, Social Media or Twitter, because there are countless online communities, fan pages and people who can see everything. Participants are interested in what they are planning to donate the money or raising it. In addition, email of charity advertising can find the participants; this kind of letter provides people with information about charity and donation purpose. It was noticed, that people are interesting in charity affiliated sporting occasions, these kind of charities attract the participants and people willingly taking part here. According to Bennett, Mousley, Kitchin and Ali-Choudhury the reasons why people participate in charity-affiliated sporting occasions was examined that motivations arose from "*personal involvement with the good causes supported by an occasion, opportunities to lead a healthy lifestyle provided by the event, an individual's involvement with the sport in question and the desire to mix socially with other attends and a person's propensity towards being serious minded exerted a moderating effect on the impacts on decisions to participate of three of these motives*" (Bennett, Mousley, Kitchin and Ali-Choudhury 2007, 55). Another people feel the duty to participate and at the same time they get new experience with enjoyment, that is why they often participate in charity related sporting events. As a rule, the entrance fee needs to be paid for donating purpose to one or more charities. People that kind of charity looks positively, because if they are tend to participate here without charitable procedures, they get more excitement at the same time have a fun and be sponsors of a certain charity. The fundraising potential of these charitable events is essential and reasoned to their often prevalence and the countless people participating here. The most known and popular charity affiliated sporting events is Cancer Research UK's "*Race for Life*" celebrated

its 13<sup>th</sup> anniversary in 2006 by putting on 230 races including 140,000 women in May and June of that year (Professional Fundraising, 2006). In fact, there participating beginners and non-athletes participants extending noticeably the scope consequently the fundraising capacity too. For instance, Scott and Solomon's (2003, 64) study of "*Race for a Cure*" charity roads in New York City analyzed a continuum of types of participants, he ranged them from those who took primarily for the competition, those who participated there principally for social interaction, and the last type of participants who participated for the cause supported by the event and were also in attendance. Essentially, there has been an extensive increase on the top and success of fundraising athletic and these charity affiliated sporting events. It is clear that such activities offer a big value to participants. Olivola and Shafir claims that, "*this value includes pride, a sense of accomplishment, an increase in confidence, possible social aspects to training, as well as both the short and long ter health benefits of physical exercise and future research could examine the mixing of athletic events with charitable giving from a value maximizing perspective*" (Olivola and Shafir 2010). Participants are motivated to participate more by regard related to the factor associated with the support for the charitable good causes in general. In addition, it seems that participants are ready to pay a considerably higher entry fee to an event that conspicuously advertises its charity connections. According to Kyle et al (2003) research it was found that participants' expectations of how much they would have to pay to enter a road race were notably bigger when the event organiser predicted much information on the cost of organizing the event and on the personal donation of the event organisers. Supposedly, therefore the fact that part of the incomes from an event is to be donated to charity needed to be given much significance in promotional literature. Furthermore, the willingness to participate in an event coming from a strong wish to support the charitable good cause with which the event is associated.

Analyzing the relations of participants in charity procedures, they are influenced to participate in an event more by their levels of psychological involvement with the purpose of supporting the charity or charities affiliated event. According to Bennett and Gabriel, "*the attraction of such people would require that an event be promoted in ways that strongly and directly connect it with the relevant charitable organisations*" (Bennett and Gabriel 1999, 64). In fact, supporters or donators of a charity may come to conceive deeply involved with its activities and existence and some of them begin respecting the act of supporting the charity as personally valid, vitally needful, and interesting. Regardless of the peculiar source of a person's sense of psychological participation with helping a charity, it is probable strong feelings of participation

will encourage an individual to participate in an event related to the charity or charities concerned. This feeling can lead to a sense of duty to participate and strong wish to donate a large amount of money for the good causes. Williamson and Clark (1989) have found the term “*helper’s high*” used to characterize the surge-gratifying positive feelings and emotions of increased self-esteem that some people experience in subsequence of having supported a charity. These kind of events certainly creates opportunities for the marketing of charity affiliated mass participating sporting events, as they give participant with opportunities for inwardly maintaining that they are altruistic and contain high ideals and moral values. There are two motives for participating in charity-affiliated sporting events, it is a person’s level of involvement with the good cause in question and willingness to take up healthy lifestyle.

Concerning participants attitude about giving the money to charity Oppenheimer and Olivola claimed that, “*at the most basic level, functional magnetic resonance imaging evidence shows that giving money to charity lead to similar brain activity in regions implicated in the experience of pleasure and reward*” (Oppenheimer and Olivola 2011, 45). In fact, people who are happier, they give more money to charities and donate bigger sum of money. Participants are tend to donate money to their favourite charity. Nevertheless, the issue of tendency as well generate the question of whether it might be capable for fundraisers to intensify the relationship between how much people give to the charities and how good they feel about giving. This in principle means progressive the correlation between how much donation participants give to a specific charity and how good they feel as a result. A more circumstantial standpoint takes into account that participants can be more tend to make larger donation in status where they are able to witness the advantage to the recipients of support. In a sense, this provides them closer to feeling the positive incremental effect of larger donations. According to Oppenheimer “*a volunteer in charge of distributing food to Sudanese children is likely to have a strong sense of the relationship between how much is purchased and how many hungry children are fed and in contrast the individual donors whose contributions have paid for that food may not have as a clear of a sense of this*” (Oppenheimer 2011, 7). Till charities are not able to give all donors to the sight of the beneficiaries, it is able to give the donors psychologically closer by providing them with specific details on the effect their individual aid have made. That model has been applied to many charities that help poor children. In fact, it has been prevalent for such charities to give donation a possibility to obtain monthly updates on the children they are supporting. Using such a strategy such as having the sponsored children write permanent letters to their donators or participants and many charities have achieved

in making stronger connection between the importance of the donation and the good feelings the donors get from their aid. Other types of charities can use these strategies too.

What is more about the relations of participants in charity procedures, donating to a charity is a type of participant's behaviour and donators can benefit from comprehension factors that influence donor satisfaction. Moreover, participants who contribute to a charity seldom have a chance to personally feel the difference that their donation will make. Fundraisers have many goals in common. For instance, they share a wish to attract new donors or participants and maintain the existing ones. There are main differences between giving and getting that can make this a especially big challenge for any charities. Some charities try to offer extensive feedback and update the donators along with possibilities for bigger involvement. These activities permit the act of giving to be more like a long-term relationship than separately event. To sum up, donators or participants who use such tools can create a steeper importance function for giving to the charities organizations.

However, the donation and charity procedures have been analyzed in a positive way and it was focused on the positive value of charitable giving though there are also negative aspects or emotions related to not donating the money. Those feelings can be even more powerful and stronger which progress into negativity bias. Strahilevitz (2008) suggests taking away from a charity looms more than not giving to the same charity. He indicated this phenomenon "*take-aversion*". According to Strahilevitz, "*take-aversion has been observed both when individuals have a chance to turn a donation into cash for themselves and when they have a chance to switch funds from one charity to another and guilt has been found to play a mediating role in aversion to undoing donations*" (Strahilevitz 2008). It actually provides the process of charity contracts where donators or participants sign long term guaranty to donate a specific unit of need. In fact, this donating tool predicts charities to play on the powerful negative effect related to undoing a guaranty to a cause, which can lead donors to promote a far bigger total amount over time. In any case, all charities do not simply demand to persuade people to donate their time and money, but they also must persuade potential donators who wants to make a donation to give to their specific charity than to another one.

