Consider Singer’s argument. In a well-written essay, what rhetorical strategies does he use to convince you to take personal action in the fight against hunger?

The End of World Hunger by Peter Singer\*

I have a hypothetical for you. Bob is close to retirement. He has invested most of his savings in a very rare and valuable old car, a Bugatti, which he has not been able to insure. The Bugatti is his pride and joy. In addition to the pleasure he gets from driving and caring for his car, Bob knows that its rising market value means that he will always be able to sell it and live comfortably after retirement. One day when Bob is out for a drive, he parks the Bugatti near the end of a railway siding and goes for a walk up the track. As he does so, he sees that a runaway train, with no one aboard, is running down the railway track. Looking farther down the track, he sees the small figure of a child very likely to be killed by the runaway train. He can't stop the train and the child is too far away to warn of the danger, but he can throw a switch that will divert the train down the siding where his Bugatti is parked. Then nobody will be killed -- but the train will destroy his Bugatti. Thinking of his joy in owning the car and the financial security it represents, Bob decides not to throw the switch. The child is killed. For many years to come, Bob enjoys owning his Bugatti and the financial security it represents.

Bob's conduct, most of us will immediately respond, was gravely wrong. However, don’t we, too, have opportunities to save the lives of children? We can give to organizations like Unicef or Oxfam America. How much would we have to give one of these organizations to have a high probability of saving the life of a child threatened by easily preventable diseases? (I do not believe that children are more worth saving than adults, but since no one can argue that children have brought their poverty on themselves, focusing on them simplifies the issues.) The actual monetary number has actually been researched. A plausible estimate, that include the cost of raising money, administrative expenses and the cost of delivering aid where it is most needed is …. $200. Two hundred dollars in donations would help a sickly 2-year-old transform into a healthy 6-year-old — offering safe passage through childhood's most dangerous years. To show you how practical philosophical argument can be, YOU can easily donate funds by using a credit card by simply calling one of these toll-free numbers: (800) 367-5437 for Unicef; (800) 693-2687 for Oxfam America. Or donate online. Or simply care at all. The choice is yours.

Now you, too, have the information you need to save a child's life. How should you judge yourself if you don't do it? Think again about Bob and his Bugatti. Bob did not have to look into the eyes of the child he was sacrificing for his own material comfort. The child was a complete stranger to him and too far away to relate to in an intimate, personal way. Bob did not mislead the child or initiate the chain of events imperiling him. In all these respects, Bob's situation resembles that of people, like yourself, able but unwilling, potentially unlikely, to donate to overseas aid.

\* Writer, *New York Times*, September 5, 1999