

Project One: Rhetorically Analysis on Tesla

Diego Hinojosa

Department of Computer System Technology: Kansas State University Salina

Technical Writing

Dr. Barrett-Fox

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The company that I will be analyzing is a company that has come out of nowhere in the past decade and revolutionized its industry. Their competitors have spent billions of dollars trying to compete with them; some have small successes, but others are failing to compete. The company that I am talking about is Tesla. People may know Tesla for their electric cars, but they are more than just selling cars to everyday people. They also sell solar panels and battery packs to people and businesses to have a sustainable energy source.

When we talk about Tesla's audience, they do not want a combustion engine because it hurts the environment; instead, they want to drive a car that reduces carbon dioxide in the atmosphere. Also, it produces solar planes for customers so they can also reduce carbon dioxide in their homes. Businesses that are trying to be green in the future would produce batteries for them to store energy, so the businesses would rely less on the power grid to support their energy source. Bitzer (1968) states that an audience is "Since rhetorical discourse produces change by influencing the decision and action of persons who function as mediators of change." Tesla is telling their audience that they are the best company for you and the world to achieve zero emissions as it stated on their website that it avoided 20.4 million metric tons of carbon emission in 2023. This statistic is very important to Tesla as they show how committed they are to making an environmentally friendly car and energy.

Based on the importance of the statistic, this is an exigence point for Tesla. Bitzer(1968) states that exigence is "an imperfection marked by urgency"(p.6). On the website when they talk about shifting humanity away from fossil fuels and taking it to an extreme scale. It shows how important it is for Tesla to strive away from fossil fuels and try to include everybody in the mission, from their products, people, and supply chains. Although Tesla is a very successful company, it has gone through their rough patches.

Every company will experience some level of constraints throughout their lifetime. Bitzer (1968) states that constraints are “made up of persons, events, objects, and relations which are parts of the situation because they have the power to constrain decision and action needed to modify the exigence” (p.8). Their constraints could be external forces. Some keywords show they could struggle, like shift, accelerating, or challenges. While these words seem like just words, they have a completely different meaning. This is saying that Tesla is trying to make sure the world can transition to great sustainable energy, but that could mean limited by technology. Each year, they report the impact they have on the environment, and during that time, they show their progress on how they have done. This is great, but at the same time, there could be a point where they can not complete their mission because of a challenge that deals with the limited technology that they could have access to.

Tesla is trying their best to create a much greener planet to live on; there is no secret when we put on a rhetorical lens that Tesla might convince everyone to switch to electric vehicles by their audience and exigence. While at the same time taking their constraints away.

Reference

“About Us.” *Tesla*, www.tesla.com/about. Accessed 10 Feb. 2025.

Bitzer, L. F. (1968). The Rhetorical Situation. 1-14.