### 1.3. The Projects of Manipulation on the Target Audience

Concerning the projects of manipulation on the target audience, there are many different techniques that large charity organisation can use to influence the people of the target audience into donating. First, charities purpose is to recognize the moralities of advertising modernity and finally make a decision whether such mode of practice can be replace or correct. In addition, charities marketing need to find out the issue of people donating and decide positive or negative advertisement can have more effect of donating on the target audience. It is important to create the appropriate face of charity advertisement to the target audience. Charity advertisements plays essential role on whether people choose to donate. The projects of advertisement generally are designed to appear unfeigned, good, and conscientious. In addition, any somewhat advertising it is tend to encourage target audience to buy into their brand since it is good way where charities are focus on. For people it is not easy to understand if the primary mode of charitable manipulation is based on negative imagery and if over time it is changing.

The most powerful role-plays emotional imagery, which are used on TV, whereas it has a direct bias on persuading people to donate. Otherwise, it can be that these emotional imagery advertisements have the absolutely opposite impact, when people begin to act less emotionally than before. Warren and Walker paid attention to the emotional imagery and claimed “*the expressional images presented on TV are used to generate compassion in the hope of the audience creating a relationship with the brand and starting to from an empathic interaction with the victim of suffering*” (Warren and Walker 1991). Donating to a charity it can be suit as positive thing to do. In most cases, it is accepted that any help or donation is a part of reward as concerning for the well being of others. Economic, social and emotional benefits include in this reward and it is look like donating definitely can be truly constructive and unselfish while at the same time expressing the more possessive but also valid and motive of the target audience feeling proud about donating which is related to the guilt the negative advertisement probably is tend to impress the viewer in the first place. Journal of Marketing Research (2009) demonstrated the way in which target audience are marketed to expecting of the charity gaining a pro social response is not always morally equitable and there is a more powerful reason why these methods are used.

Concerning the video advertisements on charities sphere there are presented hopeful altruistic motivation and sense of manipulation. Charities have sought the target audience to pity the victims being represented by code message what is seen in compassionate way, for instance people are demonstrated in advertisements in a helpless way. Over time, the target audience have

been permanently reintroduced until now nearly the same stereotypically tragic pictures of starving black skin children in Africa. For instance, a black child on TV advertisement is typically half-naked and particularly poor. Sometimes they do a comparison showing smiling white adults and children who are well fed and dressed. Charities used that opposing child abuse to persuade people to donate for poor children. There are many sensitive people who become distressed by such imagery. People are made feeling guilty of that situation and somehow responsible for this starveling by being encountered with the situation of others. They are used to face with the same emotive pictures year after year. Ong (2008) confirmed that these techniques could not longer have as much of a powerful hitting effect, which causes "*compassion fatigue*" of target audience. In addition, repeated roles in charity advertisements stimulate contention tendency about the common and continued helpless and degrading humanity. Charity advertisements have been assumed the most abusive and most children are including here. The target audience is presented with methods that cannot certainly connect directly to the cause or problem but prevent with their own interests, making them perceive unpleasant. According to Barker, "*television circulates texts and discourses on a global scale and its consumption and use as a resource for the construction of cultural identities always takes place in a local context*" (Barker 2008). People are affects by what they see from their home. It is clear that TV is powerful medium in addressing a globally manipulating message to a target audience. People can choose to donate from the short advertisement they have watched or not. Barthes (1997) believes, that people suppose that charities are doing work for the good and they trust the charities should be impartial.

Another project of charity to the target audience is radio advertising. It is claimed that radio advertising is the most traditional form in all the time. Charity advertising plays there another role with different aesthetics forms. Any advertisement is combined with emotive and visual voice, put the gloomy music, or sound effect to persuade the target audience into donating. In fact, the target audience are changing; they become better informed and begin to process useful information. Huber analyzed the texts using in charity advertising and confirmed, "*Texts are polysomic and carry multiple meanings, as society is developing people are learning to question texts and feelings of scope insensitivity*" (Huber 2009, 15).

One more manipulation tool on the target audience is marketing. It is one of the most influential way of making target audience to donate. If people do not perceive enough to pressure on them to urgent decide, thereafter the charity can lose the regard of the potential donators with the short TV advertising in spite of negative pictures which are not pleasant for target audience. A

typical advertisement usually demonstrates image of a young child and the voice is manipulative, for instance “give a child some food and he will not be hungry, but what about other days?”, but target audience are used to face with these personal stories, which stimulate their guilt. Marketing used many different forms, which can seem a bit aggressive to compete with other charities. According to Batson, “*competition between charities for limited resources is becoming stiffer therefore people are starting to ask more questions before donating to make sure they are giving money for the right reasons*” (Batson 1999). Nowadays people are not naïve and they expect more information they want about charities intention and purpose. Target audience is tend to donate more when a child is shown rather than an adult. One of the charities trick is to show an individual than a groups, because this predict the audience to have opportunity to form an affective bond with them and it has more impact of gaining a direct outcome of donating. Marketing is necessary for the public who are able to select the average donation per month and apply the money according themselves. Burt (2012) discussed about charities and noticed that constantly charities are able to increase support in fact by losing certain amount of money due to marketing, accordingly charities are achieving the results by increasing advertising expenditure. Therefore, charities do not have the money or time to act using campaigns, which cannot succeed, but as an alternative, they prefer using power-hitting tools, which definitely have an effect. To tell the truth, many people do not wish to donate their money, for this reason can be constantly scrutinising for charity organisations to ensure that people are contented with their donation and effective support.

Huber concluded that, “*people donate to alleviate emotionally evocative human suffering, however people perceive the most recent crisis to be the most intense, subsequently this type of immediacy bias makes it an easier decision for donators to decide who to give to*” (Huber 2009, 17). However, the most powerful tactic such as using emotional requests will always help to persuade the target audience to donate for the charity.

## II. RHETORIC PATTERNS OF ELIMINATING THE NEGATIVITY BIAS

### 2.1. Lexical Rhetoric Patterns Including Metaphors

Language has a great power and it can variate in many different types such as formal or informal, colloquial, slang or jargon and many others rhetoric pattern fields. The mood or tone of the text can be very demonstrative or persuasive. In addition, it is noticed that metaphors, puns, irony, or other types of figurative language are used in advertisements. Hall observed the idea that, *“our realities are shaped by discourses, which are systems of representation, the group of statements which provides us with the language to speak about something a certain point in time”* (Hall 1997, 52). Charity advertising is tend to use emotive language because it is the most persuasive language. In fact, we can find emotive lexis, hyperbole, lexis with negative and positive connotations. What concerns grammar it is common to use both standard and non-standard grammar in adverts. In many cases, grammar can make the text powerful and persuasive especially in different contexts. Charity advertising expresses the main idea using short sentences in the posters due to look more powerful. Modals are used quite often on leaflets or headings of the posters, for instance *“Your apathy will make children go hungry”* or *“Your apathy might make children go hungry”*; *“Could you donate to the children and help them to feel better life”* or *“Join to our team!”* These expressions are powerful and extremely persuasive. All rhetorical questions and pronouns make the persuasive effects, too. In most cases, the negativity bias is like automatically tendency to notice considerably more to negative information that positive one. On the other hand, negative incidents have a bigger effect on people behaviour that positive happening. The same idea was confirmed by Peeters and Czapinski (1990), Skowronski and Carlston (1989), Pratto and John (1991), Taylor (1991) and Cacioppo and Berntson (1994, 889). Moreover, the negativity bias takes the emotional processing where there is differentiation among negative and positive valence.

