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SHIFT IN BUSINESS DISCOURSE: FROM TECHNICAL LANGUAGE TO PROMOTIONAL PROPAGANDA IN THE CASE OF THE ELECTRIC VEHICLE

MA Final Thesis in English and Another Foreign (German / French) Language and Business Communication

Student Deividas Daukintis

Academic advisor Doc. Dr. Liolita Bernotienė

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VERSLO DISKURSO KAITA: NUO KALBOS APIE TECHNIKĄ IKI REKLAMINĖS ELEKTROMOBILIO PROPAGANDOS

Baigiamasis Anglų ir kitos užsienio (vokiečių k. / prancūzų k.) kalbos ir verslo komunikacijos magistro darbas

Studentas Deividas Daukintis

Darbo vadovas Doc. Dr. Liolita Bernotienė

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SUMMARY

Daukintis, D. *Shift in Business Discourse: from Technical Language to Promotional Propaganda in the Case of the Electric Vehicle*. MA Final Thesis in English and Another Foreign (German / French) Language and Business Communication. Academic advisor Doc. Dr. L. Bernotienė. Klaipėda University: Klaipėda, 2020 – 65 p.

Keywords: automobile, electric vehicle, communication, advertising, TV commercial.

Theme relevance: The electric vehicle has been introduced as a panacea to the persisting environmental issues. To promote such transportation, advertisers have employed bold statements and included impressive statistical figures. However, sceptically inclined individuals have revealed facts, which contradict the statements of the advertisers. Therefore, concerns have been elicited that the manufacturers may potentially employ promotional propaganda to conceal the negative aspects of the electric vehicle.

Purpose: The purpose of this paper is to investigate the terminology of the electric vehicle, the advertising strategies employed to promote the cleaner automotive alternative as well as to show whether advertisers utilise promotional propaganda to conceal the negative aspects of the electric vehicle.

Methods:

1. The non-experimental and descriptive methods are used to explore the significance of the automobile to the society as well as the effects of automobile advertising on consumers.
2. The analytical method is used to analyse the historical development of automobile terminology and its changes with the emergence of the electric vehicle.
3. The classification method is used to classify recent word derivatives and meaning coinages related to the electric vehicle in accordance with the strategies of neologism creation.
4. The analytical method is used to distinguish different advertising strategies employed to promote the transition from the conventional automobile to the electric vehicle.
5. The methods of logic and deduction are used to deduce whether manufacturers utilise promotional propaganda to conceal the negative underlying facts in the case of the electric vehicle.

Results and conclusions:

1. The exploration of the significance of the automobile to the society as well as the effects of automobile advertising on consumers has showed a historically continuing reliance on personal transportation, which dates back to the nineteenth century, as automobiles have become the epitome of convenience.
2. The analysis of the historical development of automobile terminology and its changes with the emergence of the electric vehicle has revealed a continuous development of the automotive discourse, which was formed concurrently with the patenting of the first automobiles.

3. The classification of recent word derivatives and meaning coinages related to the electric vehicle in accordance with the strategies of neologism creation has revealed the tendencies in the formation of new word pairs and meanings in the case of the electric vehicle.
4. The distinction of different advertising strategies employed to promote the transition from the conventional automobile to the electric vehicle has identified a multitude of rhetorical, linguistic and multimodal measures employed to convey an environmentally conscious message to the audience.
5. The deduction of whether manufacturers utilise promotional propaganda to conceal the negative underlying facts in the case of the electric vehicle has revealed a sufficient amount of reasonable evidence to support the idea of the electric vehicle as a cleaner alternative to the conventional automobile.

SANTRAUKA

Daukintis, D. *Verslo diskurso kaita: nuo kalbos apie techniką iki reklaminės elektromobilio propagandos*. Baigiamasis Anglų ir kitos užsienio (vokiečių k. / prancūzų k.) kalbos ir verslo komunikacijos magistro darbas. Darbo vadovė: Doc. Dr. L. Bernotienė, Klaipėdos Universitetas: Klaipėda, 2020 – 65 p.

Raktažodžiai: automobilis, elektromobilis, komunikacija, reklama, TV reklama.

Temos aktualumas: Elektromobilis buvo pristatytas kaip panacėja besitęsiančioms aplinkos problemoms. Siekdami skatinti tokį transportą, reklamuotojai pasitelkė drąsius pareiškimus bei įspūdingus statistinius duomenis. Tačiau skeptiškai nusiteikę asmenys paviešino faktus, kurie prieštarauja reklamuotojų teigianiams. Todėl kilo įtarimų, kad gamintojai galimai pasitelkia reklaminę propaganda, kad nuslėptų neigiamus elektromobilio aspektus.

Tikslas: Šio darbo tikslas yra paanalizuoti su elektromobiliu susijusią terminologiją, reklamos strategijas, kuriomis siekiama skatinti ekologiškesnę alternatyvą įprastiems automobiliams, taip pat nustatyti, ar reklamuotojai pasitelkia reklaminę propaganda, kad nuslėptų neigiamus elektromobilio aspektus.

