Univerzita Karlova

Pedagogická fakulta

Katedra anglického jazyka a literatury

BAKALÁŘSKÁ PRÁCE

Form and function of directives appearing on international and UK charity organisations' websites

Forma a funkce direktivních mluvních aktů na webových stránkách mezinárodních a britských charitativních organizací

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Studijní program: Specializace v pedagogice (B7507)

Studijní obor: B AJ-ZSV (7507R036, 7504R236)

2024

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V Praze dne 14.4.2024

Acknowledgement

ABSTRAKT

Cílem této bakalářské práce je prozkoumat výskyt direktivních mluvních aktů v diskurzu deseti mezinárodních a britských charitativních organizací (UNICEF UK, Alzheimer's Society, London Wildlife Trust, Mercy for Animals, Breast Cancer Now, UNHCR, Children International, Marine Conservation Society, Macmillan Cancer Support a The Donkey Sanctuary) na jejich webových stránkách. Výzkum je přesněji zaměřen na ty sekce charitativních webových stránek, jejichž funkcí je především oslovit potenciální dárce a přesvědčit je, aby na dané charitativní účely darovali peníze. Analýza má za cíl zkoumat formu, v níž se direktivy objevují, jakou funkci plní a jaká je korespondence mezi nimi. Z formálního hlediska mohou být direktivy realizovány různými formami, ale v analýze se objevují pouze tři hlavní formy – imperativní, deklarativní a interogativní. Z hlediska funkce direktivy zahrnují širokou škálu mluvních aktů. Nicméně, jelikož se práce zabývá diskurzem zaměřeným na sbírání finančních prostředků na charitativní účely, direktivy v tomto případě slouží hlavně jako zdvořilé žádosti, návrhy nebo instrukce. Pro provedení analýzy bylo celkem nashromážděno 151 direktivů z webových stránek daných charitativních organizací. Cílem výzkumu je prostřednictvím zkoumání shromážděných dat osvětlit, jak charitativní organizace využívají direktivy, aby přesvědčili potenciální dárce, aby přispěli.

KLÍČOVÁ SLOVA

mluvní akty, direktivy, charitativní organizace, větné typy, diskurzivní funkce

ABSTRACT

This bachelor thesis aims to investigate the occurrence of directives in the discourse produced by ten international and UK charity organisations (UNICEF UK, Alzheimer's Society, London Wildlife Trust, Mercy for Animals, Breast Cancer Now, UNHCR, Children International, Marine Conservation Society, Macmillan Cancer Support and The Donkey Sanctuary) on their web pages. The focus of the research is specifically put on the sections of the websites whose function is primarily to appeal to potential donors with the aim of persuading them to donate money. The purpose of the analysis is to examine the form in which directives appear, what function they serve and what is the correspondence between them. From the formal perspective, directives can be realized in various forms, but in the analysis, three main forms arise: imperative, declarative, and interrogative. In terms of function, directives subsume a broad range of speech acts. However, since the thesis is concerned with fundraising discourse, the directives serve the function of polite requests, suggestions, or instructions. To conduct the analysis, 151 directives have been gathered and excerpted from charity organisations' web pages. By examining the gathered data, the research aims to shed light on how charity organisations use directive language to persuade potential donors to contribute.

KEYWORDS

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Introduction

In a world that is becoming more and more dependent on technology and the internet, the online presence of charity organisations plays a pivotal role in shaping public perception and communication, facilitating engagement, and driving support for their causes. The evolution of technology has transformed the landscape of philanthropy, offering charity organisations unprecedented opportunities to reach global audiences through their websites. Understanding the nuances of language employed on these websites is crucial for comprehending how such organisations engage with their audience and solicit support. At the heart of this linguistic landscape lie directives, which are immensely important since charity organisations rely on the active participation of their supporters to achieve their goals. By effectively leveraging directives in their communication strategies, these organisations can inspire action, raise awareness, and make a meaningful difference in the lives of those they serve. To gain an insight into the communication strategies employed in the fundraising discourse, this thesis attempts to analyse the form and function of directives found on the websites of ten international and UK-based charity organisations. The ten charities chosen for this thesis are UNICEF UK, Alzheimer's Society, London Wildlife Trust, Mercy for Animals, Breast Cancer Now, UNHCR, Children International, Marine Conservation Society, Macmillan Cancer Support and The Donkey Sanctuary.

The theoretical part of the thesis introduces the concept of speech act theory. This includes examining the three key types of speech acts: locutionary, illocutionary and perlocutionary acts, as well as the classification of sentence types and discourse functions, together with the correspondence between the two concepts. In addition to these foundational principles, the thesis specifically examines the various strategies used in forming directives, including the imperative, declarative, and interrogative forms of sentences, and the specific functions they may serve in different contexts. The context, promotional discourse, and fundraising texts in particular, in which the directives in the analysis appear, is also closely examined.

The practical part of this paper commences with establishing the groundwork for the subsequent analysis by outlining the selected material and methodological framework. Mainly based on the ideas outlined in the theoretical part, the next chapter of the practical part focuses on the analysis itself. This chapter explores the different forms in which

directives appear, namely the imperative, declarative, and interrogative. It also examines the underlying linguistic aspects and features within the fundraising context that the particular examples of directives share or differ in, such as the subject, verb or the presence or absence of gain-framed or loss-framed messages. Subsequently, the paper delves into the function of directives, differentiating between polite requests, suggestions and instructions based on given criteria. Moreover, the thesis investigates the correspondence between the forms and functions, offering insights into how linguistic choices align with intended persuasive strategies.

Through a synthesis of theoretical insights, material, methodology, and analytical findings, this thesis seeks to contribute to our understanding of language usage within the digital domain of charitable organisations. By unravelling the intricacies of directives, it aims to offer valuable insight into the persuasive strategies employed by charity websites to advance their mission.

1 Theoretical Background

1.1 Speech Acts Theory

One of the most significant concepts in language is a speech act. The theory of speech acts, a theory that scrutinizes the function of utterances concerning the behaviour of both the speaker and the listener in interpersonal communication (Crystal, 2008 p. 446), was pioneered by a British analytical philosopher John L. Austin, who introduced the theory in his lectures captured in "How to Do Things with Words" (1962). In this book, it is emphasised that language encompasses much more than simply conveying information through words and grammar. It also involves the recognition and understanding of the social acts that are often concealed or unnoticed in a particular linguistic performance. To put this matter in different words, a speech act is a communicative act that individuals perform while speaking or writing through words, such as thanking or promising, beyond simply conveying information (Downing and Locke, 2006 p. 177). Referring to the views of Quirk et al. (1985, p. 113), the foundation of speech act theory is built upon the premise that speech acts are discernible units within linguistic communication that are "granted the status of fundamental and minimal functional units of language." Moreover, engaging in such acts provides captivating perspectives on the organization of our societal framework, human experience, and the manner in which language shapes social harmony (Siemund, 2018 p. 32). As the name of speech "acts" suggests, they possess attributes of human actions and behaviour: they stem from an agent driven by a communicative intention (Vernant, 1986 p. 3). Some speech acts are universally fundamental, as virtually all languages incorporate grammatical structures for expressing them. These basic types of speech acts represented in most, if not all, languages, include statements, questions, exclamations, and directives (Downing and Locke, 2006 p. 177).

1.1.1 Locutionary, Illocutionary, and Perlocutionary Acts

Speech acts can be divided into locutionary, illocutionary, and perlocutionary acts. Behind this division stands the aforementioned philosopher Austin (1962 pp. 94-107). The differences between each kind can be described as follows:

As stated by Crystal (2008 p. 236), locutionary act is a term that refers to "an act which is performed by the speaker by virtue of the utterance having been made." The term refers to the literal, denotative, or surface meaning of words and phrases used in communication. One of the simplest definitions of the locutionary act was given by Austin (1962 p. 94), who describes the locutionary act briefly as "the act of saying something."

According to Quirk et al. (1985 p. 804), an illocutionary act is a speech act determined by a communicative intention. Leech (1983 p. 199) states that it is possible to identify the illocutionary act with "the transmission of discourse", or in other words, it might be used within interpersonal communication. To sum it up, illocutionary acts correspond to the function of a sentence (Witczak-Plisiecka, 2013 p. 64).

Within the framework of speech act theory, the term perlocutionary act or simply perlocution stands for the impact the acts exert on the actions or beliefs of hearers (Searle, 1969 p. 25). Austin (1962 p. 108) further describes this issue by saying that the perlocutionary act is viewed as the outcome or accomplishment resulting from saying something, such as misleading or convincing. Leech (1983 pp. 199, 202) summarizes this matter briefly as "achieving something by means of speech." In other words, it serves as a language tool that has a certain effect (Cruse, 2000 p. 332).

To sum up, the different kinds of speech acts can be expressed more clearly by using examples given by Austin (1962 p. 102). For clearly describing the locutionary act, the sentence '*He said that...*' could be used. On the other hand, the illocutionary act could be exemplified by saying '*He argued that...*'; and the perlocutionary act would sound like '*He convinced me that...*'. Occasionally, it might seem that illocutions and perlocutions are difficult to distinguish from one another. The situation can be easily described by saying that "the illocutionary act is performed *in* uttering words, while the perlocutionary *by* the utterance" (Witczak-Plisiecka, 2013 p. 64).

The focus of this bachelor thesis is on the illocutionary speech act. Therefore, it is necessary to delve deeper into this concept. As it has already been mentioned, illocutionary acts can be described as speech acts determined by the speaker's communicative intention (Quirk et al., 1985 p. 804). Austin (1962 p. 99) describes the performance of an illocutionary act as "performance of an act *in* saying something as opposed to performance of an act *of* saying

something" (compared to a locutionary act). In his work, it is also suggested that it is important to acknowledge the significant impact of the context and specific situation in which an illocutionary act is intended or has been uttered during an exchange of words. Moreover, illocutionary acts can be described as "utterances which have a certain (conventional) force" (Austin 1962 pp. 100, 108). Illocutionary force can be defined as the desired impact of the speaker's intention (Quirk et al., 1985 p. 804) or as the capacity of a linguistic element to convey a verbally realized social act (Siemund, 2018 p. 32). Illocutionary force is also context-dependent, which means that the force changes in different situations. This issue can be demonstrated by the following sentence: '*Your father will be here soon.*' This sentence might at first glance seem like a statement that conveys a simple message, however, the intention of the speaker behind this sentence might also stand for either reassurance, warning, or a threat. At times, the speaker may explicitly identify the illocutionary act being carried out by employing a so-called "performative verb", such as 'apologise', 'promise', 'warn', or 'request'. However, performative verbs are generally absent in speech acts (Quirk et al., 1985 p. 805). The purpose of these verbs is to "encode illocutionary force and to signal specific speech acts" (Cruse, 2000 pp. 333, 334).

Austin (1962 p. 150-163) established a taxonomy of illocutionary acts into 5 categories: "verdictives", whose name suggests that their purpose is to give a verdict, "exercitives", which are said to be the exercise of powers, "commissives", which are characterized by making promises or engaging in other forms of commitment, "behabitives", which are connected with human behaviour and attitudes in society, and lastly "expositives", which are utterances organizing the discourse, such as reactions or arguments.

According to Searle (1976 p. 1), Austin's taxonomy is not sufficient, for instance due to the absence of explicit criteria for discerning one illocutionary force from another. Therefore, he created a new taxonomy, through which language use can be broadly classified into five categories of illocutionary acts – "assertive/representative" is used to inform others about the state of things, "directive" to endeavour to influence others' actions, "commissive" to pledge commitments to certain actions, "expressive" to convey our emotions and attitudes, and "declaration" to effect changes in the extra-linguistic world through uttering (Searle, 1979 p. 7). This taxonomy is based on the combination of certain criteria: a) "illocutionary

point" – the point or purpose of the speaker, b) "direction of fit" = the relationship between words and the extralinguistic reality (the world) – whether the words match the world ("word-to-world") or the other way around ("world-to-word"), c) expressed psychological state or the so-called "sincerity condition" etc. (Searle, 1976 pp. 2-4). Furthermore, these classes of illocutionary acts might be illustrated by giving examples of certain performative verbs given by Siemund (2018 p. 43), such as 'state' for assertive, 'request' for directive, 'promise' for commissive, 'apologise' for expressive and 'christen' for declaration.

The most important category of illocutionary acts for this thesis is the category of directives, which will be brought into focus later in section 1.5. However, let me provide a brief overview of what directives are in terms of speech act theory. Searle (1976 p. 11) states that directives can be defined by the fact that "they are attempts by the speaker to get the hearer to do something." This definition corresponds to the criteria of the illocutionary point, which has been described above. What is characteristic of directives is that the degree of attempt is variable, ranging from modest attempts (invitation or suggestion) to fierce or even aggressive (insistence). In terms of the other criteria for illocutionary acts, "the direction of fit is world-to-words, and the sincerity condition is want (or wish or desire)". Moreover, Searle (1976 p. 11), similarly to Siemund (2018), suggests verbs that help denote this class, such as 'ask, order, command, request, beg, plead, pray, entreat, invite, permit, advise, and even dare, defy, and challenge'. With these verbs, directives, which are mostly carried out in the imperative form, can take the form of a declarative sentence, which typically functions as a statement. Thanks to the verb, the function is shifted into the category of directives. For example, we could say *'I beg you to come home.'* or *'I command you to speak up.'* (Searle, 1976 pp. 11, 17).