There are many rhetorical patterns of eliminating the negativity bias. Rhetorical patterns play a big role concerning the negativity bias, because it is a way of organizing information. There, the word rhetoric refers to how people use language to process negative or positive information. What is more, it was noticed that charity advertising is tend to use purely intensified adverbs or adjectives as *really*, *very* which perceive strength of the meaning. Many advertisements seek to persuasive customers or donators using these positive or negative expressions, which usually affect attitudes or behavioural intentions. Negative and positive messages definitely have different effect to

people. If there are used many lexical rhetoric patterns and intensified adjectives people's attitude toward the advertising or charity is more negative.

O'Keefe and Jensen analyzed message framing which reduce the impact of negativity and they concerned in meta-analysis. They have observed linguistic examples and observed mixture of multiple conceits, which have affected outcomes. In fact, they confirmed another influencing factor that, "*items such as healthy heart or heathy skin are nor true antonyms of a heart disease or skin cancer*" (O'Keefe and Jensen, 2006, 43). They proposed the extensive variety of language use material as alternative interpretative factor of the ambiguous findings of negativity bias and effect. According those true antonyms intensify the conception of negative messages. Language with intensifiers is in general comprehended as stronger than evaluations without these elements. According to Liebrecht, "*elements might affect the perception of the strength of negative or positive evaluations, messages containing either language intensity or negativity are perceived as stronger than unmarked evaluations or positive evaluations, it was investigated the combination of negativity and intensification has a cumulative effect or whether the intensification affects polarity differently*" (Liebrecht, 2015). Concerning language intensity on the negativity effect some words have really more power, for instance the word *bad* is stronger than *good* and *worse* is much stronger than *better*. This is the perception of the strength of negative and positive evaluations.

In addition, negative utterances or patterns get more consideration, which cause more emotions and have more influence on people behaviour; in fact, negativity is stored better and longer in people's memory. Negative messages to target audience is more powerful and negativity is usually related to fear and danger while positivity with safety and security. Target audience automatically consider to negative information that positive. Accordingly, this psychological phenomenon is negativity bias. Another important think, that negative information or messages are realized as stronger at a social level. Universal human tendency is expecting positive evaluative words, but there are positive messages because behaviour is based on formality such as politeness or face protection (Brown and Levinson, 1987). Target audience have a tendency to notice and perceive information from the positive side and even they receive a negative information they attempt to reduce it and try to find something positive out of it. Nevertheless, when the given information is irrefutably negative then violation of the positive suspense make the negative information more powerful. Whereas a positive advertisement is default, the negative message is marked and accordingly conceived as more powerful. Therefore, the stronger effects of negativity

can be theorized with negativity bias. An evaluation can range differently from positive *good children's' life* to strongly positive *wonderful children's' life* or from negative *bad children's' life* to strongly negative *terrible children's' hotel*. An evaluation is the linguistic utterances of feelings or attitudes toward an object, situation, or process.

“Discourses regulate what we can talk about and how, and are constructed through the combination of various non-discursive elements such as institutions, economic factors, everyday practises or representation” (Escobar 1984, 379). Language patterns managing the causes of speech manipulation and have contained spontaneously, whereas the language itself to a particular degree eases distortion of objective actuality putting forward not only particular designations, but also inaccurate, double-barrelled denominations. Negativity bias and manipulative discourse take the position between two contrast points, there are legitimate information, and lie. Legitimate is confirming to the law or rules, it is related to ability be defended either logic. A lie stands up against truth and it promotes manipulation and negativity bias. As Asay mentioned, “*Manipulation is negative social psychological phenomenon exercising destructive effect upon an individual and the society as a whole*” (Asay 2013, 2). Indirect character of manipulation or negativity bias assumption guidance by such linguistic units as foreign words, figures of speech of separate content or any composition. According to this, appropriate linguistic characteristics of peculiarity of manipulative discourse are not easy to recognize, in most cases, they do not exceed the framework of regular speech activity. Active usage of manipulative discourse of particular grammatical forms and syntactic patterns constructions does not conclude peculiar manipulative grammar than the same linguistic means are used to implement other functions. Concerning advertisements, it is tend to use language intensity in the text and variety of stylistic patterns sometimes affects and manipulates the target audience. Manipulation of intensity is not always related to the stylistic strength of the utterance, but often influences the content of the utterances too. Hamilton et al stated that, “*the death of a person is more forceful and impactful event than the injury of a person, the modification of injury into death is what we call a content-related modification and the difference between good and fantastic is what we would call a stylistic intensification*” (Hamilton 1990, 242). In addition, another important intensity in the advertisement text is polarity, for instance arguing for a statement it is related to positivity and what concerns negative messages is used arguing against a statement. These tendencies plays important role in the effect of language intensity.

One more tendency of charity advertising is politeness to avoid negativity bias of the target audience. Using the politeness definitely strengthen peoples' wish to donate and help somehow. The word "*please*" is tend to be used in business communication as the main word, which plays significant role. Typically, this word means request on a certain action. Concerning charity adverts, for instance "*could you please make the better life for children?*" is likely to be used showing the target audience their importance and their help is needed very much. Politeness is like a linguistic field where include many definitions and approaches. According to Lakoff, "*Politeness can be defined as a means of minimizing confrontation in discourse - both the possibility of confrontation occurring at all, and the possibility that a confrontation will be perceived as threatening*" (Lakoff 1989, 102). Actually, all linguistic strategies are used for a certain purpose. Politeness in a word shows good manners or social etiquette, which are extremely necessary persuading people on something.

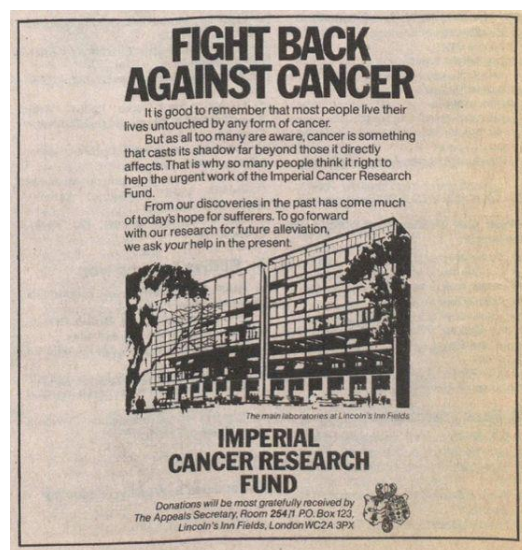
In addition, we can find many lexical rhetoric patterns including metaphors in charity advertising, which is given to people in such forms as posters, leaflets, or TV adverts. It was found many slang terms as *oi*, *jog on*, and *join our team*, which play significant role in this sphere. Slang term "*oi*" has many meanings and it is used in negative situation, especially when it is wanted to get attention of target audience. Cambridge Dictionary provides explanation "*it is used as a not very polite way of getting someone's attention, especially when you are angry*". What concerns charity advertising this slang is relate to target audience and regular for people of all ages and used in negative context to show detestation towards the disease or personification of poor life. Another example of slangs is "*jog on*" which means as a slang "*go away*" however, analysing charity posters is play different role. If the posters are about race for life, hence, this slang is used in the context to provide the target audience with positivity and humour and the advert is not so serious. In fact, this slang means that the donation is being used to manage research into finding the cure for cancer to make it go away. One more tendency is used "*join our team*" which is popular in all spheres of business communication. It sounds like an agitation to become to take part in an activity where other people are involved in. What concerns charity advertisements it is used to persuade the target audience to donate and this agitation expresses technique, which makes the target audience feel singular, and makes them want to donate joining the team. In addition, charity advertising is used to express informal lexis in the advert, because it makes convergence as charity organisation is attempting to appeal to the target audience by speaking in a way not using extremely correct grammar or complex vocabulary.

