**EXAMPLE ADDED VALUE UNIT ESSAY**

**Introduction**

My comparison will be between an advert for a luxury car and a blog post about road rage. Both the texts deal with cars, but do it very differently. The advert comes from a magazine, whereas the blog post comes from a website called “Man’s Greatest Mistake”. The advert is aimed at people who can afford to buy expensive cars, and have an interest in technical matters. I know this because it contains lots of information about the car’s performance and engine. The audience is likely to be older as these are the sort of people who can afford cars. The purpose of the advert is to persuade these people to buy the car. The blog post is aimed at a more general audience, but probably people who drive and can identify with the issues raised in the text. It is written to highlight the problem of road rage, but also to entertain the reader, as it contains personal stories and some jokes. (word count: 163)

**Text One – Car Advert**

This advert is for the Pontiac Grand Prix, an expensive American car. The main ideas of this text are to give an impression of quality and style. It uses a number of techniques to persuade its reader that the car is worth buying. Firstly, it uses an interesting slogan:

“A rush, hour after hour.”

This makes us think of rush hour, which we usually associate with traffic jams. However, the writer has used a comma to change the meaning of the sentence. In this context, “rush” means a thrill. The slogan also uses repetition, which suggests the thrill will last a long time. This makes the car seem like it will be exciting to drive. It also makes the slogan catchy and memorable, which is important as the advertiser wants the reader to remember it.

The advert also uses jargon and technical language which will appeal to its target audience. Most people wouldn’t understand what “Wide Track Handling Systems” or “Formula 1 Inspired TAPshift” means, so we can tell the car is targeting people who have an interest in cars. The car’s name (“Grand Prix”) refers to motor racing, and this associates it with speed too.

The layout of the advert also helps it to persuade the audience. It uses computer graphics to show the engine, making it seem very hi-tech. The car itself is shown sitting by itself, with no other distractions. It is a silver car, making it stand out. The logo for the company and its slogan sits in the corner of the advert, but it isn’t very big so doesn’t distract from the picture of the car.

Overall, this is a very effective advert at getting across the idea of speed and quality. (word count 287)

**Text Two – Blog Post**

The second text has a very different view of cars. This blog post’s main ideas are to show why driving can actually be unpleasant and can make us angry. It uses statistics and stories from the writer’s own experience to back this up. It also uses some literary techniques to get its message across.

The writer starts with a story about his neighbour, Bob, who was very proud of his car but changed from being a nice pleasant man into an angry driver. One technique the writer uses is word choice. He shows the obsession Bob had with his car:

“He was rightly proud of his car; an immaculately kept motor that lived in its own garage every night.”

The word “immaculately” shows the car was treated with great care, as if he didn’t want a single spot of dirt on it. He also uses the word “precious” to describe Bob’s car, showing he valued it very highly.

The writer also uses imagery to show how Bob’s personality was changed once he got into his car. He changes into a “raging pit of anger and spite” and puts on his “dinosaur head”. Just as dinosaurs are considered fierce but stupid, so too did Bob seem to become angry and nasty. These metaphors are effective in showing a negative view of driving. (words 221)

**Conclusion**

Both these texts are very effective in getting their message across. The advert gives the impression of a fast and exciting car through its catchy slogan, while the blogger uses word choice and imagery effectively to show the negative effects driving has on us. I liked the first text as I think it would make me want to buy the car.

Word Count - 732