1.2 Sentence or Clause Types

As previously mentioned, the term speech act stands for describing the various actions achievable through sentences in a language. These actions encompass activities such as making statements, asking a question, giving commands, or expressing exclamations. The ability to perform one of these specific actions is heavily influenced by its syntactic form (Huddleston and Pullum, 2005 p. 159). In English syntax, four types of sentences are distinguished that are typically employed for performing different kinds of speech acts.

Some of the authors concerned with this issue refer to these types as sentence types (for example Quirk et al., 1985), whereas others refer to them as clause types (for instance Downing and Locke, 2006). The difference between the two terms lies in the fact that a sentence consists of one or more clauses, with the sentence consisting of one clause being referred to as a simple sentence, whereas the other as a multiple sentence[1] (Quirk et al., 1985 p. 719). However, both terms sentence and clause types will be used in this thesis in the way the specific authors title it.

According to Downing and Locke (2006, p. 181), clause types differ in the syntactic variations in the part of the subject and the elements following it (for example an auxiliary verb or operator in interrogative sentences, such as *'Do you live here?'*), and the predicate does not change at all. The particular sentence type depends on the order in which elements of the clause are arranged. Moreover, it is influenced by the presence or absence of the subject. The 4 major types of sentences/clauses are:

    a. Declarative
    b. Interrogative
    c. Imperative
    d. Exclamative

The declarative sentence typically includes a subject that is placed before the predicate, such as in the sentence *'He plays the guitar.'* where *'He'* is the subject and *'plays'* the predicate. Interrogative sentences could be divided into two main types: yes-no questions, in which the subject (*'He'*) is preceded by the operator (*'Does'*), as in '*Does he play the guitar?'*, and wh-questions, which start with wh-word (what, where, who, etc.), for instance '*What instrument does he play?'*. Imperatives, such as '*Play the guitar!',* do not usually include a subject, and the verb (*'Play'*) is in its base form in the initial position of the sentence. Lastly, an exclamative is a sentence that looks similar to a wh-question, but the difference is that there is the usual subject-verb word order as in declarative sentences (the subject is put in the

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[1] As it has been suggested, multiple sentences consist of more than one clause. Multiple sentences typically represent either complex or compound clauses. A compound sentence is said to be made up of two or more main clauses linked together by coordination, whereas complex sentences involve one main clause and one or more subordinate dependent clause (Quirk et al., 1985 pp. 719, 987).

initial position followed by the predicate). This can be exemplified by the sentence '*What a great guitarist he is!*' (Quirk et al., 1985 pp. 113, 803, 804).

1.3 Discourse Function

The term discourse function, or in other words communicative function, refers to the semantic role that a specific sentence plays within communication, indicating its meaning or purpose. Discourse functions can be divided into four classes:

- a. Statement
- b. Question
- c. Directive
- d. Exclamation

The principal purpose of each of these classes is different. The predominant aim of a statement is simply to "convey information" (e.g. *'I am 20 years old'*), whereas questions are "primarily used to seek information on a specific point" (e.g. *'How old are you?'*). Directives function as a means of instructing somebody to perform a particular action (e.g. *'Close the door!'*). Lastly, exclamations convey the degree of awe or impression of a speaker towards something (e. g. *'What a nice day!'*).

These four classes aim to distinguish discourse functions at the most general level, but a more refined distinction can be made in the form of illocutionary speech acts, which have been defined in section 1.1.1 (Quirk et al., 1985 pp. 78, 87, 803, 804). Therefore, it can be said that the illocutionary act corresponds to the discourse function, and it can be defined as what an utterance "counts as" (Yule, 1996 p. 49).

1.4 Direct and Indirect Correspondence Between Sentence Types and Discourse Functions

This section is concerned with the correspondence between sentence types and discourse functions. Sentence types are typically associated with certain discourse functions. Although it is usually not a perfect one-to-one match, a distinct correlation could be found. Linguists refer to this kind of correlation between discourse functions and sentence types as direct. Direct correspondence usually takes the following forms and functions: the declarative

sentence serves as a means of conveying information (the function of a statement, as in *'I bought a new phone.'*), whereas interrogative sentences function as questions that are supposed to seek information, for example *'Did you buy a new phone?'*. Imperative sentences predominantly intend to instruct people in order for them to act or to do something (the function of a directive, as in *'Buy a new phone!'*). The last group, exclamative sentences, serves as an exclamation whose aim is to demonstrate the speaker being impressed, for instance in *'What a nice phone you bought!'* (Quirk et al., 1985 pp. 113, 803, 804).

As it has been suggested, it is highly important to mention that sentence types do not always correspond with distinct discourse functions as described above (Huddleston and Pullum, 2005 p. 160). Indirect correspondence between sentence types and discourse functions refers to situations in which the intended communicative function may not align with the typical form of a sentence. In other words, there are some cases when the speaker does not mean the uttered sentence literally or when the speaker means the sentence literally but also intends to convey another meaning with a different content, which was, for example, demonstrated by Searle (1979 pp. 30, 31) through the sentence *'Can you reach the salt?'*, which takes the interrogative form that typically functions as a question but in reality this sentence serves as a directive, asking the listener to do something, to act.

To further illustrate the difference between the terms of direct and indirect correspondence between sentence types and discourse functions, let us look at some examples. Typically, a declarative sentence is used to make a statement – to simply convey some information, as in *'It is hot in here.'*, in which case it stands for the direct correspondence. Nevertheless, it may, for example, be also perceived as a directive (a request), as it is a hint through which the speaker implies that somebody should open a window. This can be also achieved by using a performative verb, as in the declarative sentence *'I hereby request of you that you open the window.'*, in which the performative verb 'request' is used to achieve the implied effect. Similarly, commands or requests are usually, in direct correspondence, in the form of an imperative sentence, as in *'Go away!'*. However, they might be used in the interrogative sentence, which normally serves as a question seeking information, but in this case, for instance in *'Could you reach the salt?'*, the correspondence can be considered indirect as it

is apparent that they expect not only answers as typical questions, but also some kind of action – in this case, the addressee reaching the salt (Yule, 1996 pp. 55, 56).

1.5 Directives

The main focus of this bachelor thesis is on directives. Therefore, it is necessary to concentrate on this matter thoroughly. At the most general level, directive is a class of discourse function, which is supposed to "primarily instruct somebody to do something." However, it can be also described in a more refined and specific way from the perspective of speech act theory (Quirk et al., 1985 p. 804). In this case, directives are speech acts that are said to articulate the speaker's desires and intentions, both positive and negative, through which the speaker is attempting to "make the world fit the words via the hearer." (Yule, 1996 p. 54). As previously stated, directives predominantly appear in the imperative form, due to the direct correspondence between them (Quirk et al.,1985 pp. 804, 805). While the fundamental speech act attributed to the imperative is directive with the function of a command or an order (*'Get out!'*), in English it is commonly employed for different purposes, which may not always be explicitly stated in the clause, requiring a certain understanding of the context, the common ground and the relationships between the individuals involved in the conversation. These range from prohibition (*'Keep off the wet floor.'*), request (*'Please open the door!'*), disbelief (*'Don't tell me you've passed the state exam!'*), reminder (*'Don't forget your wallet!'*), permission (*'Feel free to take anything.'*), warning (*'Be cautious!'*), threat (*'Do that again and you'll be sorry.'*), promise (*'Win the competition and I'll buy you whatever you want.'*), involvement or interest (*'Just hear me out!', 'Tell me more about it!'*), offer (*'Have some of this delicious pizza!'*), suggestion (*'Let's go outside!'*), good wishes (*'Drive safely!'*), emergency (*'Help!'*), encouragement (*'Give playing the guitar a try!'*), etc. (Downing and Locke, 2006 pp. 206, 207). Quirk et al. (1985 pp. 831, 832) suggest similar types of directives. What is more, plea (*'Help!'*), advice or recommendation (*'Pack some medicine in your bag.'*), instruction (*'Turn left.'*), imprecation (*'Go to hell!'*), incredulous rejection (*'Come on!'*), and self- deliberation (*'Let me see.'*) appear in their distinction. The distinction between these speech acts might be factored out, for example, by the authority of the speaker in relation to the addressee and the fact whether is the addressee afforded the choice to comply or not. For example, in a

command compliance is obligatory, while within a request the addressee is provided with the option of choice. Moreover, the interpretation is influenced by the benefit which arises from the action, for example, advice speaks in favour of the addressee, request of the speaker. Additionally, one of the major factors connected with benefits is politeness, as an imperative is generally considered more socially acceptable when the action is perceived to benefit the addressee (e.g. *'Have some cake.'*). In other cases, the use of an imperative may come across as abrupt or demanding, and another clause type is used in its place, such as instead of *'Wash the dishes.'* speakers could use a more polite way of asking the addressee to do something in the form of an interrogative *'Could you please wash the dishes?'*. To intensify directives, question tags (e.g. *'will you?'*) might be used but typically only when there is a close relationship between the individuals participating in the conversation since overusing them might result in over-familiarity (Downing and Locke, 2006 pp. 205-207).

Leech (2014 pp. 147-158) comes up with strategies for directives, dividing them into 3 categories: a) direct strategies, b) indirect strategies (on-record) and c) hints (off-record). As the name suggests, direct strategies express the meaning straightforwardly, without the usage of devices reducing "face threats" (without them, the interaction can result in a loss of face of the participants, hence its name). They can be further subdivided into "imperatives" (*'Go home.'*) and "performatives" (*'I am asking you to go home.'*). Indirect strategies correspond to the class of directives expressed by declarative sentences with modal auxiliaries (in other words "modalized statements", e.g. *'You must go out.'*) and interrogative sentences (e.g. *'Could you pass me the pen?'*). The last category, hints, refers to off-record requests in the form of statements (e.g. *'Someone's taken my phone.'*) or questions (such as *'Do you happen to have my phone?'*), in which the speaker does not directly say what action is to be carried out by the addressee, it is only subtly implied and it is up to the recipient to comprehend it.

Moreover, non-sentential strategies (not complete finite clauses[2], but modifications such as non-finite or verbless clauses) of expressing the directive speech act exist. Non-finite clauses can be characterised by the fact that they do not include verbs that show tense or modality,

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[2] Clauses can be divided into the categories of finite and non-finite, with finite clauses being either main or subordinate, while non-finite clauses always being dependent subordinate clauses (Huddleston and Pullum, 2005 p. 36).

are mostly used without a subject, and typically signal subordination (dependence) of the clause. Non-finite clauses can be divided into 4 main categories: infinitive clauses (*'To become a musician is difficult.'*), ing- clauses (either gerunds or participles, for example the sentences *'Being in unknown places worries me.'* or *'He went there, not knowing what evil was afoot.'*), ed-participles (*'They found him deceased.'*) and verbless clauses (*'I'll come if possible.'*) (Biber, et al., 2002 pp. 150, 226, 259-261).

1.5.1 Imperative Sentences as Directives

As mentioned earlier in the text, there is a certain correspondence between sentence types and discourse functions. The imperative sentence is considered to be the most straightforward approach to persuading someone to take future action (Downing and Locke, 2006 p. 205). Therefore, imperative sentences are typically connected with the discourse function of directives, which are, according to Quirk et al. (1985 pp. 804, 805), "primarily used to instruct somebody to do something." Given that directives are predominantly communicated through imperative sentences, it is important to explain this matter thoroughly.

Let me remind and broaden the aforementioned definition of an imperative sentence. It is a sentence, in which there is usually no overt subject, but it is apparent that the subject is the implied 2nd person pronoun 'you'. The fact that the implied subject is the second person pronoun 'you' can be proven by using question tags, such as *'Close the window, will you?'* or by incorporating reflexive pronouns 'yourself' or the plural 'yourselves', as in *'Close the window yourself.'*. Another key factor in distinguishing the imperative from other sentence types is that its verb has not been changed from its base form or that it contains an auxiliary in the base form followed by a main verb in the appropriate form. Moreover, imperatives can be characterised by the absence of modals and tense distinction. The type of imperative that has just been described is referred to as an imperative without a subject and is regarded as the most prevalent type used among English speakers. An example of an imperative without a subject would be, for instance, *'Close the window!'*. However, this type is not the only one that should be mentioned, as other forms exist – such as imperatives with a subject, let imperatives, first-person imperatives, negative imperatives, etc. Imperative sentences with a subject are units that include the stressed subject 'you' or third person subject (such

as 'somebody' or 'anybody') that are usually omitted. This can be exemplified by the following sentences: '*You close the window!'* or *'Somebody close the window!'*. The subject is typically used in order to express the speaker's irritation or insistence, or they can simply distinguish a particular addressee (Quirk et al., 1985 pp. 827-828). In some cases, the addressee may be addressed by using vocatives, such as '*Monica, give me your phone!'* (Biber et al., 2002 p. 254). Another type of imperative with a subject is the so-called "let imperative", which is formed by putting the verb 'let' in an initial position, succeeded by either a first-person subject in the objective case (both singular and plural, such as *'Let me/us open the window.'* or colloquially *'Let's open the window.'*) or a third person subject (*'Let no one open the window.'* or *'Let him open the window.'*). To negate these classes of imperatives, it is necessary to add 'do not' or its contracted form 'don't', as in '*Don't close the window!'*. In the case of let imperatives, negation is achieved by using only 'not', for example in '*Let us not close the window!'*. Occasionally, we could come across imperatives that start with 'Do', namely *'Do open the window.'* or *'Do have more cake.'*. The purpose of adding 'do' is to enhance the persuasiveness or insistence of the imperative (Quirk et al., 1985 pp. 828-833).