Another tendency is used statements, which sounds as manipulation of the target audience, for instance, material is taken from the 1975s poster *Save the Children* and saying: “*As you are going to parties, we are going to funerals*” (Oxfam 1942). This lexical rhetoric pattern makes the people feel guilty and persuasive to donate the money. Another Oxfam advertisement simply shows image of a young child, but the text sounds manipulative: “*give a child some corn, and she won’t go hungry... but what about tomorrow and the next day?*” (Oxfam 1942). These charity advertisements provoke the negativity bias and people start to feel their guilt for the poor children lives. Talking about lexis and grammar used in charity advertising it is noted that many short sentences are used in the text in order to stimulate a serious tone. All charities are used to give the target audience hope that they are able to change everything, for instance, to save children from hunger or cure for cancer and due to these reasons, people are used to donate and take part in the process. There are other examples taken from charity advertising on YouTube concerning cancer ill as “*Already made progress*”, “*Biggest threat to cancer ever*”, “*Helping you stay together longer*”. These terms of the advertisements means the target audience hope that cure for cancer can succeed and if they donate, they will quicken the process of the cure. What concerns the word “*threat*” is used like having ambiguous meaning. In fact, it is aimed to show that companies are ready to work harder than ever and they are seeking to find a way to overcome cancer. This noun demonstrates assurance for the target audience that a cure will be found. As it was mentioned above, the personal pronouns are used for a certain purpose, but in this way, the pronoun “*you*” is pursued with the target audience and it is related to all of the people who watch the advert. On the side, the term “*helping you*” is used in many charity advertisements and the tendency of this term is asking the help for the target audience and is tend to remind that only reader’s help can save someone’s life. Another example showing pronouns is “*With the support of people like you, we change the world for children through innovative work on the ground and campaigning for a change on key issues*”, there clearly demonstrates the direct address engages to the target audience with the charity and persuade them. In addition, the personal pronouns sometimes demonstrate that advert is directed at adults whereas they can help more, for an example “*We have to act now*” which demonstrates the adults like a whole group. In addition, the charities usually use the imperatives on the posters or websites where is written “*Show your support*”, “*Be generous*”, “*Give now*” for the purpose to persuade the target audience to donate. Another observation is about capital letters used on the posters, leaflets, or websites. Capital letters are used for accentuation of something important, but on the other hand, it can look a bit as a shouting and rude pressuring.

In addition, it was noticed frequency of repetition and rhetorical questions in charity advertisements. These lexical rhetoric patterns make the target audience think many times about what they have read it before, for example “*how many more must die before this stop and how many children we can save from dying?*”. These questions demonstrate the fact that children are dying more and more and this is like a request to help them. On the side, rhetoric question makes the target audience speculate about the answer in their minds and reflect the purpose of this poster. Long phrases and elaborate vocabulary is used for the paying attention to adults in case they are more likely to get to know these words. What concerns short sentences it is used for catching the target audience eye on the most importance meaning.

Moreover, charity adverts are used to demonstrate the negative adjectives or adverbs due to make the mood sadder and more negative. Concerning on emotive language there are three types of language showing the negativity, positivity and evaluating. For instance, negative emotive words including liar, cheat, lazy, rude, thoughtless, disgusting, slimy, sleazy while positive emotive words are beautiful, friendly, intelligent, talented, athletic, kind or thoughtful. The words showing evaluating are such as important, valuable, significant, innocence, guilt or serious. The most used adjectives or adverbs in charity sphere are “*sadly*”, “*unfortunately*”, “*deadly*”, “*cruelly*”, “*tearful*”, “*terrible*”, “*gloomy*”, “*cold*”, “*hungry, abused*”, and many others. These adjectives are efficient in case they are short and easy memorize. This tendency using negative adjectives or adverbs can be called as persuasive technique, which tells to the target audience how everything is sad and bad. This technique influences the mood and makes people to donate.

FIGURE 1. Cancer Research UK from 1979 (Language of Charity Advertising, 2018)



Poster in Figure 1 dominated the gaining donations for research. It is used a large text in order to make easier and more visible for target audience to read it. In addition, there is a short text on poster advertisements that readers would not feel bored to read it and the text displays how Cancer Research UK posters have changed until now. Furthermore, there is used many personal pronouns such as “*their*”, “*our*”, “*we*”, “*your*” in case to differentiate the target audience as a singular reader from the company as an alternative to bring them together as a group. The reader is represented in a separate group to the company, which could persuade the target audience to join the group and donate. The name of the company is written in capital letters in order to be more visible and easy to remember to the target audience. In addition, the main term of the poster “*FIGHT BACK AGAINST THE CANCER*” is written for the people who are frightening of cancer or know the people who fight with it too. Following this term poster wants to show that the company is on the same side of the target audience and they fight back as well. Purpose of the poster is to persuade the people to donate in case the scientists can find the cure to cancer but the target audience cannot. The only thing the target audience can to be to donate money and help for people who are frightening cancer.

FIGURE 2. Concern Worldwide Poster from 2011 (Language of Charity Advertising, 2018)

**Look him in the eye  
and tell him you  
can't afford €2.50**

**Send a text.  
Feed a child.  
Save a life.**

Every minute, 12 children die of starvation. But €2.50 is all it costs to buy two days of high-energy emergency food – enough to save the life of a child like Issack and start them on the road to recovery. And today, you could buy this food – just by using your phone.

We know that emergency food works. As Ireland's leading overseas aid charity, we've pioneered its use all over the world. Now all we need you to do is reach for your phone – and reach out to a starving child like Issack.



**Text FEED to 57500 to give €2.50**  
That's 2 days' worth of emergency food sachets

You will be charged €2.50 + Standard rate SMS.  
€1.90 will go to Concern Worldwide's Health Programmes. €0.60 will go on phone network and VAT charges.

