EGC-5377

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ASSIGNMENT NO 2

The article in hand is purposed to spread awareness regarding the use of oranges for biogas in the country of Spain. Being a solely informative piece of writing, its message is delivered precisely and accurately. Starting off with statistics, the idea and motive is defined from the get-go.

Data like “48,000 orange trees”,”73,000 residents” are a few of the several bits of information used throughout the article to aid the message itself. The writer also highlights the text “35 tons of bitter orange” to add emphasis to the statement and catch the reader’s attention. This also adds to the severity of the situation portraying how large-scale the product shall be.

To add to these endeavors of grasping the reader’s attention, the writer uses short concise paragraphs in a way that’s easy to comprehend, not too over-burdening and also summarized yet detailed enough to give power to the article. The reading is made easier by the use of simple English making the article more accessible for a wider audience. The wording used also matches the reason and purpose of the article itself. Jargons and technical terms are used throughout like “co-digestion” and “renewable” giving weight to how the writer is well informed about the topic and therefor making the article more reliable to access for further use.

Quotes, something that further adds importance to the article’s authenticity. “This project will help us to reach our targets for reducing emissions, energy self-sufficiency and the circular economy”; a quote by Juan Espadas Cejas, the mayor of Seville. Such phrases that are used by higher powers in the city that experience the progress first-hand ends up adding so much more to the authenticity of the article making the message ever so reliable.

The tone used throughout is an optimistic one, the positivity and hopefulness backed by the statistics creates this vivid picture of a utopia that both the writer and reader would dream of. It outlines the potential in the said project and its chances of fruition. Although no emotions or feelings are acknowledged, the optimism of the writer’s tone makes the message incredibly powerful.

In conclusion, it’s a well formatted article that uses facts and stats as the engine to the vehicle that is the message. A positive approach and short but informative paras backed by quotes from people that experience the phenomena first-hand, the purpose is highlighted impressively. All of this adding to the fact that the reader’s attention isn’t lost and the information is engrained in their minds.