Although encouraging someone to take action is said to be most effectively done through the use of imperatives, in some cases forceful commands or other speech acts are considered socially inappropriate even when followed by a politeness marker 'please'. Therefore, people tend to avoid giving direct orders and prefer using indirect speech acts through different types of clauses, such as through the interrogative or declarative sentence (Downing and Locke, 2006 p. 205). This tendency will be described in the following chapters.

Imperative sentences can function as a wide range of speech acts. However, this distinction of directive speech acts is described in section 1.5.

1.5.2 Interrogative Sentences as Directives

As already mentioned above, interrogative sentences with the function of a directive may appear more polite, since the addressee seems to be given the choice to decline the thing that is asked to be done. Instead of commanding within imperative such as *'Get off my property!'*, we could use the interrogative sentence *'Could you (please) get off my property?'*, which results in the addressee being more prone to do it. Another key fact to remember is that a

more polite effect is achieved by using modal verbs, especially can, could, will or would, for example in a request *'Can/Could/Will/Would you turn the lights on?'*, or adding the phrase 'Do you mind', as in *'Do you mind turning the lights on?'*. The past form of modals establishes a distance, which corresponds to a reduced level of social engagement, and it creates greater space for the possibility of the addressee's refusal. On the other hand, using the negative present tense modals 'won't' or 'can't' (*'Won't you turn the lights on?'* or *'Can't you turn the lights on?'*) is not particularly polite, as they might seem critical or aggressive. Irony may also be produced within directives in the form of interrogatives, through the use of 'must', such as in *'Must you leave the lights on?'* (Downing and Locke, 2006 p. 208).

Similarly to imperative directives, directives in the interrogative form can function as a wide range of speech acts. Except for commands (*'Will you behave?'*) and requests (*'Could you turn the lights on?'*), interrogative sentences may also serve as offers (*'Would you like some cake?'*), invitations (*'Will you join us?'*), suggestions (*'Shall I turn the lights off?'*) or even threats (*'How dare you speak to me like that?'*) (Biber, et al., 2002 pp. 250-251).

1.5.3 Declarative Sentences as Directives

Not only interrogative sentences can be used with the force of a directive, but also a declarative sentence can accomplish the same function, typically within declaratives containing a modal auxiliary (Downing and Locke, 2006 p. 208) or in the case of declaratives involving the performative verb such as order, beg, prohibit (for example the sentence *'I beg you to stay.'*, which would typically correspond to the imperative *'Stay.'* or *'Please, stay.'*), etc. (Huddleston and Pullum, 2002 p. 941). Modal auxiliaries include 'will, can, shall, may, must, would, could, should, and might', with the function of expressing modality, namely necessity, volition, possibility, or prediction (Biber, et al., 2002 p. 28). Declaratives with a modal auxiliary can convey a directive force when indicating an action to be executed by the addressee, corresponding to the speech act of commands (*'You must/will report to the police immediately.'*), permission (*'You may/can go home.'*) or obligation (*'Dogs must be on a leash at all times.'*) etc. Moreover, making a declarative sentence in the first person can result in the speaker committing to an action, as in *'I will meet you in the pub.'* (Downing and Locke, 2006 p. 208, 209).

1.6 Promotional Discourse and Fundraising Texts

As the name suggests, promotional discourse aims to "promote" a product or service to a potential customer. Typically, promotional discourse may include genres such as advertisements, job applications, company brochures, promotional letters, etc. (Bhatia, 2004 pp. 60, 62). However, as the thesis is focused on how charity organisations use directives to raise money for a good cause, it is necessary to mention a specific kind of promotional discourse – the so-called fundraising or philanthropic discourse. The majority of fundraising texts are fundamentally promotional, for "they may promote a cause as in the case of direct mail fundraising, a public campaign for social events, an image or, as in brochures, the success of the institution concerned." Fundraising texts are a special sub-group of promotional discourse together with commercial advertising because both aim at capital raising. However, the difference is in the objective of the text. While commercial advertising tends to focus on accumulating profit for "corporate purposes", fundraising texts aim to raise money in a non-profit way, for "social and welfare purposes", driven by a specific cause, such as human rights, poverty, animal protection, etc. Fundraising is "a case of selfless motivation, social responsibility and an urge to take moral action", which helps to accomplish the success of raising money (Bhatia, 2004 pp. 95, 96). Fundraising discourse is said to be persuasive in nature, as the main objective is to "arouse the readers' interest, and convince them of the worthiness of the cause for which they are donating money" (Connor and Gladkov, 2004 p. 257).

In the realm of fundraising, effective communication plays a pivotal role in inspiring individuals to contribute to a cause. Fundraising discourse typically involves devices that will engage the reader and make them want to get involved on an entirely voluntary basis. These include personal and possessive pronouns, both singular 'you' or 'your' and plural 'we' or 'our' and directives, imperative clauses in particular. As imperative clauses are immensely important for this paper, let me bring them into focus. Imperative clauses are known for having the force of a request which is typically not mitigated. However, for the readers not to have a strong resistance to carrying the imperative out, it is important to provide a reason. Such softening can be achieved by either providing the reason before (example [1]) or after (example [2]) the imperative clause, such as in the following examples:

[1] *'Your donation will help families get out of poverty. Please donate.'*

[2] *'Please donate. You'll be helping get families out of poverty.'* (Lee, 2016 pp. 30, 43, 44)

In these examples, not only the imperative sentence but also the frequent use of the personal pronoun 'you' and possessive 'your' can be perceived. Using 'you' and 'your' aims to actively engage the addressee and win their support. On the other hand, 'we' and 'our' create a sense of making the audience feel part of the cause and more likely to respond positively when asked for donations (Yilmaz and Blackburn, 2022 p. 36).

As it has been mentioned, an imperative is not the only sentence type used within directives. Within fundraising texts, interrogative sentences also occasionally appear. Interrogatives, such as *"Will you consider donating and helping those in need?",* are said to give the reader a sense of equality with the organisation which gives them the chance of being able to participate in something great (Caudill, 2018 p. 41).

What also immensely helps to engage the reader is to create a message either focused on the positive (gain-framed message) or negative (loss-framed message) outcomes gained by donating to a certain cause. These can be exemplified by the following sentences:

[3] *'With your donation, the families will lead a happy life.'*

[4] *'Without your donation, the families will suffer more.'*

While [3] represents a gain-framed message focusing on the positive side of "complying with a behaviour", number [4] is a loss-framed message highlighting what will happen when the reader does not comply (Yilmaz and Blackburn, 2022 pp. 33, 37). Moreover, as it is apparent from the previous discussion (see section 1.5.3), the sentences can count as representatives of the directive discourse function carried out within the declarative sentence type.

2 Practical Part

This thesis aims to carry out an analysis concerned with exploring the usage of directives in the landscape of charity organization web pages, specifically aiming at sections designed to appeal to readers and persuade them to make monetary donations. The primary objective is to identify in which form directives appear and what function they serve within this discourse.

2.1 Material

To provide a clear understanding of the subject matter being analysed, it is important to first outline the chosen material. In order to gather the necessary information for the thesis, ten charity organisations have been selected and their web pages examined, from which all the present directives have been extracted. Particularly, the following websites have been chosen:

1. Mercy for Animals (https://mercyforanimals.org)
2. The Donkey Sanctuary (https://www.thedonkeysanctuary.org.uk)
3. UNICEF UK (https://www.unicef.org.uk)
4. Children International (https://www.children.org)
5. Alzheimer's Society (https://www.alzheimers.org.uk)
6. Breast Cancer Now (https://breastcancernow.org)
7. Macmillan Cancer Support (https://www.macmillan.org.uk)
8. UNHCR, The UN Refugee Agency (https://www.unhcr.org)
9. London Wildlife Trust (https://www.wildlondon.org.uk)
10. Marine Conservation Society (https://www.mcsuk.org)

Let me give a quick overview of what are the aims of the selected charities. The first organisation, Mercy for Animals[3], is a non-profit organisation that aims to make alternatives to animal-based food (meat, eggs, dairy) and to reduce suffering for the animals in the food system. The Donkey Sanctuary[4], as the name suggests, is an organisation that has been

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[3] https://mercyforanimals.org/about/

[4] https://www.thedonkeysanctuary.org.uk/about-us

focused on improving the lives of donkeys. UNICEF[5], the United Nations Children's Fund, is a humanitarian organisation dedicated to improving the lives of children worldwide, by providing children with basic civil rights, access to education, healthcare, nutrition, etc. Children International[6] is a non-profit charitable organisation that concentrates on helping children living in poverty. Similarly to UNICEF, they work to provide education or healthcare to support children in need. Alzheimer's Society[7] is dedicated to the mission of easing the devastating impact of dementia on individuals and their families worldwide, especially by providing support to people with dementia or promoting research. Breast Cancer Now[8] is a charity organisation based in the UK dedicated to research and support related to breast cancer. On the other hand, Macmillan Cancer Support[9] provides support to individuals affected by any kind of cancer, trying to "help everyone with cancer live life as fully as they can." UNHCR, The UN Refugee Agency[10] is an international charity aiming to protect and assist refugees forced to flee conflict, for example by providing asylum. London Wildlife Trust[11] is a charity based in London with a vision of "bringing nature back to London" by protecting and promoting wildlife and natural spaces within the city. Lastly, Marine Conservation Society[12] is a British charity committed to protecting the marine environment, "working for a cleaner, better-protected, healthier ocean."

Since there is a great number of websites and internet texts that have evolved into extensive hypertextual structures, which are said to be rich in verbal and visual material, and expanding further through connections to other hypertext links, it is essential to determine a point on which the analysis should focus. To be able to obtain relevant material for the research, this paper concentrates on the pages within the websites of charity organisations with a higher probability of incorporating elements of promotional (fundraising) discourse, specifically the pages which aim to raise money – sections called "Donate" (Tomášková, 2015 p. 82). In

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[5] https://www.unicef.org.uk/about-unicef-uk/

[6] https://www.children.org/about-us

[7] https://www.alzheimers.org.uk/about-us

[8] https://breastcancernow.org/about-us

[9] https://www.macmillan.org.uk/about-us

[10] https://www.unhcr.org/about-unhcr

[11] https://www.wildlondon.org.uk/about

[12] https://www.mcsuk.org/about-us/

the analysis, I have included material only from these sections, no additional clicks further into hypertextual links have been made.

Even though the websites can vary in design and structure, they typically share some common elements within their appearance to effectively convey the charity's mission. The shared elements that appear frequently are a homepage, "About us", "Events", "Get involved", "Ways to give", "Donate" and "Contact us". On the homepage, there is usually a brief overview of what the objectives of the organisation are and a "donate" button, through which visitors can get to the "Donate" section to make a monetary donation. Then every website includes a section called "About Us", in which people can find information about the organisation's history, accomplishments, mission, values and aims. Moreover, it usually includes pictures and information about the leaders and staff, as it makes the visitor feel connected to the people which leads to them being more prone to donate or become a part of the charity. As the name suggests, in the category of "Events", we can find upcoming events or campaigns to which visitors can apply. "Ways to give" typically includes several options for helping those in need, such as monetary donations, item, or belongings contributions, etc. In some cases, "Get involved" directly includes an option for donating money (even if there is another sector called "Donate"), but mostly "Get involved" is a means of becoming a part of the staff. The last shared element of the pages is "Contact Us" with clear contact details such as a phone number, an email address, or an address. On the other hand, some charities differ in some segments which are typical for a certain cause. For example, regarding charities concerned with animals and children, we can perceive a section called "Adopt". Moreover, within the children's charities, there is the possibility of sponsoring a child, for example through sending not only money but also letters, stationery, toys, etc. However, it is important to mention that for the purpose of this thesis, focus was mainly put on "About Us", for information about the charities for this text, and "Donate" sections, for the analysis. The "Donate" section is a prominent element within the website as its primary function is to encourage addressees to financially contribute to the charity's mission. As mentioned earlier, a link to this section is commonly placed on the homepage for easy access and as a reminder. In this sector, there is typically a clear encouragement of the visitors to donate. The language used is mostly persuasive and, in many cases, the page includes information about how the money donated has been, is and will be used,

emphasizing the impact of donating. To support this, charities often share stories of either how the money has helped someone in need or stories about the sad lives of those who may need the money to live happily. Occasionally, pictures appear in this section, as it is likely that seeing the one in need will make the reader pity the person or animal which will lead to them being more prone to donate. Furthermore, more donation options and payment methods are provided, ranging from one-time donations to monthly or yearly giving. This is also accompanied by symbols which ensure the security of the payment. The charities chosen for the analysis differ in the length of the donate section. Some of them simply included only a few sentences which tried to persuade the addressee to donate and then the payment information, however, other pages also included other ways of donation, such as leaving a gift in your will or paying in fundraising. Nevertheless, this trend will be taken into consideration in the next chapter.

2.2 Method

Online research or online data collection methodology refers to the process of gathering information or data that occurs on the Internet. In terms of document analysis, the research focuses solely on materials that already exist, no new data is created, only gathered in order to be analysed in a specific manner (Miovský, 2006 p. 332).

Moreover, the analysis depends on the fact that when it is time to select the correct methodology, we must choose between qualitative and quantitative approaches. Quantitative research tends to involve numeric data and quantify every detail, typically obtained through surveys, whereas qualitative research aims at analysing non-numeric data, especially words or sentences, and the form in which the data appear and the function they serve. Our analysis will be focused on speech acts, directives in particular, and their form and function, hence it can be considered a type of qualitative research (Jones, 1999 pp. 32, 40).

