Going Around in Circles is Safer!

Studies have proven that roundabouts are safer and more efficient than other types of intersections. (safety.fhwa.dot.gov, 2018) The use of this type of traffic control was not historically common in the United States. Despite the increasing use of roundabouts many drivers still struggle to use it. Often causing confusion and holding up traffic. As such education on using roundabouts is essential for all divers. The advert design is an attempt to implement the rhetorical appeals of logos, ethos and pathos effectively.

Referring to government research finding that say roundabouts are the safest and most efficient is an attempt to give the advert ethos. Without backing of research making such a bold statement rings hollow. It is easily dismissed as far-fetched opinion and can even be legally challenged. Backing it up with evidence is essential to make it credible.

The logical often seems the easiest to appeal to use. Modern western culture highly values calm and logical action over spontaneous and emotional impulses. Most people would like to think of themselves as logical. Clarifying reasons for roundabouts like the advantages to heavy vehicles and traffic flow appeal to logos. The layout of logical rules for going around a roundabout is a further appeal to logic. Getting the user so far to read and pay attention to that part is the goal of the entire advert.

The main graphic of the advert is a representation of the path to follow around a roundabout. A appeal to the logical and curiosity to understand. It attempts to capture attention while at the same time teaching. To achieve it full purpose it has to capture the curiosity of the audience enough to want to take a closer look and read the text.

Pathos is often a hard rhetorical appeal to achieve. Emotion is not straight forward like logic. People respond differently based on their experience. To evoke emotion the advert focuses on safety. Road accidents are traumatic and very emotional experiences. Loss of life even more so. It is difficult to appeal to this emotion associated with death without taking it too far. Many adverts on road safety have become the cause of public outcry because it was insensitive or too graphic. It is really challenging to get a feel for the correct emotional appeal.

The use of red in the advert is an attempt to appeal to emotion. Red is a color that evokes a strong emotion. It is a color associated with danger. It is often used for caution warnings. It invokes the image of blood and injury.

The advert would fit in well with other informative material at a DMV office. It would work well at a gas station too. These are places all drivers have to go. By using the rhetorical appeals of ethos, logos and pathos this advert could ease some of the frustration caused when traffic flow is blocked at a roundabout. It can reduce the confusion and anxiety of unfamiliar drivers. It might even save lives.

References

(n.d.). Retrieved February 23, 2018, from https://safety.fhwa.dot.gov/intersection/innovative/roundabouts/