**CONCERN**  
worldwide

CONCERN WORLDWIDE  
100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

Poster in Figure 2 shows many persuasive techniques and tricks which make people do donate. For instance, it is used here verbs as “*send*”, “*feed*”, “*save*” which can be called imperatives and the purpose is to persuade the target audience to donate and make the readers to feel as powerful participants. This a common technique in advertisements to influence the target audience to donate their charity. The heading “*tell him you can’t afford €2.50*” strengthens the engaging effect and it sounds extremely manipulating which causes the negativity bias. Headline is the most important trick because the target audience when look at the advert the first thing they see it is exactly the headline. It also corresponds the idea that the company is the potent participant. This poster demonstrates many different techniques gaining to donate. The text “*FEED*” to “*57500*” in order to write the sum, which is going to be donate. Analysing the heading it is written in short sentence in case to be easy remember for the target audience. All charity posters are tend to use personal pronouns in order to make the text more effective. Although this poster has, a positive aim “*to raise money and awareness for perished children*” which is necessary of the target audience. In addition, this poster uses the same techniques including the personal pronouns to make the text more powerful. These all techniques are used to make the target audience to donate and feel them guilty if they decide not to donate for a certain charity.

FIGURE 3. Oxfam charity (Othering tropes in charity advertisement, 2017)



Poster Figure 3 demonstrates extremely manipulating technique, which causes negativity bias of the target audience. Heading, the whole text, lexical rhetoric patterns using in the poster persuasive people feel guilty into donating. Even though clatters in heading shows the importance of the whole poster and seek to catch the target audience eye. These kind of charity posters uses clichés including helpless oppressed lascivious women, wild and violent tribesmen, bloodthirsty despots, irrational religious fanatics (Clifford 1984). This charity advertisement seeks to show the power of people that they dominate here and everything depends on their wish to donate or not. The charity “Oxfam” uses powerful technique to persuade the target audience to donate. The imperative “Text WATER” demonstrates the target audience as the potent participant by summarizing the validity they can help and keep safe the children if they donate only £3. Water is necessary for these children in case the text should be written in that word and it is accessible for target audience easily. In addition, here is used emotional text “Her love can’t keep him safe” which purposes is to make the audience feel guilty for the children. In fact, the images of starving women and children is a common theme using media in the charity advertising. This negative technique causes the negativity bias because people are persuaded to donate and feel better about giving the money and safe someone.

To sum up lexical rhetoric patterns it is noticed that both positive and negative lexical patterns are used in charity advertisings. Concerning positive lexical pattern it could be the word “please” because it is repeated many times in the adverts and it is analyzed like persuasive technique trying to show the positive face of the charity company. Another important aspect is that charities adverts are tend to use many adjectives and adverbs, which are negative to show the target audience how everything is bad, sad, and terrible. It can be called as persuasive technique too in case to make the target audience mood more negative. One more technique that is effective is using personal pronouns as “we” or “you” to make the target audience such as important part of participants and persuasive them to donate and help. The aim is to make them feel like the all charity process depends on the target audience. Concerning the capital letters, this technique plays extremely important role in persuasiving the people. If the headline is written in capital letters, the target audience attention on the main idea is caught at once. Target audience memorize the important aspects on the charity poster and feel like it is necessary to donate. On the other hand, if the capital letters look so rude and manipulative then it can cause the negativity bias, because they feel like being managed by the charity company. In fact, all charities make the effort to persuasive target audience using various and effective techniques. Some charities seek to make the people

feel guilty and to compassionate for the certain situation, another charities use many imperatives and capitalisation in heading to pay their attention for donating. There is no doubt that one the main similarity between all charities is to make the people donate giving as much money as possible. What emotions can cause lexical and syntactical rhetoric patterns used in the advertisement text? There are many positive and negative emotions which are felt by target audience, for instance *happiness, well being, pride, anxiety, worry, fear, dread, anger, irritation, frustration, sadness, bleakness, disgust, offence, contempt, shame, humiliation, guilt, responsibility, regret, embarrassment, self-consciousness* and many others. All used techniques are powerful and effective, but everything is depend on the target audience and their bias, which is consisting during the charity, adverts process.

## 2.2. Syntactic Rhetoric Patterns

Since the beginning of all charitable organizations there was one aim to make the people believe into charities and persuasive them to donate. If the target audience has even little reliance in charities, they are less prepared to donate the charity. As a result, all charity advertisements are tend to create the confidence in order to continue the donating as long as possible. Target audience always focus on posters and message which is send directly to the readers. Research in this field is carried out to analyse the syntactical rhetoric solutions, which enable to overcome the negativity bias. Nowadays, many charity advertisements are inappropriately publicity and they get negative feedbacks for their work. Certain advertisements negatively influence target audience confidence in the all charities. According to Khumawala and Gordon, *“some organizations in the not-for-profit sector are being accused of creative accounting techniques in order to mislead their donors”* (Khumawala and Gordon 1997). In addition, people who donate they want to know where the money goes and to be assured that their donation will help to someone. Trust is extremely important for the target audience to make donations for any charitable organization. *“The belief that a company and its people will never take advantage of costumer vulnerabilities, by being fair, reliable, competent and ethical in all dealings”* (Hart and Johnson 1999). Trust plays significant role in any charitable procedures since target audience are lack of information and objective criteria to evaluate the charity company. Charity adverts use various types of messages to make trust and confidence including lexical and syntactic rhetoric patterns. Many factors are included to trust on charity procedures such as risk perception, transparency, and credibility and donation intention. In fact, using the different advertising strategies in charity adverts can build

the trust and wish to donate. Message credibility specifies the extent to which a target audience trust a message. Message credibility is overlapping intention and charity companies deliver credible or not credible messages to the target audience. Concerning a transparency, it is significant assumption for the charity companies to make the people believing in what they do. All charity organizations must be more public and explicit with their communication. Rawlins was analysed the definition of transparency and he stated that, “*transparency is the deliberate attempt to make available all legally releasable information – whether positive or negative in nature – in a manner that is accurate, timely, balanced, and unequivocal, for the purpose of enhancing the reasoning ability of publics and holding organizations accountable for their actions, policies and practises*” (Rawlins 2006, 459). Charity advertisings are lack of transparency because the target audience do not know what is really happening with their donations and how much money are used for real help. Whole Internet is full of comments under the charity posters about asking to provide more information about where the money is going to be used. Charity companies should share the information, which is useful in that way the company can be called as responsible and accountable organization. This process conditions the relationship between trust and transparency. In fact, the provided information about donation should be believable, trustworthy, complete, and believable in order to make good decisions. When the charity organisations provide a needed information then target audience could think that charitable donation is accurate. The syntactic rhetoric patterns are used in different tactics such as suggesting a particular donation amount, providing the children’s’ illnesses many times, framing outcomes positively against negatively. There can be three impact of approaches to persuasion, first is logical, second could be called emotional and the last one is credibility appeal. According to most of the charity posters, the credibility appeals are the most efficient of donations.