To be able to carry out an analysis, it is necessary to have the required data at hand. Therefore, the ten charity organisations were chosen, on whose websites all the relevant examples of directives were selected, first irrespective of their form. Once all the necessary data (151 directives in total) was gathered in February 2024, it was categorized based on relevant groups of forms – imperative, declarative, and interrogative. No other forms of

directives were observed during the collection process. In addition, various other factors within the form of directives were given due consideration to ensure the comprehensiveness of the results while conducting the analysis. In terms of the imperative sentence, various factors, such as its specific type (e. g. with a subject), the subject, verb forms, and objects, can influence the structure and meaning of the sentence. In the declarative form, it was possible to determine elements such as the presence or absence of modal verbs, personal pronouns 'you' or 'we', whether it is accompanied a subordinate clause etc. Within the interrogative sentence, the focus was put not only on the syntax of the sentences (modal verbs, subject, form of the verb, and object), but also on the fact whether it was a gain or loss-framed message. Only after having collected all the necessary data and sorting it out, I dedicated my time to determining what function the directives serve.

Another crucial element that was taken into consideration was the adoption of a more evaluative approach. The approach involves analysing the dataset which comprises information gathered from the Donate sections of ten charitable organisations. The data includes word count, total number of directives, and the number of directives present per 100 words. By examining word count and the number of directives, we seek to gain insights into the prominence and effectiveness of directive usage in engaging potential supporters. While word count indicates the length and scope of the content provided by each organisation, the total number of directives reflects the organisation's emphasis on encouraging the donors to act. The number reflecting how many directives are used within 100 words offers insights into the density and prominence of directive usage within promotional discourse. Below is a summary of the data collected:

Organisation	Word Count	Total Directives	Directives within 100 Words
Mercy for Animals	237	6	2.53
The Donkey Sanctuary	282	23	8.16

Children International	405	23	5.68
UNICEF UK	547	12	2.19
Macmillan Cancer Support	130	9	6.92
Breast Cancer Now	284	19	6.69
London Wildlife Trust	297	12	4.04
Marine Conservation Society	419	8	1.91
UNHCR, The UN Refugee Agency	164	19	11.59
Alzheimer's Society	298	19	6.38
Average	306.3	15	5.609

Table 1: Data description

The word count varies across different organisations' website content, ranging from 130 words to 547 words. The total number of directives used by each organisation also varies, with some using as few as 6 directives and others as many as 23 directives. Analysing the presence of directives per 100 words allows us to understand how organisations structure their content to capture the attention of visitors and encourage action. This suggests differences in the amount of information provided to potential donors. Some organisations,

such as The Donkey Sanctuary, maintain a high density of directives per 100 words, indicating a persistent emphasis on encouraging engagement, while others, like UNICEF UK, have lower densities, which may be caused by the fact that these pages may prioritise providing information or education about their cause or mission rather than immediately prompting action. Overall, this information suggests that organisations employ various tactics in their online content to solicit donations or support, with differences in the number and density of directives used.

3 Analysis

3.1 Form

By analysing a diverse array of websites representing different charitable causes, this study identifies and examines instances of imperative, declarative, and interrogative forms of directives. Through this analysis, this research endeavours to uncover patterns, nuances, and potential variations in the utilization of these directive forms across charity organisation websites. In total, 151 directives have been compiled for this paper, comprising 96 in the imperative form, 52 in the declarative form, and 3 in the interrogative form.
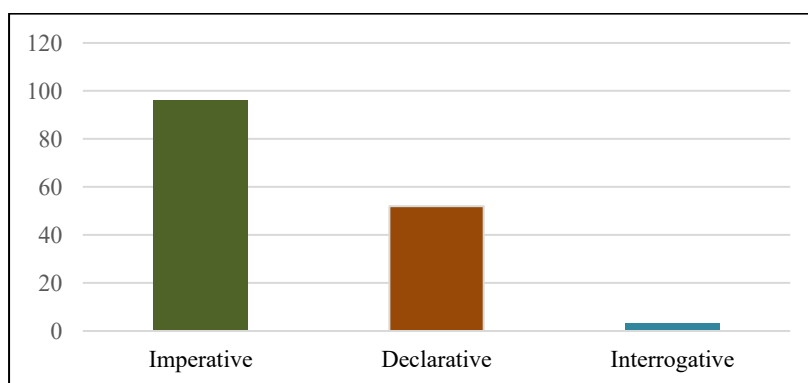
Graph 1: Distribution of the form in which directives appear

From the graph and the data above, it is shown that the most used form of directives is the imperative form, which is 63.6%. However, the interrogative form is also frequently used as directives, as it has been found in 34.4%. Meanwhile, the number of directives in the form of an interrogative sentence is the least of the total data, only 2%.

3.1.1 Imperative

According to the findings of the analysis, it has been discovered that among the different forms of directives, imperative sentences are the most frequently used ones. The analysis revealed that out of a total of 151 directives, 96 of them appear in the form of imperative sentences (see Appendix 1), which accounts for more than half (63.6%) of the total directives analysed. This suggests that the use of the imperative sentence is a prevalent and the most effective way of conveying directives, which can possibly be attributed to the direct correspondence between the imperative form and the discourse function of directives.

According to Downing and Locke (2006 p. 205), an imperative is "the clearest way of trying to get someone to do something". This implies that this alignment between the sentence type and discourse function ensures that charities communicate their requests and instructions clearly and concisely, leaving little room for misinterpretation. This clarity is essential in eliciting the desired response from donors, as it minimises confusion and ambiguity. The use of imperative sentences in charitable communication is therefore a highly effective strategy to ensure that the recipient understands the message and is more likely to respond positively, ultimately contributing to the success of charitable initiatives.

Let us take a closer look at the recurring trends and subtle variations that can be observed within the various instances of directives in the imperative form. By examining these shared patterns and nuances, we can gain a better understanding of the underlying principles that govern these directives and how they can be effectively applied in the fundraising discourse.

Firstly, it is important to focus on the syntactic side of the issue. To effectively analyse a sentence, it is important to understand the different types of imperative sentences and how they are structured (see section 1.5.1). By doing so, one can identify the various elements present in the sentence and determine their relationship with one another. This process involves examining the subject (if there is one present), verb, and object of the sentence, as well as any possible modifiers or complements. 95 out of 96 examples of directives represent the "without a subject" type of imperative sentence (e.g. ex. 1a. and 1b.), which can be characterised by not having an overt subject (only implied subject 'you') and having its verb in the base form (Quirk et al., 1985 p. 827). The prevalence of this type of imperative form in this analysis corresponds to its widespread usage among English speakers, as noted in the theoretical part (section 1.5.1). The predominance of imperative directives without a specific subject may be, for instance, caused by the fact that this type of imperative addresses the audience directly without singling out individuals, fostering a sense of collective responsibility and maintaining a neutral stance. Moreover, these imperatives are often more straightforward, clearly communicating the goals and minimising possible confusion.

    (1) a. *'Click here'*
        b. *'Donate monthly'*

The only example representing a slightly different type of imperative sentence is ex. 2, which is a negated imperative without a subject. This sentence provides clear guidance regarding what actions to avoid. As you can see, the sentence is an instruction that urges the reader to refrain from sending cash through the post and instead provides an alternative donation method.

(2) *'Please **don't send** cash through the post, call our number to discuss how to donate cash'*

Based on the information provided, it can be inferred that the directives in question do not explicitly include a subject. However, it is implicitly understood that the subject is the personal pronoun 'you', referring to the person or people being addressed.

Regarding the verbs, it is important to mention that they serve a similar purpose – to encourage addressees to act and support the cause. The prevailing number of verbs, if not all, are verbs which indicate the desired action that the charity wants the visitor to perform (ex.3). These include verbs such as 'donate', 'click', 'select', 'make', 'give', 'pledge', 'pay', 'leave', 'call', 'help' or 'send' etc. However, even though the primary goal is to solicit donations, some of these verbs also stand for different actions reflecting the diverse ways individuals can contribute. Apart from one-time money donations, people can contribute with their own time, assets, or stocks, setting up regular donations, joining lotteries or memberships, etc.

(3) a. *'**Donate** now'*
    b. *'**Make** a major gift'*
    c. *'**Leave** a gift in your will'*
    d. *'Please **send** donations to the address above'*
    e. *'**Give** to support our mission'*

Moreover, some directives target a broader audience no matter the cause (ex. 4a., 4b.) and need to be seen in the context of the whole donate section, while others appeal to specific interests and concerns (ex. 4c., 4d.). The tone of the sentences ranges from urgent and even emotive (ex. 4e.) to instructional (ex. 4f., 4g.). Some of the sentences are used to evoke emotions and to highlight the importance of the cause (ex. 4d. or 4h.).

    (4) a. *'Donate now'*

       b. *'Make a difference today'*

       c. *'Help the ocean combat the climate crisis'*

       d. *'Give relief to suffering donkeys'*

       e. *'Help us do whatever it takes, because we've never been needed more'*

       f. *'Download our donation form and return it with payment to the address below'*

       g. *'Click here'*

       h. *'Pay for two hours of expert guidance from a Dementia Adviser – providing much needed support'*

Many of the directives also involve an object. The object, typically a noun phrase, can either specify what is wanted from the visitors, both general (ex. 4b.) and specific (ex. 5a.), or specify the particular charitable cause (ex. 5b).

    (5) a. *'Donate £30'*

       b. *'Help families forced to flee'*

Furthermore, some of the examples include other clausal elements, mainly adverbials which provide additional information about the action. The majority of adverbials present within these directives are adverbials indicating time, such as 'now' (ex. 4a.) or 'today' (ex. 4b.). In my opinion, these adverbials add a sense of urgency or immediacy. Adverbials also differ in the indication of how often the action should be performed – some suggest a one-time action (ex. 6a.), while others encourage recurring or regular contributions (ex. 6b.). These are called frequency adverbials (Downing and Locke, 2006 p. 505).

    (6) a. *'Donate once'*

       b. *'Donate monthly'*

Another syntactic feature revealed during the analysis is the use of coordination (found in 5 instances out of all the 96 directives), and subordination[13] (found in 17 instances). In my

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[13] The term coordination refers to 'a relation between two or more expressions of equal syntactic status', typically linked by 'coordinating conjunctions' *and, or, but*. Subordination, on the other hand, refers to clauses which are dependent on larger structures. Subordinate clauses can be marked by 'subordinators' such as 'that', 'because', 'whether', 'when' etc. or by non-finite constructions which are always subordinate (Huddleston and Pullum, 2005 p. 21, 27, 36).

opinion, by coordinating similar directives or subordinating additional details, charities can draw attention to important aspects of their fundraising appeals. In the case of coordination, the majority of the sentences are connected by the use of 'and', as in ex. 7a. Moreover, coordination can be found in ex. 7b. but only in the form of a comma which could be replaced by 'but'. On the other hand, sentences 7c. to 7j. are examples including subordinate clauses. However, these clauses differ in what subordinator is used. Despite the clauses being introduced in a wide range of ways, such as with subordinators 'while' (ex. 7c.), 'that' (ex. 7f.), 'because' (ex. 7e.) 'for' (ex. 7g.) or even gerunds (ex. 7h.) or participles (ex. 7i.), the most prominent approach is using the non-finite to-infinitive clause (in 8 instances, e. g. ex. 7d. and 7j.).

(7) a. *'Download our donation form **and** return it with payment to the address below'*

b. *'Please don't send cash through the post**,** call our number to discuss how to donate cash'*

c. *'**While** every penny is vital, please only give what you can afford'*

d. *'Make a charitable donation **to** help children in poverty'*

e. *'Help us do whatever it takes, **because** we've never been needed more'*

f. *'Help fund one of our many programs **that** will transform the lives of children in poverty below'*

g. *'Please make a donation today – **for** a healthier ocean and a healthier planet'*

h. *'Pay tribute to the life of someone special **by remembering** them in aid of donkeys in need'*

i. *'Pay for a half day of research by a PhD student, **funding** the breakthroughs of tomorrow'*

j. *'Give us a call **to** donate by phone'*

What is also worth mentioning is that organisations use a variety of ways to ask for contributions from potential donors. These include, for instance, sentences 8a. to 8d. While these phrases have a common objective of inspiring individuals to support charitable causes, each term carries subtle differences in the manner in which it converts more donors. Waldon's (2022) research delves into the nuances between the terms 'donate' and 'give'. On the website, it is stated that "using clear language is a start, but there are word choices that

can make a significant difference in online fundraising". This corresponds with the fact that in the donate section, either the first or the most prominent and visible word is typically 'donate'. However, it also suggests that there are better ways in which charities can ask for donations. According to Waldon (2022), people are more likely to contribute to a cause they feel connected to. Since 'give' or 'make a gift' are more personal than 'donate' or 'make a donation', it may encourage more people to make a contribution.

(8) a. *'Donate'*
 b. *'Make a gift'*
 c. *'Make a donation'*
 d. *'Give'*

Another important element present within the imperative directives is a politeness marker 'please'. According to Quirk et al. (1985 p. 571), the word 'please' is frequently used to soften the tone of a command or a request. It is a polite way of asking for something without sounding too demanding. Out of all the grammatical forms, the imperative is the only one in which the word 'please' appears. This may be caused by the fact that indirect speech acts (such as polite requests carried out in the interrogative or declarative form) are generally considered to be more polite in English than direct speech acts (Yule, 1996 p. 56). As a result, declarative and interrogative directives do not require the use of the politeness marker 'please' since they are polite in nature. Upon analysing charity organisation websites, 'please' appears in 9 sentences (e.g. ex. 9a., 9b., 9c.) out of all the 96 directives in this form (9.6%). Quirk et al. (1985 p. 571) state that "with *please* must be contrasted the courtesy formula *thank you*". Upon browsing several donate sections, I found it surprising that the expression of gratitude was only present in one of them – specifically the London Wildlife Trust. I believe that the expression of gratitude through the use of 'thank you' ought to be a feature present in the donate sections of all charities. However, following my investigation, I have concluded that certain charities eventually include 'thank you' after a donation has been made.

