Comparative essay

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# Introduction

I will be writing about two Tesla ‘Model 3’ reviews, on two different websites. The first piece of text is called [‘New Tesla Model 3 Long Range UK review’](#_63gpr8rugor0), written by Steve Fouler on the 3rd of December 2019 on [AutoExpress.co.uk](https://www.autoexpress.co.uk/). The second piece of text is named [‘Tesla Model 3 review – an enthusiast's guide to the groundbreaking electric car’](#_63gpr8rugor0) and was written by Jordan Katsianis on the 25th of October 2019, found on [evo.co.uk](https://www.evo.co.uk/). I will focus my essay on comparing the content of the text, the titles, the author’s style of writing, who I believe to be the intended audience, and the purpose of the text.

# ‘New Tesla Model 3 Long Range UK review’

I believe the intended audience for this review is people who are looking to buy a car, more specifically a luxurious electric car. I think that it is for people buying a car due to the article reading; “Those looking for the ultimate driving experience will be best served by the Dual Motor All-Wheel Drive Performance version. Acceleration is breathtaking, with incredible off-the-line performance and effortless overtaking. There’s enough power on tap to make short work of some of the fastest performance saloons around in most everyday situations.” The purpose of this text is to convince people to buy a Tesla ‘Model 3’, The reason I think this is because the text states “Ride and handling aren’t quite up to the same awe-inspiring standards but are still very impressive. The Model 3’s steering feels quite meaty in all its modes and is accurate if not terribly communicative. The suspension feels firm but not uncomfortable, with good damping that manages to deal well with lumps and bumps. The Model 3 can’t quite match the [BMW 3 Series](https://www.autoexpress.co.uk/bmw/3-series) for ride/handling balance or outright driving fun, but it’s not too far off.”. This shows that the author’s driving experience has been enjoyable however has not matched the experience of the BMW 3 Series in terms of ride or handling.

The website review has a banner to navigate to the section of the review you wish to view.



This allowed me to view the parts of the review that I wanted to talk about in my essay with ease. The review is very detailed and this helps me understand the topic in detail, paired with my pre-existing knowledge. Additionally the writer uses statistics to show the performance of Tesla ‘Model 3’ in comparison to a petroleum vehicle. However, the author has written the article in a format that makes the text difficult to understand to someone who doesn’t know about the chemical properties of Octane (C8H18). Additionally, the author has used technical terms but has not given definitions which also makes the text more difficult to understand. Another technique that the author has used that has made the text more difficult to understand is persuasive writing. I understand that he is trying to persuade people to purchase the vehicle, however, it made the text appear more like an advertisement, rather than a review.

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# ‘Tesla Model 3 review – an enthusiast's guide to the groundbreaking electric car’

The second text that I will be talking about is ‘Tesla Model 3 review – an enthusiast's guide to the groundbreaking electric car’. The intended audience of this piece of text is also people buying a car, I know this because the review starts off by mentioning the negative aspects of the car, such as “Tesla’s mainstream push that became the most widely anticipated new car for decades. But internal politics missed deadlines, and manufacturing issues plagued Tesla, while cynics gleefully reveled in their foresight.”. The purpose of this piece of text is to inform people about the Tesla ‘Model 3’. I know this because in the title it states “an enthusiast's guide to the groundbreaking electric car”, the part of the title I am focusing on is ‘Guide’, the author is giving a guide to the car, such as how it feels to drive, what the interior is like.

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The author has stated that other EV’s use less power than a Tesla, however other EV’s use the same amount of power as a Tesla, this is due to the battery size being around about the same capacity on all EV’s due to regulations. The author also claims that ‘The seats are completely support-free and feel typically American soft and squishy’, however, another review states that [‘Upfront, the seats are supportive, well-bolstered, and comfortable.’](#_63gpr8rugor0), although it may come down to personal preference. I personally find the seats very comfortable.

# Conclusion

Overall both reviews had their positives and negatives, however, to make one perfect review, you would need both reviews. To recap, the first piece of text was named “Tesla Model 3 review” and was written by Steve Fouler. And, the second piece of text was called “Tesla Model 3 review – an enthusiast's guide to the groundbreaking electric car” and was written by Jordan Katsianis. Both texts helped me understand different aspects of the topic, however, I feel that neither texts provided enough information for me to fully understand the topic from just one review. I feel that the “Tesla Model 3 review” on AutoExpress.co.uk was the best review out of the two, as it was more detailed and had better content, it was also focused on the positives but still gave the negative sides to the vehicle. While the positive sides of both reviews are great, it is always just as good to know what the negative sides of a vehicle or product are. If it weren’t for pre-existing knowledge of Tesla and their ‘Model 3’ vehicle and my chemical knowledge, parts of these reviews may have been harder to understand and may not be as appealing to the average consumer. As with all cars a lot of research should be done prior to purchase, if you decide the Tesla Model 3 is the correct car for you, it’s advanced technological features are appealing and it’s price tag for what you are getting is satisfactory. The car gets constant software updates, is healthy for the environment, paired with the multiple driver profiles to adjust seat, steering wheel positions, settings and services automatically based on the driver and every aspect of the car can be controlled with the app on your mobile device; all of these features make the Tesla Model 3 a great car, but you need to decide what colour and what motor(s) you want, impressively the car can reach from 0-60 mph in just 3.1 seconds, and the battery can last up to 352 miles, all this paired with a top speed of 162 mph makes the Tesla Model 3 a perfect car for any speed freak.

# Bibliography

“Tesla Model 3 review” - <https://www.autoexpress.co.uk/tesla/model-3>

New Tesla Model 3 Long Range UK review’ - <https://www.autoexpress.co.uk/tesla/model-3>

‘Upfront, the seats are supportive, well-bolstered, and comfortable.’ - <https://cars.usnews.com/cars-trucks/tesla/model-3/interior>