Francois Botha

April 29, 2018

Project 2: Final Draft

Safety first with fire prevention



You ever wonder how you can do your part and help prevent wild fire. Not many people think of fire when they are towing or just having fun and how they can prevent a fire from starting. We will learn to understand about the safety of fire and how everyone can help in their own way. also, what can cause a fire when your towing with a vehicle or having fun.

It is applicable to locals but even more to visitors to the area that are not use to the summer dry season and the ease with which fires start that time of year. It is applicable to any vehicle operator, and anyone towing a trailer. Persons who this would be most relevant to include tourists with vacation trailers or contractors towing work equipment. Thus, it would be relevant to both working class people and those wealthy enough to take extended holidays or to tow around toys. As for

objects dragging under poorly maintained cars or tires running flat, that could affect even the poorest.

The add appeals to emotion (pathos) by saying that “only you can prevent wildfires”. It appeals to your personal responsibility and custodianship of nature. Further it appeals to the emotion of loss that you might cause others or endanger their lives and property. Would you want to be responsible for that?
It appeals to logic (logos) in describing the three ways that automobiles often start wildfires. Sparks from chains, sparks from dragging bodywork or rims from flat tires contacting the road. It makes a logical link between the motorists, trailers, cars, and wildfires. At the same time, it refers to the owners responsibility to check tire pressure, check chains, maintain vehicles, and not tow with equipment not intended for that purpose. It has the logical catch phrase “One less spark, one less fire.”. This link seems very logical.

The ethos of the avert comes from the endorsement by the forest service and the familiar character of Smokey the Bear who has become a national symbol for fire safety. Such endorsements give legitimacy and credibility to prevention campaigns. The clean simple design of the poster helps lend credibility. In 1950 a bear cup and New Mexico Forrest Rangers where caught in a wild fire. Although the rangers escaped unharmed the bear cup was badly burnt. This little bear christened Smokey became the mascot for wildfire prevention living out the remainder of its life in the National Zoo in |Washington D.C. Embodied by cartoons and mascot suits Smokey still spreads the message today.(Story of Smokey)

Talking about wheel safety and vehicle maintenance is not only a fire issue but touches on a totally different issue of vehicle safety and protecting the passengers and drivers by ensuring the vehicle is safe. It is both logical and emotional issue. On the surface it seems logical to keep your vehicle maintained and your tires new so that you do not get stuck or waste time waiting for road side assistance or have to change tires. It also goes into the emotion of protecting others and the environment. In a sense one becomes a custodian of others safety when you take to the road, would you cut corners when a responsibility like that is placed on you? Would you use substandard towing equipment that could fail because it isn’t designed and tested for that purpose. This is often true for of road and ranch equipment that was designed to ever travel at highway speeds, often using simple pin hitches. This advert really challenges you to take full responsibility for your road use and any negative affects you might have by not being compliant to road rules. It goes beyond just what is essential and legal to what is moral and ethical.

Looking at the timing of the advert (Kairos), even though the advert shows sun fading from many seasons it remains relevant to the upcoming summer. Last year saw some of the most devastating fires in Californian history making the mission of spreading awareness on the mechanisms by which wildfires start even more critical than ever. Despite all the campaigns and the actions of highway patrol pulling over vehicles that are posing a risk there are still many incidents of persons being unaware of the severe consequences of dragging a part of their vehicle or safety chains. Fires are still started every season by this.

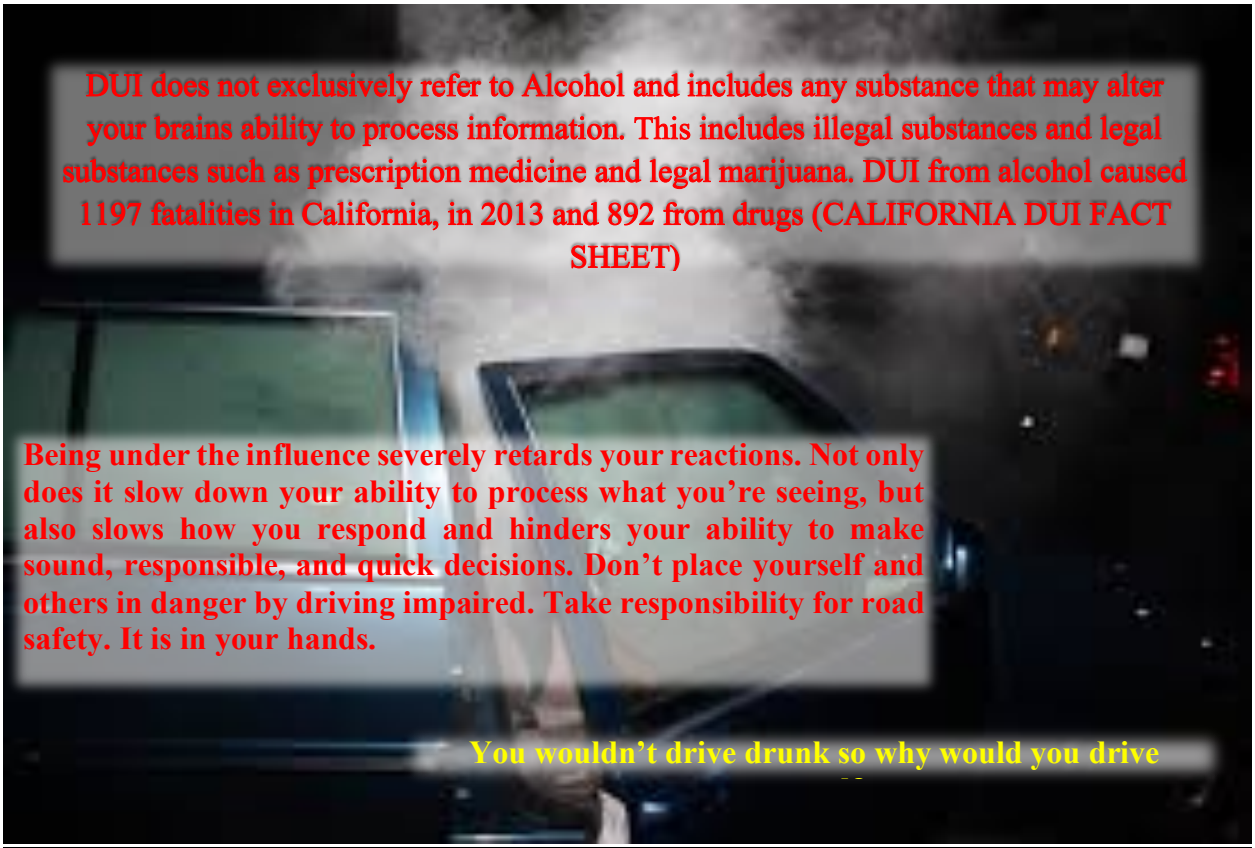
The visual of this add in a grayscale is odd in a world often over filed with color. Yet it is in a way effective sometimes to scale down for matters of a serious nature. The contrast of black and white