(9) a. *'But there is still much more to do – **please** give what you can today'*
 b. *'While every penny is vital, **please** only give what you can afford'*
 c. *'**Please** make a donation today – for a healthier ocean and a healthier planet'*

The fundraising discourse often includes the use of metaphors. Metaphor is said to help us connect different ideas and feelings, bridging the gap between what we know and what we might not fully understand yet, "linking the unknown with the familiar". By using metaphors, charities can shape how donors perceive their relationship with the organisation and the impact of their contributions (Goering, 2004 p. 290). Moreover, according to Carver (2014 p. 17), "literal language describes reality, while metaphor asserts how reality should be seen and evaluated in the future". The best example of metaphor within imperative directives found during our analysis is ex. 10. It uses the imagery of light to symbolise hope, suggesting that the organisation's actions will lead to a better and more optimistic future.

(10)   *'Light the way to a brighter future'*

In chapter 1.6 of our study, we delved into the realm of fundraising texts and discovered that two distinct types of messages are occasionally found within them – "gain-framed" and "loss-framed". As mentioned, the difference between the two is that loss-framed messages emphasise the potential negative consequences of not taking action, while gain-framed messages emphasise the positive consequences (Yilmaz and Blackburn, 2022 pp. 33, 37). While analysing the imperative form of directives, I encountered messages emphasising only the positive impacts of taking action. For instance, ex. 10 suggests that thanks to donating, people have the opportunity to contribute to a better future. Even sentences like ex. 11a. or 11b. can be considered gain-framed, since 'making a difference' or 'changing a life' is generally considered to be positive. A bit different examples of messages suggesting positive consequences are, for instance examples 11c., 11d., 11e. and 11.f. Such examples state a particular impact and focus of the mission of the charity, like donkeys (ex. 4d.), children (ex. 11c., 11d.), refugees (ex. 11f.) or oceans (ex. 7g.). From my point of view, the specification of the cause may help the donors see where their investment will end up and hence, they will be more prone to send the money and the charities will fundraise more than without using these strategies.

(11)   a. *'Make a difference today'*
        b. *'Change a life'*
        c. *'Help fund one of our many programs that will transform the lives of children in poverty below'*

d. *'Invest in the future of our kids by supporting our current community centre project'*

e. *'Create meaningful change for children, families and their communities across the globe when you make a noncash gift of stock, a donation from a donor-advised fund (DAF) or cryptocurrency'*

f. *'Please give what you can to help refugee families rebuild their lives'*

3.1.2 Declarative

Based on the analysis results, it has been observed that declarative sentences as directives are also frequently employed. The analysis indicates that 52 out of 151 directives (34.4%) are perceived in this form (see Appendix 2). This implies that using declarative sentences in this way is also an effective means of conveying directives. The choice to use declarative sentences instead of imperative sentences in the context of fundraising discourse can be attributed to several factors. Even though imperatives are commonly associated with the discourse function of directives and are considered "the clearest way of trying to get someone to do something" (Downing and Locke, 2006 p. 205), there are instances where declarative directives may be preferred. For instance, in situations where a more polite, subtle, or suggestive approach is desired, declarative sentences offer a means of conveying polite requests or suggestions without the sometimes seemingly demanding tone of imperatives. Additionally, declarative sentences can be employed to provide further information and reasonings on why the person should donate, as in ex. 12b. By presenting facts in the directive, charities can elucidate the impact of donations and underscore the importance of their cause, thus enhancing the willingness of the donors to contribute. Imperatives, on the other hand, mostly do not include providing further information (e.g. ex. 12a.) because they are supposed to be concise and straightforward, focusing solely on prompting action from the visitor. Overall, the use of declarative sentences enables charities to engage donors emotionally. However, the use of imperative sentences is often favoured for their clarity and effectiveness in conveying directives.

(12) a. *'Donate'*

b. *'Your gift helps families with some of their most urgent needs, such as food and education expenses.'*

Upon closer examination of the declarative directives, it was possible to identify recurring trends and subtle variations that are present within the instances of directives presented in the declarative form. In terms of the syntax of these sentences, let me commence with the subject. In 32 directives in the declarative form (61.5%), the subject in the main clause revolves around the use of the personal pronoun you (ex. 13a., 13b.), the possessive pronoun 'your' followed by nouns such as 'donation' (ex. 13e.), 'money' (ex. 13h.), 'gift' (ex. 13c.), 'investment' (ex. 13d.), 'help' (ex. 13f.) and 'support' (ex. 13g.), or a noun phrase like 'every purchase you make' (ex. 13i.) or 'the donation you pledge today' (ex. 13j.). As mentioned in section 1.6, in the fundraising discourse there are some devices, such as 'you', 'your' and 'we' or 'our', which help to directly address and engage the visitors and make them feel part of the charity (Yilmaz and Blackburn, 2022 p. 36). Macrae (2015 pp. 105, 106) suggests that using 'you' in charity fundraising helps create some kind of personal connection between the charity and the donor which leads to the person being more prone to donate. And the fact that these pronouns are used so frequently in the analysis confirms these theories.

(13)   a. *'With your gift today, **you** can help light the way to a better world.'*

b. *'But **you** can help.'*

c. *'**Your gift** provides critical programs and creates hope for kids living in poverty.'*

d. *'**Your investment** helps more young people break the cycle of poverty through workforce development.'*

e. *'**Your donation** will help to provide support for today and hope for the future.*

f. *'**Your help** is needed now more than ever to protect our wildlife.'*

g. *'**Your support** will be vital to our efforts to clean up our seas, protect marine life, combat the climate crisis.'*

h. *'**Your money** helps UNHCR provide protection, shelter and other forms of assistance, and advocacy on behalf of displaced and stateless people every year.'*

i. *'**Every purchase you make** helps fund our vital work.'*

j. *'**The donation you pledge today** could help save a child who might otherwise have died of malaria, cholera or typhoid.'*

The first-person personal pronoun 'we' is not used as much as 'you', however, in 3 instances (5.8%, e.g. ex. 14a., 14b. and 14c.) this concept appears. First-person pronouns represent the charity or the person who wrote the text as a part of a group together, expressing personality and subjectivity, which creates a closer relationship between the writer and the visitor (Crismore, 2004 p. 310, 311).

(14)   a. *'But **we** can't do it without your support.'*

b. *'If **we** act now, **we** can create a future where everyone who develops breast cancer lives – and is supported to live well.'*

c. *'Whether you decide to make a one-off donation or pledge a monthly gift, **we** promise that the donation you make to us today will be used to help keep a child safe.'*

Other kinds of subjects present in the analysis are those which highlight the importance of contributing money, either in general (ex. 15a. and 15c.) or in particular (ex. 15b.). This phenomenon appears in 14 sentences (26.9%). In my opinion, these subjects are used in order to remind the visitor what is wanted from them, but also for the donors to be able to see in what places their money goes and what impact it will have. Using a specific amount can make it easier to understand for the individual, providing a clear picture of what even a small donation can achieve. Moreover, it seems to be a means for the charity to demonstrate transparency about how the donations are used.

(15)   a. *'**Monthly donations** help assist more families forced to flee.'*

b. *'**£10 a month** can help deliver first aid kits and training to donkey owners.'*

c. *'**Every penny** helps protect wildlife in our city.'*

The last examples of subjects that differ from the others are ex. 16a., 16b. and 16c. (5.8%). In 16a., the subject 'this' is connected through the verb 'is' to the complement 'your chance' which is then modified by 'to make the world a better place'. I believe that this sentence structure is used in order to appeal to the visitors by emphasizing that they have the opportunity and ability to make a difference, and similarly to the pronoun 'you' as the subject, this helps express personality and subjectivity. In examples 16b. and 16c., the subject is the name of the organisation. Using the charity's name as a subject may serve as a means of reinforcing the organisation's identity and mission.

(16)   a. *'**This** is your chance to make the world a better place.'.*

b. *'It's through the generosity of people like you that **London Wildlife Trust** is able to continue to give wildlife a voice, to nurture 36 reserves, and inspire people to take action for wildlife.'*

c. *'With your help, **UNHCR, the UN Refugee Agency** can give refugees what we'd want for ourselves and our loved ones.'*

Regarding the verbs, declarative sentences as directives typically include a modal auxiliary or a performative verb (see section 1.5.3). Nevertheless, no examples of a declarative directive involving a performative verb have been found. On the other hand, modal verbs are frequently employed in declarative directives, particularly in 37 out of 52 sentences (71.2%). These sentences include the modal verb 'can' (ex. 17a.) or 'can't' (ex. 17b.), its past form 'could' (ex. 17c.), and the rest uses 'will' (ex. 17d.).

(17)   a. *'But you **can** help.'*

b. *'But we **can't** do it without your support.'*

c. *'Even a small monthly donation of £7 **could** help provide life-saving rehydration salts to treat 23 children.'*

d. *'Your donation **will** help to provide support for today and hope for the future.'*

However, even though only modal verbs were mentioned in the theory, other forms of verbs (28.8%) which have similar force have been found in the analysis. These include verbs such as 'help' (ex. 18a.), 'provide' (ex. 18b.), 'allow' (ex. 18c.), 'become' (ex. 18d.), or verb phrases 'be + needed' (ex. 18e.) or 'be able' (ex. 18f.).

(18)   a. *'Every penny **helps** protect wildlife in our city.'*

b. *'Your gift **provides** critical programs and creates hope for kids living in poverty.'*

c. *'Monthly donations **allow** UNHCR to respond to emergencies when a crisis occurs.'*

d. *'When you set up a regular donation, you **become** part of that long-term work to keep the world's most vulnerable children safe.'*

e. *'Your help **is needed** now more than ever to protect our wildlife.'*

f. *'It's through the generosity of people like you that London Wildlife Trust **is able** to continue to give wildlife a voice, to nurture 36 reserves, and inspire people to take action for wildlife.'*

From my perspective, the difference seems to be that the usage of modal verbs implies a potential action that donors have the freedom to choose to do (possibility[14]) in the future (prediction[15]), therefore the sentence appears to be a slightly more polite, whereas the other verbs propose a fact that something is already happening, implying the ongoing impact. However, both types have the same force through which they suggest a course of action to the addressee.

The rest of the syntactical elements of the sentences, typically objects followed by modifiers, specify what will be achieved by contributing to the cause. For instance, ex. 19 suggests that by donating only 6 pounds a month, donkeys can be rescued from suffering and neglect.

(19) *'£6 a month can help us rescue **donkeys** from suffering and neglect when they are most in need.'*

In addition to that, it is worth noting that approximately 33 sentences out of 52 (63.5%) contain subordinate clauses which function as dependent clauses. Such clauses typically add additional information, with respect to the main (superordinate) clause that carries the main point or message of the sentence. The subordinate clauses differ in whether they are finite clauses preceded by a subordinator[16] or by non-finite clauses - gerund, participle, infinitive or verbless clauses (Quirk et al., 1985 p. 491, 987, 988). Within the given text, it can be observed that some of the subordinate clauses are introduced with gerunds (e.g. ex. 20d. or 20b), to-infinitives (ex. 20e.) or verbless clauses (ex. 20a.), while some contain a participle (20c.). The remaining subordinate clauses include different subordinators. For example,

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[14] When it comes to modal verbs, there are various meanings that these verbs can convey. For instance, 'can' and 'could' can be used to express possibility, ability and permission. According to Quirk et al. (1985 p. 222), "can/could [=possibility] is often used in a quasi-imperative manner, to suggest a course of action to the addressee".

[15] 'Will', on the other hand, can have the meanings of volition (or willingness) or prediction (Quirk et al., 1985 pp. 219, 228, 229). However, within directives in the declarative form, the modal 'will' serves only as prediction, volition or willingness can be perceived in the interrogative form.

[16] Subordinators "link a subordinate clause to a superordinate clause" (Quirk et al., 1985 p. 73).

sentence 20f. is introduced with the subordinator 'when', while 20g. with the subordinator 'if'. Sentence 20h., on the other hand, connects the subordinate clause to the main clause with 'who', and example 20i. commences with 'whether'. Lastly, 20j. uses 'whatever'. These subordinate clauses either add additional information, for instance about what impact donating can have (ex. 20d.) or suggest that people have the right to decide in what way they will donate (20i.). An interesting example of subordination is ex. 20k. (with subordinator 'that'). Through this sentence, the charity shows appreciation for the generosity of supporters, emphasising their essential role in enabling the organisation to carry out its mission which leads to them being more prone to take action.