The variety of different patterns can make the text more positive or more negative. For instance, if the charity advertisements use extensities like “*absolutely*” instead of “*probably*” therefore the text can be ambiguous. Hamilton observed the language intensity that “*regarding the operationalization of language intensity, it appeared the manipulation of intensity was not always concerned with the only the stylistic strength of the utterance but sometimes affected the content of the utterances as well*” (M. A. Hamilton et al 1990). The change of *curable* into *deathly* could be called content related change though between *good* and *happy* is called stylistic intensification. Charity advertisements are tend to use both content related modification and stylistic intensification. All these variations in charitable procedures propose the effect of text, which is

given to the target audience. Another explanation of the language intensity in the advertisements could be related to the polarity. If there are used positive messages, so the meaning of the text is based on arguing for a statement, but where dominate the negative messages therefore whole text is formed by arguing against a statement. These tendencies might indicate the polarity, which plays an important role in the effect of language intensity. On the other hand, negative polarity is perceived stronger than positive polarity in charity advertising. What concerns intensification it is noticed that negative sides of the advertisements has stronger effect than positive ones. For instance, if the charity poster text can be given in positive text as *“better children life”* or in negative form as *“poor children life”* in order to make more powerful text charity posters use stronger negative intensified adjectives such as *“horrible children life”*. This intensified text causes the negativity bias of the target audience. Negative evaluations are perceived stronger than positive evaluations in the charity advertisings and intensifiers make bigger effect of donations. Charity advertisings are trying to attract the target audience attention using emotive text and appeals, but sometimes it can have the opposite effect, which proposes the negativity bias.

### 2.3. Multimodal Means in Business Communication

The development of business communication and the world full of smart technologies have made number of new multimodal options available to companies including charity, business, and productions extremely influencing the organisations of their communication. Multimodality is widely used in areas such as advertising, cinema, or TV and multimodal resources are found in images, sounds, animation, or videos. According to Francesca Bargiela-Chiappini, *“companies have taken advantage of such options not only to enact more effective interpersonal and interorganisational communication, but also to enhance all forms of communication contributing to corporate image-building and promotion, in the business environment proper as well as in marketing activities and in relations with customers, investors and other stakeholders”* (Francesca Bargiela-Chiappini, 2009). Especially important expression is the differentiation of communicative strategies in the different branches of the sites in response to one of the particular affordances of business communication, for instance the possibility of addressing different target audiences at the same time. The different purposes engaged in the various sections can be achieved by adjusting and modulating semiotic and discursive resources. Concerning the charity websites, they representative negative side of the life and have raised a number of considerations regarding the use of multimodality in business communication. In fact, there is also illustrated the peculiar

linguistic features of textual formations in charity web mediated environments and developed the variety of discursive practises as a function of context, target audience framework and purpose.

Charitable organizations using a multimodality to create threats to the target audience positive and negative face by making them feel responsible for a certain situation. Charity advertisings are tend to use multi-scene montage, positive politeness strategies are pursued including vivid case stories, demand images, sad music and serious extradiegetic voices. These multimodal strategies are used to help impart the idea that the suffering of others can influence target audience at some point in their lives and intensify the bond between the characters represented in the charity advertisements. In fact, images, melodies, and voice-overs occurring more optimistic, negative politeness strategies are used to mitigate the factual request to donate while positive politeness strategies are used to appeal to the presupposed unity of the target audience.

Multimodal means play important role in charitable procedures. Concerning graphology colours can make a big image for the target audience attention. The most popular colour used in charity posters is pink colour.

FIGURE 4. Charity posters in pink colour.

St. Jude Children's Research Hospital campaign, 2016



UK Fundraising, 2014



**mummy,  
am I going to die?**

**Ella's cancer could kill her.  
Your £3 could save her life.**

No child should ever have to ask such a difficult question. Ella's mother doesn't have the answer. She's powerless against the cancer that's attacking her daughter's tiny body.

Will you give just £3 to help save the lives of children like Ella? We're the leading children's charity dedicated to fighting and curing all childhood cancers.

Your £3 can help save more children's lives by funding more of our vital research.

**Text SAVE to 70099 to give £3 now**



✓ We receive no government funding.  
Text to 70099 costs £1.50 per text. 100% of your gift will go to Children with Cancer UK. All gifts go to areas of our work that need the most funding. If you have any questions, you can call us on 020 7404 0000. Children with Cancer UK is a registered charity, no. 2285400. [childrenwithcancer.org.uk](http://childrenwithcancer.org.uk)

UK Fundraising, Children with Cancer, 2014

**TRY TO  
IGNORE THIS.**



**CANCER IS THE  
BIGGEST KILLER  
DISEASE OF CHILDREN  
IN THE UK.**

How can we stand by, while cancer is killing our children? Every day, a child just like Liam dies at the hands of this cruel disease.

We want to stop this, and save every child suffering from cancer.

We're the leading children's charity dedicated to fighting and curing all childhood cancers.

Your £3 can help find much needed cures by funding our essential life-saving research.

**Text CURE to 70020 to give £3 now**



✓ We receive no government funding.  
Text to 70020 costs £1.50 per text. 100% of your gift will go to Children with Cancer UK. All gifts go to areas of our work that need the most funding. If you have any questions, you can call us on 020 7404 0000. Children with Cancer UK is a registered charity, no. 2285400. [childrenwithcancer.org.uk](http://childrenwithcancer.org.uk)



Figure 4 demonstrates the poster where the pink colour dominates as an important part. The colour pink is used with an image of the children and females to express the direction towards the target audience where are females. There is as a tendency that pink is the colour of charity. Analysing the posters it was noticed that pink is the colour to help cancer charity. In addition, any colour evokes emotion and it is a main visual indicator than has a meaning. Charitable procedures use colours in various ways to communicate with target audience and they are assured that it can effect the people to memorize that charity more than the other ones. The director of the Colour Association of the United States claimed that *“pink is the quintessential female colour the profile on pink is playful, life-affirming and its calming effect, its quieting effect, its lessening of stress, pink also is a shade known to be health-giving, that is why we have expression like in the pink and you can not say a bad thing about it, pink id, in other words, everything cancer notably is not”* (Margaret Welch).

Capital and slanted text gives an effect that the eyes of the target audience would be caught at once. Large text makes for the target audience easier to read it and memorize. The texts at the top of the posters are telling for the target audience what to do. The question *“mummy, am I going*

*to die?*” is used directly to mothers who have the children and can realize how terrible would be to lose a child. Lake stated, *“The impact of the disease is show through their eyes and emotions, and through those of their parents and loved ones”* (Lake 2014). Overall, the full stops effects are made for purpose to add some seriousness and assurance that it is important what is written on the posters. The last sentences are used for directions what to do if the target audience would like to donate. The advertisements are trying to increase their image by demonstrating children and there can be small girl or small boy. Usually, they are looking extremely sad and depressed to create a quite dark and sad atmosphere, because there is a tendency that nobody likes seeing little children upset. On the other hand, mother looking at the charity poster can feel sympathy by determining with the mother of the child who is sick. In fact, if the children are used in the posters it means the charity is for them and their expression and emotions demonstrate how are they feeling and what life they are living.

Concerning the target audience of these posters can be mothers with young children because children cannot go by these kind of posters. They are tend to stop and look at the posters where the child is not the same as they are. It could be stated, that the poster attracts more women audience for the pink colour and for the image. The last poster demonstrates the breast cancer charity for women who have been affected by this disease. The woman on the poster said, *“The hardest thing about being diagnosed with secondary breast cancer is the effect on other people. One day there will be a cure. And that’s what you’ve got to hold on to. I just want breast cancer to be eradicated”* (Breast Cancer Campaign 2014). The pink letters attract the women and they feel like it is duty to help for the others. Another multimodality aspect is the text demonstrating care of the target audience using the statement as *“You can’t save my life, but you could save yours”*. The personal pronouns can directly pursue with the target audience and can relate any woman looking at the poster. Otherwise, Louie and Obermiller stated that *“breast cancer has far greater awareness and a longer history of funding organizations, it would be expected that the breast cancer advertisements would have the greatest overall donation likelihood and amounts”* (Louie and Obermiller 2000, 129).

