

Style documentation

The blog is created with a modern feel to appeal to casual audiences. It pairs charts with down to earth explanations. The blog presents the topic of the safety misconception as well as the subtitle Fear Mongering Vs Data. This is to point out the blog's central argument. The feeling of unease towards air travel is due to fear mongering and the blog will debunk this on a factual basis. After presenting the question "Is it actually dangerous to travel by airplane or is this just another click bait strategy?", the blog moves to reinforce its argument with clearly presented charts. Then the blog provides a text blurb shortly describing the conclusions from the charts. The summary of the information is: injuries and fatalities occur more frequently when traveling by motor vehicle. As well as: travel by airplane has gained popularity and support at a greater rate recently whereas motor vehicle travel has remained constant.

The blog summates the argument in the conclusion portion. In the data shown traveling by plane is safer than traveling by motor vehicle. Air travel has become increasingly popular. Therefore, we can only conclude that the increase in skepticism of the safety of air travel is fear mongering. The blog then presents its call to action and proposed solution. That is to simply include a safety fact or reminder before a plane takes off. The best way to correct a misunderstanding is by word of mouth. By imparting this fact before takeoff, it allows the perception of safety to be planted into the minds of passengers. Over time this will take route and become a forgone conclusion.

This tactic may seem underhanded or deceptive to some. However, I would argue that this is simply a mirror of the tactic that the media is using. In addition, it is not deceptive because it is the truth. This is just our platform to disseminate it.

Blog Link: <https://mscanlan59.wixsite.com/dsc640t3>