(20)   a. *'**With your gift today**, you can help light the way to a better world.'*

b. *'From **making** a lasting difference in one child's life to uplifting a community of thousands, this is your chance to make the world a better place.'*

c. *'Your gift helps kids on the path out of poverty, **creating** a ripple effect that impacts generations.'*

d. *'For example, by **donating** £18 monthly, you could protect 100 children against tuberculosis – for life.'*

e. *'£4 a month can help pay for bandages and dressings **to** ease painful wounds and sores.'*

f. *'**When** you set up a regular donation, you become part of that long-term work to keep the world's most vulnerable children safe.'*

g. *'**If** you're in the UK and would prefer to make a donation by phone, you can call our dedicated donation line.'*

h. *'The donation you pledge today could help save a child **who** might otherwise have died of malaria, cholera or typhoid.'*

i. *'**Whether** you decide to make a one-off donation or pledge a monthly gift, we promise that the donation you make to us today will be used to help keep a child safe.'*

j. *'**Whatever** support you decide to give, you will be helping us to make a more child-friendly world for every child.'*

k. *'It's through the generosity of people like you **that** London Wildlife Trust is able to continue to give wildlife a voice, to nurture 36 reserves, and inspire people to take action for wildlife.'*

In the theoretical part (chapter 1.6), it is mentioned that in order to make an imperative more polite and softer, it is crucial to provide a reason, either before or after the imperative (Lee, 2016 p. 43). This can be achieved by an imperative being preceded or followed by a declarative clause. In fact, on some of the charity websites, this concept appears. What I have noticed is that a Donate section typically starts with a large heading – a directive in the imperative form, and then it is followed by another directive in a smaller font – a directive in the declarative form. In this case, some directives in the declarative form may occasionally seem to function as arguments or reasonings used to support the head directive. However, this can be perceived only while visiting the donate section and seeing all the directives close to each other. The donate section of the non-profit organisation Children International serves as a great example of this concept. The section begins with imperative directives *'Give a gift. Change a life.'* and *'Make a charitable donation to help children in poverty'*, which immediately captures the reader's attention and highlights the importance of their contribution. They are then followed by a declarative directive, *'Your gift helps kids on the path out of poverty, creating a ripple effect that impacts generations.',* which emphasises the positive outcomes that the donation can bring about and by which the donors can better understand the tangible benefits of their contribution and feel more motivated to support the cause. Overall, by combining both imperative and declarative directives, the organisation not only motivates people to donate but also shows how their contributions can make a significant difference in the lives of those in need.

Similarly to other forms in which directives appear, even the declarative form can include a gain or loss-framed message (see section 1.6). While analysing this form, it became clear that many of the directives (approximately 41 out of 52) in the declarative form include a gain-framed message indicating the positive outcomes of donating. The positivity is typically highlighted by the usage of phrases or words which produce empathy, such as

'create/make/light the way to a better world' (ex. 21a.) or 'break the cycle' (ex. 21b.) or 'hope', 'relief' and 'protection' (ex. 21c.). Nevertheless, two sentences (ex. 21d. and 21e.) may come across as a loss-framed message. This statement implies that without the monetary help from the donor, all the positive outcomes or benefits will not be achieved, and the negatives will outweigh everything.

(21)   a.   *'With your gift today, you can help light the way to **a better world**.'*

b.   *'Your investment helps more young people **break the cycle of poverty** through workforce development.'*

c.   *'By making a regular gift to UNHCR, you can provide refugees and displaced people worldwide with ongoing **relief**, **protection**, and **hope** for a better future.'*

d.   *'The donation you pledge today could help save a child **who might otherwise have died of malaria, cholera or typhoid**.'*

e.   *'But we can't do it without your support.'*

3.1.3   Interrogative

As we could see in the previous sections, directives are typically more commonly formulated as imperative (63.6%) and declarative (34.4%) sentences rather than as interrogative sentences. However, 3 representatives (2%) of directives within the interrogative form appear in the analysis. Particularly, these interrogative directives have been collected:

(22)   *'Will you help build this bright future?'*

(23)   *'Will you support us?'*

(24)   *'Will you vow to support someone with dementia today?'*

Although the examples may initially seem to function as simple questions, they are in fact directives as they feature in promotional discourse and aim to assertively prompt action rather than merely seek information. The interrogative form provides the potential donor with a sense of equality and the opportunity to participate in a greater cause (Caudill, 2018 p. 41). Moreover, as mentioned in section 1.5.2, the interrogative form seems more polite since it provides the addressee with the choice to decline. This type of directive also creates a more personal and conversational tone, which leads to the addressee being more willing to

consider responding. Nevertheless, in the context of fundraising discourse, the use of directives in the interrogative form is not as frequent as imperative or declarative directives. This might be caused by the fact that interrogative directives typically appear after the previous directives in either imperative or declarative form (as in the donate section of Mercy for Animals) which means that at the point of their usage, persuasion may not be necessary anymore because the addressee should have already decided to donate. Furthermore, interrogative directives may not always convey the same level of urgency as imperative directives, which can diminish their impact. Additionally, due to the suggestive tone and open-ended nature of interrogative directives, there is a possibility that they could lead to indecision or hesitation on the part of the potential donor. This could prompt them to reconsider their response, which could delay or hinder their decision to donate. Therefore, many organisations choose not to use them at all. Instead, they opt for imperative or declarative directives since they prioritise clarity, impact, and efficiency which these forms provide.

From the syntactic point of view, all the examples employ the same structure – the modal verb 'will' in the initial position followed by the second-person personal pronoun 'you', a verb in the base form and an object. In the theoretical part (chapter 1.5.2), it is stated that politeness can be achieved by using modal verbs (e.g. 'will'), especially in the past tense (e.g. 'would'). However, this chapter also suggests that using past forms of modals may seem less immediate and direct, and it may create more space for the addressee to decline the request (Downing and Locke, 2006 p. 208). Moreover, according to Quirk et al. (1985 p. 128), the past form of modal verbs is often used to express hypothetical or tentative meaning. This means that when charities use the past form 'would' in their communication, they may be suggesting a hypothetical scenario which could make the addressee feel uncertain about the situation. This lack of conviction on the part of the speaker could lead to the addressee being less willing to donate. This information provided by Quirk et al. (1985) and Downing and Locke (2006) may support the results of this analysis – that charities tend to use 'will' rather than 'would', since they aim to create a sense of urgency and to discourage declination. The use of the personal pronoun 'you' by charities is a deliberate strategy aimed at actively and directly engaging the intended recipient of the message. By doing so, they aim to create a sense of personal connection with the potential donor which

is believed to be effective in eliciting the visitor's identification with the cause and, consequently, motivating them to make a donation. The use of second-person pronouns in charity fundraising discourse, therefore, is considered an essential element in creating a successful campaign (Macrae, 2015 pp. 105, 106). In my opinion, the goal seems to be to make the addressee foster a sense of empathy, thereby encouraging them to become personally involved in the cause, creating a sense of responsibility. The usage of the pronoun is then intensified by the use of an action verb – in this case 'help build', 'support' and 'vow to support'. The use of an action verb helps to convey the expected actions that the audience is encouraged to take, also creating a sense of urgency and responsibility. The last syntactic element perceived in the given sentences is the object – in ex. 22 'this bright future', in ex. 23 'us', and in ex. 24 'someone with dementia'. In each case, the object represents the cause that the charity is seeking support for. Despite having a common goal, the sentences differ in the extent of specificity related to their objectives. Sentences 22 and 23 do not provide any specific information about the cause that is being referred to and require additional context to be fully understood. Sentence 22 is relatively abstract, referring to a positive outcome for the future, but it lacks specific details about what the future entails. Number 23 is somewhat more concrete than ex. 22 as it refers to the organisation or group making the request, yet it still lacks specific details about what kind of support is wanted. On the other hand, ex. 24 presents a clear and specific example by identifying individuals who require support. This directive does not require any additional context and can be easily understood from the sentence itself.

Similarly to the previously mentioned forms of directives, even with the interrogative form it is possible to distinguish between loss-framed and gain-framed messages. Upon analysing the examples of directives that were used in the interrogative form, we were able to identify one clear example of a gain-framed message, sentence 22. This sentence conveys a sense of optimism, especially by the use of 'bright future', through which it suggests that by donating money, the addressee will contribute to something positive and beneficial. Sentences 23 and 24 themselves do not include a gain-framed message, however, both are followed by a directive in the declarative form (ex. 23 by ex. 25a., and ex. 24 by ex. 25b.). These can serve as reasonings and may be considered gain-framed since they convey the positive outcomes of helping, trying to encourage potential donors to see the value in contributing to the cause.

(25) a. *'Your support will be vital to our efforts to clean up our seas, protect marine life, combat the climate crisis.'*

b. *'Your donation will get us one step closer to a world where dementia no longer devastates lives.'*

3.2 Function

As mentioned in the theoretical part (chapter 1.5), the most common speech acts attributed to directives in the imperative form are commands or orders which are known for the obligatory compliance connected to them (Downing and Locke, 2006 p. 206). Nevertheless, it is important to take into consideration the context in which the analysis was carried out - fundraising discourse. Effective fundraising discourse is highly voluntary and aims to motivate the visitors to act rather than command compliance. Therefore, it has been determined that the directives at hand do not fall under the category of commands, but rather function as **polite requests** (e.g. ex. 26a. or 26e.) which are accompanied by the option of choice on the part of the addressee and by the benefit on the part of the speaker (Downing and Locke, 2006 pp. 205, 206). Another function present in this analysis is that of **instructions**. In contrast to polite requests, instructions are considered to be non-wilful since "compliance is presented as necessary for the achievement of the relevant goal" (Huddleston and Pullum, 2002 p. 931). Due to this definition, I have decided that directives will be defined as instructions in cases where the donor is likely to have already made the decision to donate and is on the verge of clicking on the places that lead to the payment gateway, like examples 26b., 26c. and 26d. Moreover, it is important to distinguish language patterns that might indicate whether a sentence is an instruction or a polite request. For instance, certain words or phrases such as 'please' (ex. 26a.) or 'consider' (ex. 26e.) could imply a request, while more imperative language, such as example 26c. or 26d., may lean more towards instructions. The last function found in the analysis appears only in the declarative form. Quirk et al. (1985 p. 222) observed that modal verbs 'can' and 'could', which express possibility, may be frequently used in a quasi-imperative manner to *suggest* a course of action to the addressee. This means that when these modals are used in a directive, they can be interpreted as **suggestions** rather than polite requests (ex. 26g.). However, the use of modals 'can' and 'could' is not always present (ex. 26h.), yet the directives can still function

as suggestions. This is because they have similar force as sentences with the modal verbs. Moreover, they also do not meet the criteria of instructions provided above but rather suggest a course of action to the potential donor. These sentences could also be considered polite requests, as the aim is to encourage donors to take action and the final decision whether to donate or not always rests with the individual. However, they tend to lean more towards suggestions, as they offer insight into the positive impact that could be achieved through the donation and are not as persuasive as polite requests in the imperative form can be.

(26)   a. *'But there is still much more to do – please give what you can today'*
       b. *'Select your amount'*
       c. *'Click here'*
       d. *'Donate now'*
       e. *'Consider making a monthly donation'*
       f. *'Donate'*
       g. *'You can make a one-off donation today, as an individual or on behalf of an organisation.'*
       h. *'Every purchase you make helps fund our vital work.'*

It is also important to mention that the directive 'donate' (26f.) can serve different functions. It depends on when it is used. When it is used as a heading which functions as the beginning of the charitable text or if it shows options in which way people can contribute (for example stocks, donating in memory or leaving a gift in the will), I consider it to be a polite request. However, when it is used later in the text, for example with a certain amount that is expected to be donated or as a button which serves as a hyperlink that leads to the payment gate, it can be considered an instruction. It is important to ensure that the instructions are clear and concise to avoid any confusion or errors in the payment transaction.

To analyse the function of directives, we will focus on the different forms of directives (imperative, declarative, and interrogative) separately. The function is determined based on the criteria in the previous paragraph. Let us begin by concentrating on the imperative form. According to the findings presented in Appendix 4, it can be inferred that out of the total number of directives in the imperative form analysed, which is 96, 59 of them function as polite requests (61.5%), while the remaining 37 are used as instructions (38.5%). This

suggests that the use of directives in the imperative form is primarily employed to convey polite requests (ex. 27a. and 27b.), which indicates the charities' intention to be courteous and respectful towards the listener but still maintain certain persuasiveness. The remaining directives in the imperative form are often used as instructions (ex. 27c. and 27d.) that outline a clear set of steps or actions to be taken.

(27)   a. *'Make a charitable donation to help children in poverty'*
       b. *'Help the ocean combat the climate crisis'*
       c. *'Enter your own amount'*
       d. *'Donate £12'*

Following the examination of the function of directives in the imperative form, the analysis further delves into directives in the declarative form. Based on the data presented in Appendix 5, there is a total of 52 directives in the declarative form and all of them are considered suggestions, making this function the second most dominant function after polite requests which appear in the imperative and interrogative form.

Lastly, it is important to shift our attention towards directives that are presented in the interrogative form. In Appendix 6, it can be observed that all three instances of directives in the interrogative form seem to serve the function of polite requests (ex. 29). No instructions or suggestions appear in this case since as it has been mentioned, instructions are considered non-wilful because in order to achieve the goal, compliance is unavoidable.

