***Mock Paper 1: Hybrid Cars***

Through out the development of technology, humans have been able to elaborate and advance on several every-day-use products. Toyota, a car brand, has enabled technology to construct and create a new type of car which satisfies, or alters, human necessities. Both the article written by Car and Driver Magazine’and the blog entry from ‘Cool but Weird’ ,written by Katie Fehrenbacher, have similar themes yet different messages on whether or not Toyotas Hybrid cars are appropriate for the public or not by the use of stylistic devices.

Car and Driver Magazine, the publisher of the article ‘Toyta Prius V Hybrid’ sets a theme to inform the readers of the benefits and the evolution of the Hybride Car. For example, when the article describes how “The Prius refutes early powertrain-complexity and battery-life scares since more the 97% of the Priuses produced are still on the road” all the reader to gain information of the product. The audience is therefore limited to any personal experience with the car which might provide information on whether or not those facts are true, but gains such precise and accurate facts that they might be persuade to buy such superior type of automobile. The third person point of view avoids any opinion that might influence the information given upon the aim to persuade the audience by facts, statistics and concrete information, not on personal opinion. On the other hand, Katie Fehrenbacher, writer of blog entry ‘India’s $4B plan for electric hybrid vehicles” has a more personal approach to his opinions about the product. Her purpose through out the editorial is to persuade the reader to avoid buying the Hybrid Car due to valid reasons based on evidence as well as personal judgment. When the author describes how “there are at least 5 things I think you should know about this plan”, then it states how the first person allows a close relation between the audience and reader. This entails how Katie’s aim to persuade others is used by proving controversy between what the Toyota company is selling and what the buyer actually experiences with the product. Both extracts then have the aim to persuade the audience, using several stylistic devices to achieve these intentions.

Stylistic Devices are used to contribute on the distribution of the message. On the first text, the article of Car Magazine uses logos and ethos in order to persuade the readers about buying the Hybrid Cars. For example, when they describe how “The U.S. is the single largers Prius market with more than a million purchased here since 2000. The Prius outsells 30 other U.S.-market hybrids combined,” then it allows the readers to gain credibility and trust on the product. It convinces the readers that the Toyota Company has been successful before thus its new product will meet the high level standards by such high level company. The article also gives concrete and factual data in order to support their evaluation of the car when saying information such as “ Used batter packs are available from salvage yards around $500.” This allows the company to inform the reader about the information required in order to persuade them from buying the product. Such data makes the reader be well informed about the car and the genuineness of the company.

On the contrary, the stylistic devices that the blog entry for India’s $4B plan for electric hybrid vehicles on the webpage Cool but Weird, uses allows a total perspective about the car to be gained. For example, the author uses hypophoras, such as “Where are these vehicles going to come from? Probably China, if the Chinese electric car market kicks into gear any time soon.” This allows the author to catch the audiences attention and make them curious about whether or not the the Hybrid Car is a trustworthy product or not. The same question also allows the public to understand the reliability of the author. Once the authors says “…probably China”, then we can clearly understand the point of view in which the article is based in is completely personal. The bias information that is being emitted can cause huge effects on changing the readers mind about the Hybrid Cars. Another stylistic device used is metaphors. When the author describes how “If the country adds millions of vehicles plugging into the power grids, that’s going to add an even greater strain on it,” then exaggeration is used. Our conscious minds will begin thinking of the outcomes of our actions by buying the Hybrid car on a more environmental perspective rather than on pleasing our needs. Moreover, both authors successfully use the power of persuasion based on stylistic devices, causing a greater impact on the message being transmitted.

The way the article written by Car and Driver Magazine’and the blog entry from ‘Cool but Weird’ ,written by Katie Fehrenbacher, transmit the message on whether or not Toyotas Hybrid cars are appropriate for the public or not is all based on the them and stylistic devices that it chooses to transmit. Both elements cause a greater impact and influence on the communication to the author thus altering ones viewpoint.