against all the colorful commercial adverts can often capture attention and stand out by going to the opposite of advertising convention. It appeals to the emotion to create a serious mood. It also sets a different tone for the content of the advert. It would be hard to believe that this was done as cost saving considering the high glass paper and high-resolution printing. It clearly used as a purposeful rhetorical tool. Leading the target to feel and think a certain way. it is a complex mixture of manipulating mood advert a logic that goes into a neat layout.

The layout is very logical in accompanying text with clear examples of what is expected and what equipment is expected to look like. The pictures showing the parts help drive the message home even to novices who are not necessarily familiar with towing, vehicular maintenance or tires. It is essential to the logos of the advert. The title is striking attracting attention and making a point at the same time. Appealing both to emotion and logic, sounding logical in its simple premise but also invoking awareness of self and actions. It makes immediately evident what issue is being addressed here namely sparks starting wild fires. It then transitions into telling us what the source of these are. Finally, it closes on the point that you can help prevent fires emphasizing personal responsibility. This personal note strikes to the core of pathos. Invoking a strong personal emotional connection to the issue.

This is an issue that affects more than just the motorist being address, the economical and conservation damage of wildfires is immense and affects almost all Californians. The advert places the responsibility of prevention in the hands of the motorist. It gives them the information and awakens the emotion to make them realize how critical their part in this issue is.

Part 2: Advert Rhetorical Design



Driving under the influence KILLS



For my own advert I would like to focus on the dangers of driving under the influence. There are three main substances that contribute most to this problem in California. The first being Alcohol, second prescription and legal drugs, and thirdly the new challenge of Legal recreational marijuana.

I would appeal to the emotional aspects of endangering the lives of yourself, passengers and other road users. Focusing also on the emotion associated with the loss of life.

I will appeal to the logic that it is hard to achieve even the simplest tasks under the influence never even mind operating a motor vehicle.

By referring to studies and road accident studies I would give credibility to my advert.

References

Story of Smokey. (n.d.). Retrieved April 22, 2018, from https://smokeybear.com/en/smokeys-history/story-of-smokey

CALIFORNIA DUI FACT SHEET: 2003 - 2013. (n.d.). Retrieved April 29, 2018, from https://www.dmv.ca.gov/portal/wcm/connect/a299397a-aad1-4022-a3b2-cedc548339d9/DUI_Fact_Sheet_2003-2013.pdf?MOD=AJPERES

Images

Smoke in car:

https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwi2xP_Qp-DaAhUKy2MKHVvZDC4QjRx6BAgBEAU&url=https%3A%2F%2Ffreecannabis.com%2Fthreads%2Fcanada-where-will-you-be-able-to-smoke-pot-at-home-%25E2%2580%2594-and-maybe-in-designated-establishments.208%2F&psig=AOvVaw0Ekc7YiGiK3tzRqyahAJWW&ust=1525119640184627

Beer while driving:

https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiCgI-mqODaAhUUUWMKHd4CAZAQjRx6BAgBEAU&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F318489004875380531%2F&psig=AOvVaw07P2deSW3TJ_nGR36bTu_F&ust=1525119790726083

Warning labels

https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjk4Z2uruDaAhVBxGMKHRJBAqkQjRx6BAgBEAU&url=http%3A%2F%2Fwww.medidose.com%2FPharmacyAuxiliaryLabels.aspx&psig=AOvVaw0NRaBe5rI6kzGX20LlbF_B&ust=1525121436390053