All of the data in this chapter suggests that from the 151 directives, 62 can be considered polite requests (41.1%), 52 suggestions (34.4%) and the remaining 37 instructions (24.5%).
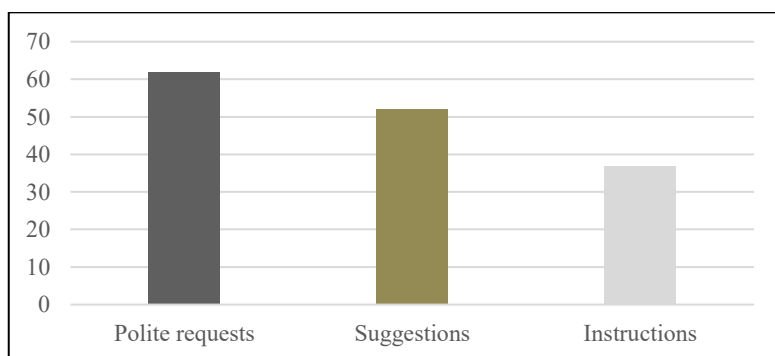

Graph 2: Distribution of the function of directives

After analysing the available information, I have come to the conclusion that using polite requests is the most commonly used approach when it comes to soliciting donations because they allow potential donors to have a choice and not feel pressured to comply, yet still manage to persuade them to make a positive decision in favour of the donation thanks to the straightforward format. The second most utilised function of suggestions is popular also for the ability to provide the person with the possibility not to comply, and for the fact that they suggest the course of the action of the addressee and show the impact of what the action can reach. On the contrary, instructions provide clear guidance on how potential donors can contribute to the cause, outlining specific steps or actions (such as sending a certain amount). Furthermore, instructional phrases such as 'donate now' or 'click here' create a sense of urgency, hence encouraging visitors to take immediate action. Overall, when polite requests, suggestions and instructions are used effectively alongside, it can lead to a significant increase in the charity's success rate.

Correspondence between the Form and Function of Directives on Charity Organisations' Websites

According to the information obtained from our analysis, we can infer the correspondence between the form and function of directives appearing on international and UK charity organisations' websites. This correlation can offer us insight into how linguistic choices align with intended persuasive strategies. As we already know, 151 directives were gathered, out of which 96 are in the imperative form, 52 in the declarative form and 3 in the interrogative form. In terms of the functions of the sentence, it was discovered that within the imperative sentences, 59 directives function as polite requests, while 37 as instructions. The declarative form includes 52 suggestions. On the other hand, all 3 examples of interrogative sentences function solely as polite requests. In order to enhance the clarity of the data, I would like to represent it in the form of the following graph:
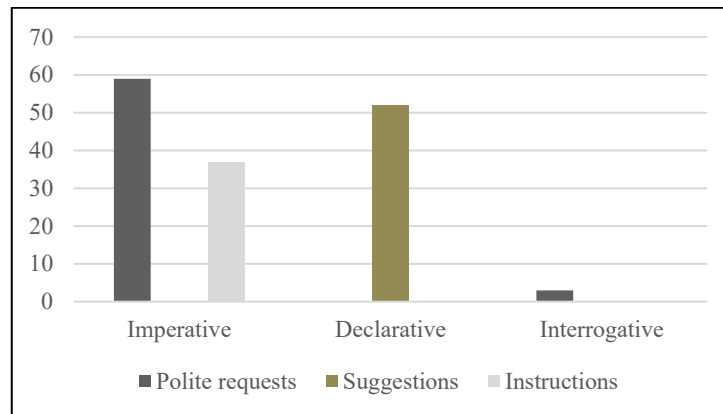
Graph 3: Correspondence between the form and function of directives

In summary, our analysis reveals significant observations regarding the form and function of directives appearing on international and UK charity organisations' websites. It can be said that forms and functions are closely intertwined, with each form serving a specific purpose in conveying certain functions to potential donors. The imperative emerges as the most frequently used form among all the forms of directives, and it predominantly functions as polite requests and instructions, with a noticeable prevalence of polite requests. Although less common than the imperative, the declarative form is still utilised frequently. In contrast to the other forms, the declarative primarily serves as a platform for suggesting courses of action. The interrogative form is the least utilised form for directives on charity organisation's websites. However, when used, it is exclusively employed for polite requests. In terms of the function of directives in fundraising discourse, polite requests outnumber both suggestions and instructions.

From my standpoint, it is a great idea to not only use one form or function within a donate section since individuals have varying communication preferences and motivations. With the aim of creating a successful charitable campaign, organisations should embrace diversity in directive forms and functions. The analysis carried out indicates that the chosen charity organisations employ this approach, ultimately improving the effectiveness of their campaigns.

Conclusion

The purpose of the present bachelor thesis was to examine and analyse directives appearing on ten international and UK charity organisations' websites. The ten charities chosen for this thesis were UNICEF UK, Alzheimer's Society, London Wildlife Trust, Mercy for Animals, Breast Cancer Now, UNHCR, Children International, Marine Conservation Society, Macmillan Cancer Support and The Donkey Sanctuary. Specifically, by examining the directives present in the sections of these websites primarily aimed at appealing to potential donors, the research sought to explore the form in which directives appear and what function they serve.

The theoretical part provided insights into the phenomena which are crucial in order to grasp the outcome of the analysis carried out in the practical part – mainly the concepts of speech act theory together with locutionary, illocutionary and perlocutionary acts, sentence types and discourse functions and the correspondence between the latter terms. Moreover, the paper specifically focused on exploring the strategies used in forming directives, including an explanation of the imperative, declarative, and interrogative forms, as well as the specific functions (such as commands, requests, invitations, prohibitions etc.) they may serve. Additionally, in order to provide an accurate analysis, it was important to take into consideration the context in which the analysed data can be found – promotional discourse and fundraising texts.

The practical part of the thesis provided an insight into the material and method used during the research. For instance, the average word count across donate sections has been found to be 306.3, with an average of 15 directives. This indicates that most charities tend to use concise and straightforward language. However, the average directives used per 100 words stands at 5.609, which indicates that organisations employ a range of strategies in their online content to solicit donations or support, with differences in the number and density of directives used. The practical part also included and applied some of the knowledge established in the theoretical part to analyse the form, including imperative, declarative, and interrogative, as well as the function of polite requests, suggestions, and instructions. It also examined the underlying linguistic aspects within the fundraising context that the forms of directives share or differ in, such as the presence or absence of the subject 'you', modal

verbs, loss or gain-framed message and other interesting features. Upon analysing the data, it became apparent that the imperative form emerged as the cornerstone of directive communication (with 96 out of 151 directives appearing in this form which accounts for 64.6%), standing as the most prevalent form in which directives appear. Within the context of fundraising discourse, imperative sentences function as polite requests (in 59 cases), allowing the addressee the option of choice without imposing an obligation, and instructions (in 37 cases), providing clear guidance often with a sense of urgency to prompt immediate action, particularly when potential donors have already decided to contribute to the charitable cause. While less pervasive, the declarative form (52 instances) also assumed significance in the realm of fundraising discourse (34.4%), serving as a vehicle solely for suggestions which offer insights into the positive impact of donation without exerting overt pressure. In contrast, the 3 examples of the interrogative form functioning exclusively as polite requests emerged as a less utilised tool in the directive communication of charities (only 2%). Furthermore, during the research on the function which directives serve, a predominance of polite requests (41.1%) over instructions (34.4%) and suggestions (24.5%) was unveiled.

By effectively using and combining imperative, declarative, and interrogative forms with the functions of polite requests, suggestions and instructions, charity organisations can significantly enhance their success rate. This multifaced approach not only respects the autonomy of potential donors but also effectively communicates the urgency and impact of their contributions, ultimately fostering greater engagement and support for charitable initiatives.

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Appendix 1

96 examples of directives in the imperative form (analysed in section 3.1.1)

Organisation	Directives
Mercy for Animals	[1]*'Light the Way to a Brighter Future'* [2]*'Click here'* [3]*'Select Your Donation Amount'* [4]*'Donate Stock with Overflow'*
The Donkey Sanctuary	[5]*'Make a difference today'* [6]*'Donate monthly'* [7]*'Donate once'* [8]*'Give relief to suffering donkeys'* [9]*'Pledge a regular gift today'* [10]*'But there is still much more to do – please give what you can today'* [11]*'While every penny is vital, please only give what you can afford'* [12]*'Donate in memory'* [13]*'Pay tribute to the life of someone special by remembering them in aid of donkeys in need'* [14]*'Make a major gift'* [15]*'Donate by community fundraising'* [16]*'Leave a gift in your will'* [17]*'Donate by cheque, post, or phone'* [18]*'To make a donation by cheque, please make your cheque payable to "The Donkey Sanctuary" and send to:'* [19]*'Please send donations to the address above'*

	[20]*'Alternatively, call our number to make a donation by phone'*
Children International	[21]*'Give a gift'* [22]*'Change a life'* [23]*'Make a charitable donation to help children in poverty'* [24]*'Give today'* [25]*'Give with confidence'* [26]*'Make a recurring gift to our mission'* [27]*'Double the impact of your gift'* [28]*'See if your company is on the list'* [29]*'Help fund one of our many programs that will transform the lives of children in poverty below'* [30]*'Give to support our mission'* [31]*'Help build a community centre'* [32]*'Invest in the future of our kids by supporting our current community centre project'* [33]*'Help provide a holiday gift for children in poverty'* [34]*'Donate'* [35]*'Donate noncash assets like stocks, crypto or DAF'* [36]*'Create meaningful change for children, families and their communities across the globe when you make a noncash gift of stock, a donation from a donor-advised fund (DAF) or cryptocurrency'* [37]*'See how to donate your noncash assets!'*

UNICEF UK	[38]*'Make a donation'* [39]*'Donate now'* [40]*'Donate...'* [41]*'...and keep a child safe'*
Macmillan Cancer Support	[42]*'Donate to Macmillan'* [43]*'Help us do whatever it takes, because we've never been needed more'* [44]*'Make a single donation'* [45]*'Set up a regular donation'* [46]*'Pay in money from your collection'* [47]*'Please visit our Ways to Donate page to find other options to suit you, such as donating over the phone, via post or from overseas'*
Breast Cancer Now	[48]*'Donate'* [49]*'Make a single donation'* [50]*'Make a regular donation'* [51]*'Pay in your fundraising'* [52]*'Donate £10'* [53]*'Donate £30'* [54]*'Donate £50'* [55]*'Choose your own amount'* [56]*'Set amount'* [57]*'Donate now'* [58]*'Play the Weekly Lottery'* [59]*'Leave a gift in your will'* [60]*'Donate in memory of a loved one'* [61]*'Donate by post or phone'* [62]*'Download our donation form and return it with payment to the address below'*

	[63] *'Please don't send cash through the post, call our number to discuss how to donate cash'*
London Wildlife Trust	[64] *'Make a one-off donation'* [65] *'Donate now'* [66] *'Join now'* [67] *'Boost your membership donation by 25% at no extra cost to you...'* [68] *'Complete gift aid form'*
Marine Conservation Society	[69] *'Make a donation to protect the ocean'* [70] *'Please make a donation today – for a healthier ocean and a healthier planet'* [71] *'Enter your own amount'* [72] *'Donate now'* [73] *'Help the ocean combat the climate crisis'*
UNHCR, The UN Refugee Agency	[74] *'Help families forced to flee'* [75] *'Choose your own amount'* [76] *'Choose your currency'* [77] *'Donate'* [78] *'Consider making a monthly donation'* [79] *'Please give what you can to help refugee families rebuild their lives'* [80] *'To set up a recurring donation, please choose the Monthly option in the form'*

Alzheimer's Society	[81] *'Donate now'*
	[82] *'Pay in fundraising'*
	[83] *'Send in money from a fundraising activity'*
	[84] *'Donate by post'*
	[85] *'Send us your cheques or postal orders'*
	[86] *'Donate by phone'*
	[87] *'Give us a call to donate by phone'*
	[88] *'Donate £12'*
	[89] *'Pay for a companion to call to someone who is feeling alone and isolated'*
	[90] *'Donate £30'*
	[91] *'Pay for two hours of expert guidance from a Dementia Adviser – providing much needed support'*
	[92] *'Donate £50'*
	[93] *'Pay for a half day of research by a PhD student, funding the breakthroughs of tomorrow'*
	[94] *'Leave a gift in your will to Alzheimer's Society'*
	[95] *'...and help end the devastation of dementia for future generations.'*
	[96] *'Visit our shop'*

Appendix 2

52 examples of directives in the declarative form (analysed in section 3.1.2)

Organisation	Directives
Mercy for Animals	[1]*'With your gift today, you can help light the way to a better world.'*
The Donkey Sanctuary	[2]*'£4 a month can help pay for bandages and dressings to ease painful wounds and sores.'* [3]*'£6 a month can help us rescue donkeys from suffering and neglect when they are most in need.'* [4]*'£10 a month can help deliver first aid kits and training to donkey owners.'* [5]*'£10 can help pay for feed packed full of essential nutrients aiding the recovery of rescued donkeys.'* [6]*'£20 can help deliver first aid kits and training to donkey owners so suffering donkeys can receive vital treatments.'* [7]*'£50 can help pay for the lifelong care of rescued donkeys, giving them safety and security for the rest of their lives.'* [8]*'But you can help.'*
Children International	[9]*'Your gift helps kids on the path out of poverty, creating a ripple effect that impacts generations.'* [10]*'From making a lasting difference in one child's life to uplifting a community of thousands, this is your chance to make the world a better place.'*

	[11] *'Your gift provides critical programs and creates hope for kids living in poverty.'* [12] *'Your investment helps more young people break the cycle of poverty through workforce development.'* [13] *'Your gift helps families with some of their most urgent needs, such as food and education expenses.'* [14] *'Your gift provides critical support for children who are waiting for sponsors.'*
UNICEF UK	[15] *'Whether you decide to make a one-off donation or pledge a monthly gift, we promise that the donation you make to us today will be used to help keep a child safe.'* [16] *'The donation you pledge today could help save a child who might otherwise have died of malaria, cholera or typhoid.'* [17] *'Whatever support you decide to give, you will be helping us to make a more child-friendly world for every child.'* [18] *'When you set up a regular donation, you become part of that long-term work to keep the world's most vulnerable children safe.'* [19] *'For example, by donating £18 monthly, you could protect 100 children against tuberculosis – for life.'* [20] *'Even a small monthly donation of £7 could help provide life-saving rehydration salts to treat 23 children.'*

