

PAPER 1: TAIWAN KOM CHALLENGE

Travel writing is a medium often used by authors to educate readers through sharing personal stories. The travel writing piece, written by Daniel Carruthers on the Cyclingtips website outlines his experience completing a grueling cycling challenge in Taiwan. From both both the name and type of website on which this travel writing blog has been posted, it can be deduced that the blog was written for already enthused cyclists, and potentially encourage them to take on new challenges. A secondary more implicit purpose of this text is likely to encourage readers to subscribe to the online Cyclingtips membership service. ~~For~~ Carruthers achieves such purposes by building

a relationship between himself and the reader through the travel writing medium. In addition to that, the image as well as the descriptive imagery within the text plays, no doubt, a role in engaging the reader with both aforementioned purposes. Finally, the tone conveyed throughout the piece, which is largely influenced by authorial voice and diction, influences to the extent to which the reader may be called to action to both compete in such challenges, and subscribe to the online service.

The relationship between the author and reader is carefully developed throughout travel writing pieces to build trust. Carruthers begins the textual component with a personal anecdote, using the phrase "I had heard

of," as if he is attempting to build his relationship with the reader. The use of personal pronouns, which is common in travel writing, builds on ethos as a bond between the author and reader is formed. It also plays a major role in reader retention as the reader will feel captivated by the description of the author. This is supported by the use of words like "ascent to the clouds and beyond," with positive connotations, often conveying a deeper meaning. In the case of this text, these words will not only begin to influence the reader to take on difficult challenges, but also convince them to continue reading. The personal anecdotes and pronouns are emphasised throughout the

remainder of the first paragraph, and the remainder

of the text. Another technique used well

by Carruthers is the use of indirect calls

to action, such as the final sentence, "every keen cyclist has gotten excited ... has gripped their imagination". Again, the continual and

persistent use of positively connotated and

emotional words captivates the reader, and

creates a mutual understanding between the

author and reader. Largely, Largely, this

will inspire the reader to take on such

challenges themselves. It also leads into the

secondary purpose, as the reader will be

left with excitement and contempt. The ^{"BECOME A MEMBER"} ~~MEMBER~~

~~GO MEMBER~~ button which is positioned

in the header is placed in a way in which

it advertises exclusivity. The use of small text

and the blending in with other headers means that the website advertises likely advertises the passion of cycling over the less philanthropic subscription / membership service.

This will, however, attract more readers as they feel ethically inclined to do so. ~~through a pos~~ 35

Therefore, the implicit placing of the membership button, combined with the positive emotion built by the author-reader relationship

is empirical in attracting ~~but~~ enthusiastic cyclists onto the platform. The fun, enthusiastic culture built through this, is likely what will

help the author use their personal relationship with the reader to convince them to take on a challenge.

The effectiveness ~~that~~ a travel writing blog may have in influencing the reader is highly dependent on the ~~use~~ use of images and descriptive imagery. Travel writing ~~piece~~ texts such as Carruther's are embedded with detail and vivid images which are conveyed to the reader. This is done from the outset, where the reader is greeted with a large, attention-grabbing image of the Taiwan mountain range. Similarly to with the purpose of the opening personal anecdote, this image will enthuse the reader as they are left wanting more. While the image is, indeed, of a stunning landscape, the reader is left wanting a description, and importantly they are left wanting to experience it for themselves. As they begin reading the

text, the image is enforced by powerful, descriptive adjectives such as the "epic" climb, and "fantastically" beautiful. These adjectives are no exception from the vivid descriptive imagery seen experienced throughout the entire text. While these examples are focused on visuals, ~~and~~ all other senses are also indulged as the author attempts to convey overwhelmingly positive emotion to the reader. For example, the metaphor used to describe the mountain on line 6 is "blood-stained beast". This metaphor conveys feelings of tiredness and sweat, while also conveying accomplishment and lust to take on this challenge challenge yourself.

This is a contributing factor to the

way in which the primary purpose is achieved. Another key aspect of this text is the logos achieved through appealing to the target audience by using ~~st~~ clusters of statistics and facts. For example, Carruthers uses a plethora of detailed statistics from his garmin watch such as the "3500m" ascent ^{and the} "impossible gradients of 27%" and "the last 13km". It is likely that the average ~~enthusiast~~ enthusiastic cyclist will be excited by these stastics, despite the challenging mountain climb that they describe. As such, the blog appeals well to the target audience. The primary purpose is also amplified by the use of logos, in that Carruthers is now characterised as a reputable member of the

cycling community. Therefore, it is clear that the images, and the descriptive imagery that follows works in tandem to encourage the reader to continue reading and take on the cycling challenge.

Authorial voice, and the tone it portrays in a travel writing blog ~~can~~, if implemented correctly, have substantial impact on the way in which ~~receives~~ the content is perceived. Although demonstrated throughout almost the entire text, low modal language manifests itself in phrases like "the pack just surged forward." Colloquial language is used in this case to convey a conversational authorial voice. This way, the reader feels comfortable and more receptive to what is being said to

them. Subsequently, this fulfills the primary purpose of this text as the reader is more receptive to the idea of undertaking such challenges.

Like was discussed in the first body paragraph, this language also builds ethos which may encourage the reader to become a member and fulfil the secondary purpose. All in all, it can be said that colloquial language is a core component of many travel writing pieces. Furthermore, the exclamatory punctuation such as "it should be on every cyclist's bucket list!". On line 16 it further emphasises the exciting and engaging authorial tone that manifests throughout the text. Combined with the implicit call to action in the third person, this phrase holds immense persuasion

persuasion power, further contributing to the primary purpose: to take on the challenge. Building onto this, a nuanced choice of diction is used in lines 30-40, as the author appeals to the target audience.

While sentences such as "dishing out the punishment again," may seem to have negative connotations to ~~a~~ a non-cyclist, an ~~cycli~~ enthusiastic cyclist will perceive

Such ~~statem~~ statements with a positive ~~emotion~~

response. This is because, rather than having negative connotations, such a choice of words symbolises a challenge, which embodies the author's primary purpose.

Additionally, this will build more trust between the reader and author, ~~and~~ hence

building on the aforementioned exclusive member community on the platform. Hence, authorial voice is key in appropriately conveying a specific tone in a travel writing piece.

In his travel writing blog about cycling challenges, Carruthers uses the medium to challenge the reader to take on a similar challenge. He also implicitly attempts to build an online community through which cyclists can be convinced to ~~join~~ become a member. This was done through an intelligent choice of description, in both the image and the text, as well as ~~the~~ various techniques used in building a positive relationship between the author and the reader.