### III. STEREOTYPES OF NEGATIVY BIAS IN CHARITY ADVERTISING

#### 3.1. Emotional Aspects in Sentimentality Shaping as Stereotypes

Charitable organizations are the most competing procedures for target audience donations. There are many various factors for the people that make impact for their decisions to donate be a part of the charity organization. Sometimes it happens that people decisions to donate are not revealed the factive causes to donate. According to Louie and Obermiller “*Social desirability pressures may prompt potential donors to respond with answers that make them loog good, instead of with factors that truly influence their behavior*” (Louie and Obermiller 2000, 132). It is a fact, that charity advertising uses variety of manipulative tricks to make the target audience to donate. Negativity bias in charity advertising can be stereotyped in many different ways. Some of the stereotypes can be so strong that target audience never donate and go by the any poster. For instance, incomplete information, wrong perceptions, negative effects on the charity advertisings causes many different stereotypes of negativity bias. Charity advertisings are used to promote negative images of disability or dying children and this creates the barriers to donate. Big part of the people are influenced of images where they can perceive pathetic and pitiable imagery, threatening or tragic scenes also can cause negativity bias of the charity.

The most popular charity advertising is to donate people with disability who deserve pity from the target audience. In fact, disability is comprehensible by the target audience as a peculiar tragedy therefore disabled people deserved to get a help and pity from the others. People with disabilities (PWDs) are in most cases surveyed as lurid figure and target audience feel pity of them. People believe that burden of disability has no end and life with a disabled person can be so difficult. This life is full of sadness and agony and continual responsibility giving permanent help. In addition, it is a stereotype that disabled people do not have possibility to have a family and good job regarding that reasons the target audience are ready to donate. People with disabilities are the most popular figures of charity procedures, especially children whose role is to persuasive people to donate and awake the feeling of charitable. As Momene claimed that, “*the stereotype about people with disabilities who are helpless and dependent tends to be to mean that PWDs are to be pitied as they spend their whole life depending and needing other people’s help and traditionally this stereotype was used by charities in order to raise funds*” (Rene Momene 2015). On the other hand, disability it is not such as terrible life as people assert, sometimes the target audience are lack of knowledge consequently producing negative attitudes, which are related to negativity bias.

According to this stereotype, it is considered that disabled people are not able to have a good life therefore the target audience is tend to donate for the purpose to help them.

Concerning emotional aspects in sentimentality shaping, there are many insights what motivate the target audience to donate for a certain charity. The important role in charitable procedures is to communicate with the audience and effectively connect them in these procedures. According to independent business and financial consultant and international group financial director Chisholm, *“people are not machines and when you start getting empirical insight into what creates emotional reactions, what motivates altruistic feelings and what makes people part with their money, it can start to feel like you are just trying to pul a series of levers to make the desired behavior happen”* (Sean Chisholm 2020). Nevertheless, if people donate money for a charity organization and feel happy or proud it means that charity advertising used appropriate effects making them to donate. Another part of people thinks on the contrary, that donate for the charities actually do more harm than good. They assumed that it is a game on emotional experience and donation does not address directly to the people who really need help. Target audience disagree with points on the charity advertisings due to dishonesty that is made on the posters. If the charity organizations would be more truthful in their posters and take care not to be exploitive on the images that used on the charity advertisings, then it is supposed the people believe in it and accept the idea to donate. Target audience believe that children poverty is not only children who are starving and cry on the image to touch peoples’ heart, but the real charity should provide more information about the procedures, the goal of the donation and about the help that was provided before. It is the reason why target audience have their own stereotypes and it causes the negativity bias on charity advertising.

The charity advertisings use the certain tactics that are delivered to the target audience as an effective campaign. For instance, charity organizations sometimes attack the people and use too much negative imagery in that way the wish to donate become less. If the charity advertisings use an appropriate tactics and people feel compassion then they take an action in order to help somehow. Media context in charity procedures is important because it is available of all people and scenes of tragedy can be provided in extremely scenic and imaginative form. According to media advertisings it can be examined absolutely a big variety of aspects including visual and textual texts. Charity advertising is tend to use particular imaginary form in order to awake feelings of pity or sympathy. Charity effectiveness of the advertisings seek to get the target audience to donate to charity. Höijer observed that, *“Media texts can be considered to have an imaginary*

*addresse with specific values and common-sense understandings” (Höijer 2010). In order to get the donation, these tactics strive to manipulate the target audience’s emotions including their responsibility and feeling of sympathy. Kinsey noticed “advertisers have a longstanding awareness of the fact that images of particular sufferers can be especially effective in getting audience’s attention” (Kinsey 1987). According to emotional aspects of charity advertising the images have really powerful appeal for the audience and especially for their emotions.*

## CONCLUSIONS

Since the beginning of all charitable organizations there was one aim to make the people believe into charities and persuade them to donate. If the target audience has even little reliance in charities, they are less prepared to donate the charity. As a result, all charity advertisements are tend to create the confidence in order to continue the donating as long as possible. Target audience always focus on posters and message which is send directly to the readers. In contrast, charitable organizations are the most competing procedures for target audience donations. There ae many various factors for the people what make impact for their decisions to donate be a part of the charity organization. Sometimes it happens that people decisions to donate are not revealed the factive causes to donate. Hence, this research paper was organized to demonstrate the negativity bias effect and to show how all charities do not simply demand to persuade people to donate their time and money and why potential donators wants to give a donation to their specific charity more than to another one.

1. The description of the negativity bias and its effect as understood in business environment provides the idea of negativity bias is such as strong expression that it has a bigger and stronger impact on our brains than positive ones. Negativity bias functions of discourse conclude linguistic data that is not naturally discerned from correctly informational content, the tactic is hypersensitivity and it often takes place in business sphere. Negativity bias has a powerful effect on people behaviour, their decisions, and even their any relationships. The negativity bias is our trend not only to register negative stimuli more but as well to stay on these events. Therefore, negativity bias toward the negative keeps you to pay more attention to the negative things that happen and people making them seem much more significant than they actually are.
2. The analysis of the lexical and syntactical rhetoric solutions demonstrates that there are many rhetorical patterns of eliminating the negativity bias. Rhetorical patterns play a big role concerning the negativity bias, because it is a way of organizing information. It is noticed that the word rhetoric refers to how people use language to process negative or positive information. Negative lexical and syntactical rhetoric patterns get more consideration, which cause more emotions and have more influence on people behaviour; in fact, negativity is stored better and longer in people's memory. Nevertheless, appropriate linguistic characteristics of peculiarity of manipulative discourse are not easy to recognize, in most cases, they do not exceed the framework of

regular speech activity. Active usage of manipulative discourse of particular grammatical forms and syntactical or lexical rhetoric patterns constructions does not conclude peculiar manipulative grammar than the same linguistic means are used to implement other functions.