	[21] *'A donation of £39 could help keep health workers protected in situations where they may be at risk.'* [22] *'If you're in the UK and would prefer to make a donation by phone, you can call our dedicated donation line.'*
Macmillan Cancer Support	[23] *'You can make a one-off donation today, as an individual or on behalf of an organisation.'* [24] *'You can make a regular donation either monthly or annually by setting up a Direct Debit.'* [25] *'You can pay in the money you have collected or fundraised as a group.'*
Breast Cancer Now	[26] *'Your donation will help to make sure the world-class research taking place in our labs and the life-changing care and support we provide to those who so desperately need it continues.'* [27] *'If we act now, we can create a future where everyone who develops breast cancer lives – and is supported to live well.'* [28] *'Your donation will help to provide support for today and hope for the future.'*
London Wildlife Trust	[29] *'Your help is needed now more than ever to protect our wildlife.'* [30] *'Every penny helps protect wildlife in our city.'* [31] *'It's through the generosity of people like you that London Wildlife Trust is able*

	to continue to give wildlife a voice, to nurture 36 reserves, and inspire people to take action for wildlife.'
	[32] *'Your donation today will go to help London's wildlife, wherever it's needed most.'*
	[33] *'If you would prefer to support London Wildlife Trust with a regular donation, you can become a member.'*
	[34] *'You can also donate by post'*
	[35] *'Alternatively you can donate by phone'*
Marine Conservation Society	[36] *'Your support will be vital to our efforts to clean up our seas, protect marine life, combat the climate crisis.'*
	[37] *'You can choose from pre-set amounts (£30, £50, £100)'*
UNHCR, The UN Refugee Agency	[38] *'One-off donation: Your gift will help assist and protect people around the world who've been forced to flee.'*
	[39] *'Monthly donations help assist more families forced to flee.'*
	[40] *'By making a regular gift to UNHCR, you can provide refugees and displaced people worldwide with ongoing relief, protection, and hope for a better future.'*
	[41] *'With your help, UNHCR, the UN Refugee Agency can give refugees what we'd want for ourselves and our loved ones.'*

	[42] *'But we can't do it without your support.'*
	[43] *'US $385 can provide a fuel-based heating appliance to help a family in Ukraine keep their home warm.'*
	[44] *'US $220 can provide a vulnerable family in Yemen with cash assistance to meet their basic needs for a month.'*
	[45] *'US $111 can provide a kit of core relief items such as blankets, jerry-can, bucket, mosquito net, and kitchen set to a family in Mozambique'*
	[46] *'By choosing to give a regular donation, you will be helping UNHCR to plan ahead and invest in long-term projects to improve the lives of the refugees.'*
	[47] *'Monthly donations allow UNHCR to respond to emergencies when a crisis occurs.'*
	[48] *'You can always update your donations by contacting our Donor Care team'*
	[49] *'Your money helps UNHCR provide protection, shelter and other forms of assistance, and advocacy on behalf of displaced and stateless people every year.'*

| Alzheimer's Society | [50]*'Your donation will get us one step closer to a world where dementia no longer devastates lives.'*
[51]*'Your donation will fund vital support and life-changing research to give help and hope to someone living with dementia.'*
[52]*'Every purchase you make helps fund our vital work.'* |

Appendix 3

3 examples of directives in the interrogative form (analysed in section 3.1.3)

Organisation	Directives
Mercy for Animals	[1]*'Will you help build this bright future?'*
Marine Conservation Society	[2]*'Will you support us?'*
Alzheimer's Society	[3]*'Will you vow to support someone with dementia today?'*

Appendix 4

Function of directives in the imperative form

Function	Directives
Polite request	[1] *'Light the Way to a Brighter Future'*
	[4] *'Donate Stock with Overflow'*
	[5] *'Make a difference today'*
	[8] *'Give relief to suffering donkeys'*
	[9] *'Pledge a regular gift today'*
	[10] *'But there is still much more to do – please give what you can today'*
	[11] *'While every penny is vital, please only give what you can afford'*
	[12] *'Donate in memory'*
	[13] *'Pay tribute to the life of someone special by remembering them in aid of donkeys in need'*
	[14] *'Make a major gift'*
	[15] *'Donate by community fundraising'*
	[16] *'Leave a gift in your will'*
	[21] *'Give a gift'*
	[22] *'Change a life'*
	[23] *'Make a charitable donation to help children in poverty'*
	[25] *'Give with confidence'*
	[26] *'Make a recurring gift to our mission'*
	[27] *'Double the impact of your gift'*
	[29] *'Help fund one of our many programs that will transform the lives of children in poverty below'*
	[30] *'Give to support our mission'*

	[31] *'Help build a community centre'* [32] *'Invest in the future of our kids by supporting our current community centre project'* [33] *'Help provide a holiday gift for children in poverty'* [35] *'Donate noncash assets like stocks, crypto or DAF'* [36] *'Create meaningful change for children, families and their communities across the globe when you make a noncash gift of stock, a donation from a donor-advised fund (DAF) or cryptocurrency'* [38] *'Make a donation'* [40] *'Donate...'* [41] *'...and keep a child safe'* [42] *'Donate to Macmillan'* [43] *'Help us do whatever it takes, because we've never been needed more'* [44] *'Make a single donation'* [45] *'Set up a regular donation'* [46] *'Pay in money from your collection'* [47] *'Please visit our Ways to Donate page to find other options to suit you, such as donating over the phone, via post or from overseas'* [48] *'Donate'* [49] *'Make a single donation'* [50] *'Make a regular donation'* [51] *'Pay in your fundraising'* [58] *'Play the Weekly Lottery'*

	[59] *'Leave a gift in your will'*
	[60] *'Donate in memory of a loved one'*
	[64] *'Make a one-off donation'*
	[66] *'Join now'*
	[67] *'Boost your membership donation by 25% at no extra cost to you...'*
	[68] *'Complete gift aid form'*
	[69] *'Make a donation to protect the ocean'*
	[70] *'Please make a donation today – for a healthier ocean and a healthier planet'*
	[73] *'Help the ocean combat the climate crisis'*
	[74] *'Help families forced to flee'*
	[78] *'Consider making a monthly donation'*
	[79] *'Please give what you can to help refugee families rebuild their lives'*
	[82] *'Pay in fundraising'*
	[83] *'Send in money from a fundraising activity'*
	[89] *'Pay for a companion to call to someone who is feeling alone and isolated'*
	[91] *'Pay for two hours of expert guidance from a Dementia Adviser – providing much needed support'*
	[93] *'Pay for a half day of research by a PhD student, funding the breakthroughs of tomorrow'*
	[94] *'Leave a gift in your will to Alzheimer's Society'*
	[95] *'...and help end the devastation of dementia for future generations.'*

	[96] *'Visit our shop'*
Instruction	[2] *'Click here'*
	[3] *'Select Your Donation Amount'*
	[6] *'Donate monthly'*
	[7] *'Donate once'*
	[17] *'Donate by cheque, post, or phone'*
	[18] *'To make a donation by cheque, please make your cheque payable to "The Donkey Sanctuary" and send to:'*
	[19] *'Please send donations to the address above'*
	[20] *'Alternatively, call our number to make a donation by phone'*
	[24] *'Give today'*
	[28] *'See if your company is on the list'*
	[34] *'Donate'*
	[37] *'See how to donate your noncash assets!'*
	[39] *'Donate now'*
	[52] *'Donate £10'*
	[53] *'Donate £30'*
	[54] *'Donate £50'*
	[55] *'Choose your own amount'*
	[56] *'Set amount'*
	[57] *'Donate now'*
	[61] *'Donate by post or phone'*
	[62] *'Download our donation form and return it with payment to the address below'*
	[63] *'Please don't send cash through the post, call our number to discuss how to donate cash'*

	[65] *'Donate now'*
	[71] *'Enter your own amount'*
	[72] *'Donate now'*
	[75] *'Choose your own amount'*
	[76] *'Choose your currency'*
	[77] *'Donate'*
	[80] *'To set up a recurring donation, please choose the Monthly option in the form'*
	[81] *'Donate now'*
	[84] *'Donate by post'*
	[85] *'Send us your cheques or postal orders'*
	[86] *'Donate by phone'*
	[87] *'Give us a call to donate by phone'*
	[88] *'Donate £12'*
	[90] *'Donate £30'*
	[92] *'Donate £50'*

Appendix 5

Function of directives in the declarative form

Function	Directives
Suggestion	[1] *'With your gift today, you can help light the way to a better world.'* [2] *'£4 a month can help pay for bandages and dressings to ease painful wounds and sores.'* [3] *'£6 a month can help us rescue donkeys from suffering and neglect when they are most in need.'* [4] *'£10 a month can help deliver first aid kits and training to donkey owners.'* [5] *'£10 can help pay for feed packed full of essential nutrients aiding the recovery of rescued donkeys.'* [6] *'£20 can help deliver first aid kits and training to donkey owners so suffering donkeys can receive vital treatments.'* [7] *'£50 can help pay for the lifelong care of rescued donkeys, giving them safety and security for the rest of their lives.'* [8] *'But you can help.'* [9] *'Your gift helps kids on the path out of poverty, creating a ripple effect that impacts generations.'* [10] *'From making a lasting difference in one child's life to uplifting a community of thousands, this is your chance to make the world a better place.'*

	[11] *'Your gift provides critical programs and creates hope for kids living in poverty.'*
	[12] *'Your investment helps more young people break the cycle of poverty through workforce development.'*
	[13] *'Your gift helps families with some of their most urgent needs, such as food and education expenses.'*
	[14] *'Your gift provides critical support for children who are waiting for sponsors.'*
	[15] *'Whether you decide to make a one-off donation or pledge a monthly gift, we promise that the donation you make to us today will be used to help keep a child safe.'*
	[16] *'The donation you pledge today could help save a child who might otherwise have died of malaria, cholera or typhoid.'*
	[17] *'Whatever support you decide to give, you will be helping us to make a more child-friendly world for every child.'*
	[18] *'When you set up a regular donation, you become part of that long-term work to keep the world's most vulnerable children safe.'*
	[19] *'For example, by donating £18 monthly, you could protect 100 children against tuberculosis – for life.'*
	[20] *'Even a small monthly donation of £7 could help provide life-saving rehydration salts to treat 23 children.'*

	[21] *'A donation of £39 could help keep health workers protected in situations where they may be at risk.'*
	[22] *'If you're in the UK and would prefer to make a donation by phone, you can call our dedicated donation line.'*
	[23] *'You can make a one-off donation today, as an individual or on behalf of an organisation.'*
	[24] *'You can make a regular donation either monthly or annually by setting up a Direct Debit.'*
	[25] *'You can pay in the money you have collected or fundraised as a group.'*
	[26] *'Your donation will help to make sure the world-class research taking place in our labs and the life-changing care and support we provide to those who so desperately need it continues.'*
	[27] *'If we act now, we can create a future where everyone who develops breast cancer lives – and is supported to live well.'*
	[28] *'Your donation will help to provide support for today and hope for the future.'*
	[29] *'Your help is needed now more than ever to protect our wildlife.'*
	[30] *'Every penny helps protect wildlife in our city.'*
	[31] *'It's through the generosity of people like you that London Wildlife Trust is able to continue to give wildlife a voice, to*

	nurture 36 reserves, and inspire people to take action for wildlife.'
	[32] 'Your donation today will go to help London's wildlife, wherever it's needed most.'
	[33] 'If you would prefer to support London Wildlife Trust with a regular donation, you can become a member.'
	[34] 'You can also donate by post'
	[35] 'Alternatively you can donate by phone'
	[36] 'Your support will be vital to our efforts to clean up our seas, protect marine life, combat the climate crisis.'
	[37] 'You can choose from pre-set amounts (£30, £50, £100)'
	[38] 'One-off donation: Your gift will help assist and protect people around the world who've been forced to flee.'
	[39] 'Monthly donations help assist more families forced to flee.'
	[40] 'By making a regular gift to UNHCR, you can provide refugees and displaced people worldwide with ongoing relief, protection, and hope for a better future.'
	[41] 'With your help, UNHCR, the UN Refugee Agency can give refugees what we'd want for ourselves and our loved ones.'
	[42] 'But we can't do it without your support.'

	[43] 'US $385 can provide a fuel-based heating appliance to help a family in Ukraine keep their home warm.'
	[44] 'US $220 can provide a vulnerable family in Yemen with cash assistance to meet their basic needs for a month.'
	[45] 'US $111 can provide a kit of core relief items such as blankets, jerry-can, bucket, mosquito net, and kitchen set to a family in Mozambique'
	[46] 'By choosing to give a regular donation, you will be helping UNHCR to plan ahead and invest in long-term projects to improve the lives of the refugees.'
	[47] 'Monthly donations allow UNHCR to respond to emergencies when a crisis occurs.'
	[48] 'You can update your donations by contacting our Donor Care team'
	[49] 'Your money helps UNHCR provide protection, shelter and other forms of assistance, and advocacy on behalf of displaced and stateless people every year.'
	[50] 'Your donation will get us one step closer to a world where dementia no longer devastates lives.'
	[51] 'Your donation will fund vital support and life-changing research to give help and hope to someone living with dementia.'
	[52] 'Every purchase you make helps fund our vital work.'

Appendix 6

Function of directives in the interrogative form

Function	Directives
Polite request	[1] *'Will you help build this bright future?'* [2] *'Will you support us?'* [3] *'Will you vow to support someone with dementia today?'*