Stakeholder Management and the Endangered Wildlife Trust

SUMMARY
Caseism.com
The image used in the ad is endorsed by the Endangered Wildlife Trust and was apart of their "Save the Environment" campaign. The bird used in the ad looks like it was going through a tragic lifestyle when alive. Its stomach being half butchereed, you are able to see the things that are inside of him. Bottle caps, pieces of paper, litters, and other rubbish are all seen inside the poor animal.

CLAIM
Caseism.com
An argument the Endangered Wildlife Trust is making, "If you don't pick it up they will," implies that trash left behind by humans will be picked up by wildlife, and we only notice them later when the habitat for the wildlife has been harmed.
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IF YOU DON'T PICK IT UP THEY WILL.
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THESIS

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The use of logos, pathos, visual elements, ethos, and ideology are all motivation used by the Endangered Wildlife Trust for people to become involved in cleaning up to help protect our wildlife and put together the underlying message of the ad.

PATHOS

- Any person with emotions is going to take to the ad.
- Who would walk past a butchered bird and not care?
- Did you contribute to the death?
- The organization makes the viewer feel like it is their fault.

COUNTER-ARGUMENT

Even if someone finds they are not inclined to wildlife, imagining a person going through the same thing as the distressed bird seen in the ad can rattle one's mind.
The statement used with the image is, “If you don’t pick it up they will.”
The wording is bold and in white ink because the background is dark.
All the letters in the statement being capitalized sends off the notion “The statement is important,” and catches the reader’s eye.
If the ad was just an image without the statement, it would not be strong enough to deliver the message.
Any person with emotions is going to take to the ad. Who would walk past a butchered bird and not care? Did you contribute to the death? The organization makes the viewer feel like it is their fault.

**COUNTER-ARGUMENT**

Even if someone finds they are not inclined to wildlife, imagining a person going through the same thing as the distressed bird seen in the ad can rattle one’s mind.
The Endangered Wildlife Trust uses color contrast to make the image catch your eye.

Further examining the birds face, it looks as though he was a sad creature. The sad expression is linked to the litter in his stomach.

Bottle caps, liters, paper fragments, broken bones, and other plastic items can be seen inside the distressed animal.