

English Unit 4: Analysing Argument

Outcome 2 – Print text

Instructions

For this Outcome, you are required to analyse the use of argument(s) and language to persuade an intended audience to share the point of view expressed in a persuasive text.

- Read the background information on this page and the material on pages 2, 3 and 4, and write an analytical response to the task below.
- For the purposes of this task, the term 'language' refers to written and spoken language, and 'visuals' refers to images and graphics.

Task

Write an analysis of the ways in which argument(s), written and spoken language, and visuals are used in the material on pages 2, 3 and 4 to try to persuade the intended audience to share the point of view presented.

Background

Aevi is a commercial company managing payments in retail and banking either face to face or online. The firm operates in Europe, America, and Australia.

On September 5, 2023, a comment text was posted on the company's website which informs customers about the latest ideas for how payments can be made. It is titled 'End of an Era? Are we ready to bid farewell to cash?' It was written in the context of an increasing trend away from cash transactions. The Aevi website is open to the public.

The author of the comment text is Sarah Koch, the Director of Marketing and Communications at Aevi, promoting the company's payment services and products.

Aevi The in-person payments experts

Thought leadership

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Sarah Koch

Posted 5 Sept 2023

End of an Era? Are we ready to bid farewell to cash?

Seems like every blog out there kicks off like this. But it's not just talking. The world's in motion, especially post-COVID, and with Gen Z taking over the consumer scene, society's on the move. We're on a one-way ticket to a cashless lifestyle. And I couldn't agree more. When I walk into a store, suddenly the thought of touching cash seems so yesterday. Fear of catching some virus? Oh yes. Trying to impress your grandpa with your effortless swag [slang for 'confident appearance' – Echo editor]? Double-yes. Rocking a teeny-tiny bag where cash has no space? Absolutely yes!

Life's a whirlwind, and sometimes you're just trying to grab a quick bite from your favourite food truck while your toddler decides to perform their best moves. Moments

like these are when going cashless is pure gold. Tapping your card and being on your way – it's the ultimate convenience hack.

It's not just us, the everyday consumers, going cashless. Businesses, and even the governments are all in on this no-cash party. Why? I'm diving into the reasons, the challenges, and all the perks.

Cashless society – a definition

A cashless society eliminates physical banknotes and coins from transactions, relying solely on digital methods like credit cards, mobile payments, and online transfers. Traditional cash becomes obsolete, replaced by government-backed digital currencies. While not fully realized yet, countries like Sweden and China are moving towards this model, which promotes traceable transactions and financial inclusivity.

Perks of a cashless society

As you can see, a cashless society represents a transformative shift in the way we handle transactions, bringing with it a bunch of benefits, challenges, and concerns.

Cashless Charm – Convenience

Convenience is basically the superhero of digital transactions. I mean, you can stroll up to the counter and just swipe or tap to pay for your stuff — no mess, no stress. And the way payment processes have gotten smoother.... Embracing this convenience? No-brainer!

Making sure everyone gets a piece of the cashless cake!

Financial inclusion gets a high-five in a cashless society as electronic methods open up banking and payments to folks who were left out by traditional systems. By 2021, around 71% of adults in developing countries finally had their hands on a bank account.

In saying that, we see that almost 30% still found themselves on the outside looking in for those crucial financial products and services. That's where Fin Techs come in like heroes, offering affordable and accessible financial goodies.

Now, in the UK, about 1.3 million people (that's like 4% of the whole gang) are missing out on the banking game. The government and big financial businesses have teamed up to throw a digital payments party. The outcome: UK's Request to Pay service: you can request and make payments through digital channels like Apple Pay and Google Pay.

From crime scenes to digital streams

We've all seen those action movies where a bandit swipes a bag full of cash from an unsuspecting lady...In a cashless world, that's pure fiction. Picture this safer reality – no more worries about thieves grabbing your money. On another note: when every transaction is digitally recorded, it's a game-changer. Money laundering suddenly becomes way trickier, and the whole tax-eluding game gets a lot more challenging.

Education and awareness are key, not only in schools but also for older generations and those less familiar with finances and technology. Building necessary infrastructure, including internet access and secure payment systems is crucial.

In this evolving landscape, digitalisation, technology, and globalisation drive economic progress. Future payment services hold promise, but challenges lie ahead. Questions arise about the role of banks and whether retail payment systems will move to private hands. The state's responsibility remains important, though its role is evolving.

As we embrace a cashless future, balancing innovation and social duty will shape our success.

Better be prepared! Want to offer cashless solutions? [Click here to find out how our platform can help you.](#)

Sarah Koch is the Director of Marketing and Communications at Aevi, promoting the company's payment services and products.

This text has been abbreviated from an online comment which can be accessed at <https://aevi.com/newsroom/payments-landscape/the-cashless-society>