

Paper 1 Practice: Benefits of cycling

Organisations frequently use infographics to advertise a common goal through persuading ~~persuade~~ the reader to change. The infographic, "The Benefits of Cycling," was ~~written~~ made by the Atlanta & Bicycle Coalition, a non-profit organisation located in Atlanta, Georgia, USA, which encourages the use of bicycles. Their goal is to encourage wide-scale change in the community, where more people will preference riding a bicycle.

Their secondary purpose is to build a larger community within their non-profit organisation by building traction with the general population. The target audience for whom these purposes are aimed is primarily anybody in the general community, "a diverse."

group; however there ~~are~~ is evidence to show that it is targeted primarily at the working American. The author achieves their purpose by presenting logic and statistics in a clear structure. Furthermore, persuasive language calls the reader to action, while various stylistic features of the infographic are crucial in retaining the ~~reader~~ reader.

Authors of infographics use logos to appeal to the reader through a clear and orderly structure of information. The infographic has been clearly divided into eight separate sections, separated by dashed white lines as to encourage the reader to continue reading. While the images and icons present in each

Sub-section may not add to the statistical information, when working in tandem with the textual component, they have the ability to emphasise at a point. For example, the pie-chart used alongside the

statistic, "47% of Americans

workers say...." emphasises the information

conveyed in a way which the 47%

feels ~~it is more than what it is really~~

Similarly, when the author includes "the

average person will lose 13 LBS in their

first year of riding to work," thirteen individual

"1" masses are shown. This simple

mathematics has great influence on the

reader's sense of logos, and the way in

which they perceive perceive the information.

A similar trend can be seen where three bicycles equate to a single car. The repetition of this nuanced, yet crucial technique, plays a large role in successfully conveying \$ appealing to the reader's logos. In addition to this structural element of the infographic, ^{the author} uses large text and the colour green to emphasise important points and make them stand out. It is likely that these techniques will make the perception of information by the reader seem more orderly and structured, meaning that the reader will be left with only the important pieces of knowledge. Finally, citations and sources are used throughout the text which often connote the credible retrieval of information through ethos, which

subsequently will appeal to the reader's sense of logic. Hence, infographics must use a clear defined structure of information to be able to convey information well to the reader.

Often, authors must embed persuasive language in their infographics as to actively call the reader to action. Within the body of text at the top of the infographic, the author persistently uses inclusive language through the repetition of "us". When used in conjunction with anaphora, in that the sentences each start with "some of us", the impact on the reader is significant. The reader will not only feel more persuaded to use bicycles, but ~~they~~ they will feel

more included within the non-profit organisation, thus helping achieve both purposes. In addition, the paragraph begins with "cyclists are a diverse group." Beginning ~~a~~ the infographic ~~has~~ ~~with~~ with this seemingly factual statement has a profound impact on the reader's sense of belonging. ~~which~~ The use of a logo to the right hand side of the infographic also builds a deeper connection with the reader, and uses ethos to build a trusting and credible relationship with the reader. This is also because logos are often ~~to~~ well recognised within local communities and groups, which is especially more important with the "Atlanta Bicycle Coalition". Furthermore, throughout the remainder of the text, persuasion is achieved less through direct call's to action, but rather

Subtleties ~~in~~^{with} the logical presentation of

information in an aim of persuasion. ~~For~~

This can be seen with the repeated use

of "Americans" and "U.S." which builds a

sense of nationalism and pride for the American

reader; the target audience. This likely has

a profound impact in persuading the reader

to change, in order to continue being American.

~~For~~ Finally, persuasion is embedded in the

text, through ethos ~~in~~ in lines such as "Studies

have shown," which is ~~an~~ an ~~steps~~ introduction

to a logical fact. Similarly to the ~~affirmation~~

the aforementioned ethos in citations, this has the

ability to persuade the reader into trusting

the author and ~~therefore~~ therefore ~~achieve~~

achieve both ~~pur~~ purposes. Persuasive techniques

are, therefore, integrated in efficiently conveying ideas and facts to the reader in order to encourage change.

~~Informational~~ Informational graphics must use their and structural "stylistic" features to ensure that the reader is effectively educated on the purpose. In the case of the infographic, tone is crucial in building a relationship with the reader. There is a clear balance of both formal and ~~mild~~ mild informal tone throughout the text, as to ensure the reader is ~~persuaded~~ persuaded, but also included within the text. For example, the ~~tag~~ section in the bottom-left of the infographic uses pure information to scientifically educate the reader through ~~is~~ phrases like "cycling produces the balance between exertion and relaxation" ~~with~~. In this

case, high modal language can be important to convey a credible and formal authorial voice, ~~to~~ which the reader can trust to convey information. Additionally to this, information segmentation in the subheadings like "~~HOME~~" "BALANCE" and "HEART" are important in further conveying objective true factual information. Importantly, it also follows a clear structure which is easy to follow ~~to~~ which adds onto the impact of high modality within the text. In contrast to this, lower modality is ~~to~~ embedded within the introductory paragraph through words like "some" and "all-round activities." The more frequent use of colloquial language contrasts ~~well~~ well with the high modality.

in other sections of the text as to create a more relaxed tone in which the author creates a feeling of deeper connection with the reader. In this way, the reader will feel ~~more~~ more like they are part of the group, hence on achieving the primary and secondary purposes. An additional stylistic feature of the text is information segmentation. For example, the phrase "On a round trip of ten miles, cyclists save around \$10.00 a day" is shortened into ten separate ~~at~~ rows, each with a dollar ~~seg~~ bill on them. This parallel between the text and the graphics not only ~~but~~ builds a humorous tone, but also appeals to the readers' logos ~~as~~ as it is an engaging stylistic choice. The sentence segmentation further aids the text by making the sentence stand out,

as truncated sentences slow down the reading pace. This way, a key statistic which

appeals to the middle class worker, money,

is made to stand out. This technique is

further explored in sentences like "cycling".

walking projects," "create 11-14 jobs," "per.

\$1 million spent." Again, the author is shortening

"sentence" segments, and using capitalisation

as a stylistic feature, to easily appeal to the

target audience, and create a logical and

persuasive format. Finally, description

is used frequently to convey information in an

efficient manner. For example, the parenthetical

parenthetical presentation of numbers "(14.9

million)" and "4.6 million", ~~are~~ are key

stylistic features of the text as they

fulfill the purpose of being informational. The parenthesis help add statistics to a sentence without complicating it. This way, the reader feels more informed, yet the text has maintained its easy-to-read style which helps in achieving both purposes. Therefore, it becomes clear that style and tone within infographics are key in informing the reader.

~~To conclude, the~~

To conclude, the author has been able to conveniently ~~persuade~~ and subtly persuade the reader to change. The clear presentation of logic and statistics, & combined with ~~the~~ the persuasive language throughout the text ~~play~~ play a crucial role in persuading the reader to cycle and become a part of the community. ~~Further~~ Furthermore,

the abundant use of style and structure within
the text ~~can~~ further ~~can~~ enhance the
message perceived by the reader.