

## You Twit Face: Essay with Explicit Framework

Discuss the main ideas established in the feature article, "You Twit Face" and explain how the author constructed these ideas in order to persuade the reader to adopt his position.

### Introduction

#### (L) Lead in

Daniel Hatch has written a feature article entitled You Twit Face that was published in The West Australian in August 2009. It is a text that every young Australian person should read as it

#### (A) Answer the question

deals with the very sensitive subject of social networking sites and the dangers involved with them. Hatch encourages us to learn how to communicate on-line in a responsible manner through the mistakes of others. He addresses the issues of permanency on the internet which is a fact that many users have become complacent about. In addition, he warns that the lack of privacy may mean that information we post can be used against us.

#### (M) Menu

Hatch has relied very heavily on case studies to illustrate specific examples of people who have had negative experiences, but he has also utilised several other techniques such as statistics, graphics, point of view and language to construct the very persuasive and prophetic article.

### Body Paragraph 1

#### (T) Theme

The issue of permanency is one that is becoming increasingly more significant in today's society. Individuals are now so used to using social networking sites such as Facebook and Twitter that they post intimate information to one another without realising the consequences.

#### (E1) Explanation of Technique number 1

Hatch has cleverly illustrated this point through the use of case studies. In fact approximately one third of the article is devoted to the investigation of three cases where people posted information that they later regretted. He cites the case of 41 year old Tracy who went on a date and then decided to report the details on Facebook,

#### (X1) eXample of Technique number 1

"She provided excruciatingly explicit details of the dalliance, including references to something called a 'love cave' and then attempted to hide the information from family and friends, however "one of Tracy's more caring friends also took a screen capture for prosperity's sake".

#### (E1) Explanation of Technique number 1 continued

In another case, he quotes a woman called Lindsay who lost her job on the strength of this post,

#### (X1) eXample of Technique number 1 continued

"OMG I HATE MY JOB!! My boss is a total pervy w..ker always making me do s..t just to p..s me off!! W..KER!"

#### (E2) Explanation of Technique number 2

Hatch responded to this case with the creative phrase,

**(X2) eXample of Technique number 2**

"What happens in cyberspace stays in cyberspace"


**(E2) Explanation of Technique number 2 continued**

to illustrate the permanent nature of information placed on social networking sites. Hatch provides us with an early warning in the article, using a creative simile and highly emotive language,

**(X2) eXample of Technique number 2 continued**

"The internet is like Las Vegas. It's filled with razzle-dazzle, glitz and fun, opportunity and – if you play your cards right – wealth. But it's also filled with dangerous traps for young players."

**(R) Reader Response**

 We must take notice of Hatch's attempts to warn us about the "dangerous traps" and think beyond the immediate desire to vent our feelings or share an intimate encounter on a social networking site.

**Body Paragraph 2**

**Theme**

Another strong message conveyed by Hatch is the misuse of private information posted in the public forum. These days, an individual's personality and personal history can be interpreted from their Facebook page. On many occasions, if a person has been killed or been found guilty of a serious crime, the media use details from their "wall" to publicise their profile.

**Explanation of Technique number 1**

When writing about this point, Hatch used the technique of second person point of view (to construct a call) to action in order to speak directly to the reader. He wants us to take a long hard look at how we would want ourselves or our loved ones to be remembered in a crisis,

**eXample of Technique number 1**

"Perhaps you should keep an 'in the event of my death' photo handy on your MySpace so we don't choose that one of you dressed like a wench at The Vicars and Tarts Ball."

**Explanation of Technique number 1 continued**

This use of second person point of view makes us 'sit up' and take notice; we get the feeling that this could easily be us, which makes the point of the message so much more personal for us.

**Explanation of Technique number 2**

Hatch also employed statistics to reinforce the warning that personal information can be used against you.

**eXample of Technique number 2**

"A survey by America's biggest on-line job site released this week showed 45 percent of US employers used social networking sites to check on job candidates."

**Explanation of Technique number 3**

In a clever cross reference, Hatch referred to a graphic placed at the end of the article. It showed a newborn baby boy with a hand gun placed on his stomach. This photo was posted by a "proud" new father on his Facebook wall.

**eXample of Technique number 3**

"Suddenly that picture of a handgun resting on your infant son in his crib with the caption 'Cool B-Day present' doesn't seem such a good idea."

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### Reader Response



We get the impression that anyone who feels that this photo reflects appropriate behaviour, does not hold the values that are socially acceptable in our society and would therefore be judged harshly for their disclosure. Hatch has taken a very creative but very clear approach to proving the dangers of exposing personal information to a world-wide audience. We must learn from his warning attempts and think twice before we post.

### Conclusion

#### Answer the question

Daniel Hatch has written You Twit Face to both entertain as well as educate us about the perils of posting personal information on social networking sites. He warns us about the issue of permanency as well as the potential of misuse of information.

#### Menu

His article is well balanced and although he relies very heavily on case studies, they are real-life examples that are used to reinforce how innocent postings can go so very wrong. In addition to case studies, Hatch also used statistics, graphics, point of view and language devices to construct his argument.

#### Lead out



We are left with a real feeling of foreboding that will hopefully remain with us; even when we turn our computer on after lunch, to write about last night's party on our Facebook page.