3. The investigation of the impact and the effect on the target audience of charity advertisements demonstrates that the target audience automatically consider more to negative information than positive information. The most powerful tactic such as using emotional requests will always help to persuade the target audience to donate for the charity organizations. Target audience always focus on posters and message which is send directly to the readers. In fact, negative strategies are used to mitigate the factual request to donate and used effects on charity advertisements makes the target audience feel guilty if they decide not to donate. Emotional aspects of charity advertising the images have powerful appeal for the target audience and especially for their emotions.
4. The analysis and interpretation of the message framing, image valence, temporal framing on a charitable appeal and how it influences the negativity bias in business communication demonstrate that charity organizations use particular imaginary form in order to awake feelings of pity or sympathy. Incomplete information, wrong perceptions, negative effects on the business communication causes negativity bias of the target audience. What concerns the charity organizations, target audience are influenced of images where dominate pathetic and pitiable imagery, threatening or tragic scenes and it can cause negativity bias. Negative evaluations are perceived stronger than positive evaluations in the business communication and message framing or image valance make bigger effect of the target audience.

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## **APPENDICES**

## APPENDIX 1

All of the pictures used in this paper are taken from Internet websites. All pictures are an example of typical features in order to persuade the target audience according to charity advertisings. Pictures are available on Internet for all people. However, each conversation is based on real life situations that had happened in real workplaces. Each picture has the own shocking image, hard power and affects causing the reader. Also, negative tactics are used on these pictures which has the influential power. Emotionally manipulates and tactics are demonstrated on the charity advertising posters. As it demonstrated, informative sentences are written underneath. The aim of all these posters are to gain the target audience's attention for the purpose to get donation.

### PICTURE 1

Evelina Children's Hospital press ad



***She needs your help***

Evelina London is one of the country's leading children's hospitals, we care for 55,000 children every year.

As you read this advert, we're working hard to save the lives of vulnerable babies just like Amelia here.

Will you send a donation that could give a sick child like Amelia the chance to grow up healthy and happy?

**Please, give what you can today.  
Thank you.**

***Please, donate £10 now.***

Visit **supportevelina.org.uk/amelia**  
or call **020 7848 4701**

Guy's and St Thomas' Charity, Registered Charity No. 1160316. Company limited by guarantee registered in England and Wales No. 9341980.  
Evelina London Children's Hospital is part of Guy's and St Thomas' NHS Foundation Trust. Guy's and St Thomas' Charity will hold your details to process your donation and keep you up to date on fundraising and events happening at Guy's, St Thomas' and Evelina London. If you would prefer not to be kept up to date, please let us know when making your donation, or e-mail [info@guystrusts.org.uk](mailto:info@guystrusts.org.uk)

PICTURE 2

America's Best Charities



PICTURE 3

Southampton Hospital Charity, 2019



PICTURE 4

Fears Nachawati Sponsors Feed My Starving Children Event, 2015

**Every day,  
at least 6,200  
children  
die from  
starvation.**

*Help Feed My Starving Children  
make a difference for these children!*

**FEED MY STARVING CHILDREN**

**Alma Nachawati / Fears Nachawati Law Firm**

**Location:**  
Parish Episcopal School  
4101 Sigma Road  
Dallas, TX 75244

**Dates and Times:**  
Thursday, August 20, 2015 • 3 pm-6 pm  
Friday, August 21, 2015 • 8 am-10 am  
Saturday, August 22, 2015 • 8 am-10 am  
Sunday, August 23, 2015 • 11 am-1 pm

email: [almanachawati@me.com](mailto:almanachawati@me.com)

*Feeding God's Starving Children Hungry In Body and Spirit*  
VOLUNTEER | DONATE | LEARN MORE | 761.504.7819 | [FMSC.ORG](http://FMSC.ORG)

PICTURE 5

Children's Hospital Los Angeles, 2015

Ella, 5  
West Hollywood

**Live L.A.  
Give L.A.**

Help local kids like Ella  
fight cancer.


Donate today  
[CHLA.org/GiveLA](http://CHLA.org/GiveLA)

Children's  
Hospital  
LOS ANGELES  
We Treat Kids Better

PICTURE 6

Deaf Defy Fund: Breaking down barriers – Defying the odds, 2018

WWW.FACEBOOK.COM/FUND/DEAFDEFY



**GIVE ME THE GIFT**  
of language and sound.

\$200 is all it takes to provide audiological care, sign language, hearing aids and a year's worth of batteries for a deaf refugee child. Help us make a difference. Launch a fundraiser and sponsor a child today.

PICTURE 7

Texas De Brazil – St. Jude Children’s Research Hospital Donation Campaign, 2017

**Support  
St. Jude Children’s  
Research Hospital®**

**August 1-31, 2017**

Donate at the bottom of your check to help children battling cancer and other life-threatening diseases.

**For every \$5 donated,**  
you will receive a **\$5** certificate to use later!

**On Mondays,**  
you will receive **\$10** in certificates to use later for every **\$5** donated!\*

**Texas de Brazil will match donations up to \$25,000!**



St. Jude patient Damien  
Age 6, Brain Cancer

**Click Here to Donate to St. Jude**



**100%**  
of your donation  
benefits St. Jude.



PICTURE 8

Ethan Glover English Language, 2018

She's getting bullied. She's getting sick.  
Her rogue landlord's getting rich.

**One text from you could change all that.**

Children living in bad housing are far more likely to struggle at school and suffer from asthma, meningitis and mental health problems.

Shelter provides thousands of families with the legal support they need to make rogue landlords face up to their responsibilities and undertake vital repairs.

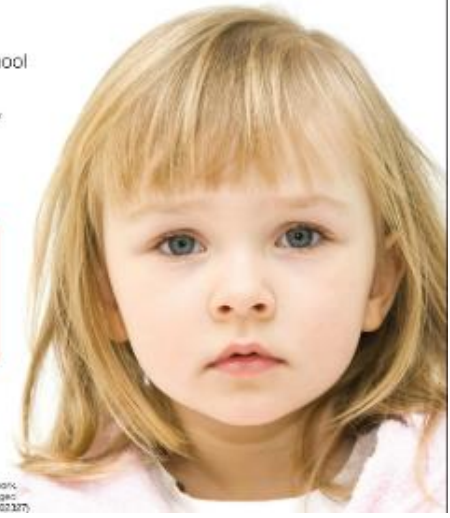
**But we can't do it without your help.**

Text **HOME** to **85010** to give **£3** and help pay for our team to send a legal letter that will force a landlord to act.

Shelter

shelter.org.uk

You will be charged 10 plus one message at your standard network rate. We will be in touch to tell you more about our work. If you've either not contacted us, help NOT-BANKS. To protect the identity of Shelter clients, names have been changed and models may have been used in photographs. Registered charity in England and Wales (2007 10) and in Scotland (SC000327).



PICTURE 9

Don Charity Foundation.

**Creating a brighter tomorrow**

**GIVE A LITTLE. HELP A LOT**  
**DONATE NOW!**

**ABOUT US**  
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

**BENEFIT**

- ✓ Sed lacinia enim non ipsum tristique laoreet.
- ✓ Aenean tristique odio dictum leo laoreet vehicula.
- ✓ Nullam quis lorem sit amet mi laoreet gravida.
- ✓ Proin dignissim lectus eget lorem maximus.

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