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Engl 250H

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Slogans:

1. War is Peace
2. Do a Good Turn Daily
3. Make Love not War
4. Stay the Course
5. Power to the People

Hidden Layers in “Cars:”

* Brown assumes obesity is not what people want
* Brown pushes a conservative ideology on his readers.
* Brown values a walkable, more friendly society
* Brown believes that people value money over ideas and issues
* He believes the traditions of the past are greater, for the most part, than the convenience of now

Hidden Layers in “Disconnected:”

* Smith assumes that her audience will recognize that society is being overrun by technology
* She also values face to face communication over technology advances
* Her underlying ideology is that companies are inherently evil
* Smith believes that humans are a social people