Metodai:

1. Neeksperimentinis ir aprašomasis metodai naudojami tiriant automobilio reikšmę visuomenei, taip pat automobilių reklamos poveikį vartotojams.
2. Analitinis metodas naudojamas analizuoti istorinę automobilių terminologijos raidą ir jos pokyčius atsiradus elektromobiliui.
3. Klasifikavimo metodas naudojamas klasifikuoti naujausius su elektromobiliu susijusius žodžių bei naujų reikšmių darinius remiantis neologizmų kūrimo strategijomis.
4. Analitinis metodas naudojamas nustatyti reklamos strategijas, naudojamas perėjimui nuo įprastų automobilių prie elektromobilių skatinti.
5. Loginis ir dedukcinis metodai naudojami siekiant išsiaiškinti, ar gamintojai pasitelkia reklaminę propaganda, kad nuslėptų neigiamus elektromobilio aspektus.

Rezultatai ir išvados:

1. Automobilių reikšmės visuomenei bei automobilių reklamos poveikio vartotojams tyrimas nustatė istoriškai besitęsiantį kliovimąsį asmeniniu transportu, prasidėjusiu XIX a., kuris tapo patogumo simboliu.
2. Istorinės automobilių terminijos raidos ir jos pokyčių atsiradus elektromobiliui analizė atskleidė besitęsiantį automobilių diskurso vystymąsį, kuris kartu buvo suformuotas patentuojant pirmuosius automobilius.

3. Naujausių su elektromobiliu susijusių žodžių bei reikšmių darinių klasifikavimas pagal neologizmų kūrimo strategijas nustatė naujų su elektromobiliu susijusių žodžių bei naujų reikšmių kūrimo tendencijas.
4. Reklamos strategijų, naudojamų perėjimui nuo įprastų automobilių prie elektromobilių skatinti, identifikavimas nustatė daugybę retorinių, kalbinių bei multimodalinių priemonių, kuriomis siekiama vystyti publikos ekologinį sąmoningumą.
5. Galimybės, kad gamintojai pasitelkia reklaminę propaganda, kad nuslėptų neigiamus elektromobilių aspektus, dedukcija atskleidė pakankamą kiekį pagrįstų įrodymų, pagrindžiančių elektromobilio, kaip švaresnės alternatyvos įprastam automobiliui, idėją.

CONTENTS

INTRODUCTION

The automobile has evidently become one of the most predominant products in the business globally. Its unrivalled convenience, attractive looks, and the sheer amount of accessories and features have become the key selling points for the consumers. However, the automobile has not only served a practical function over the years; it once had started the development of the automotive discourse, which has evolved through a set of historical stages and formed the purchasing habits of the consumers. Evidently, the advent of the first consumer-oriented automobile in the late nineteenth century led to the formation of a new business branch, which initialized the formation of its own distinct discourse. Naturally, new terminology was a significant constituent to the formation of the new discourse, as unheard terms of concepts and tangible items have had to be coined. Moreover, the automobile itself was considered a novelty amongst a society heavily reliant on horsepower; therefore, new advertising strategies have had to be developed to promote the new product. At first, automotive advertisements were primitive, which purely served an informative communicative function. However, as the automobiles evolved, so did the terminology and the advertisements. In accordance with the tendencies of the times, the advertisers had soon started to employ extravagant emotive photographs, slogans and phrases that emphasized patriotism and changes to a stale lifestyle as well as several rhetorical measures whose communicative function was mainly persuasion. In fact, the advertisers evolved along with the automobiles, which resulted in the automobile advertising having soon become a separate business in itself. Interestingly, the automotive business discourse, which includes both the terminology and the advertising specifically, was a case of steady development, as the fundamental philosophy behind the automobile has not changed radically since the introduction of the first engine-powered horse carriage. However, major changes in the automotive discourse, which shall be analysed in this paper, have started to emerge in the late twentieth century with the introduction of the electric vehicle in the wake of the increasingly rising environmental concerns.

Curiously, the electric vehicle, which revolutionised the automotive discourse, was far less desirable before the environmental concerns became apparent, as people previously had a different attitude towards automobiles powered with conventional fuels. Since the first general public-oriented vehicles started rolling off the conveyor belts in the early twentieth century, people acknowledged the benefits of a motor vehicle, which were its speed, luxury, and the significantly improved convenience aspect, which was far superior in comparison to the old-fashioned horse carriage. The first automobile to leave a major footprint in the industry was produced by the Ford Motor Company, which was led by its founder Henry Ford. The company announced their first motor vehicle in 1908, named the Model T, which was reasonably priced for a reason – to make engine-powered transport affordable to everybody. As a result, the Model T became the first mass-produced automobile with

fifteen million units built by 1927 (Harris, 2012, 30). As of then, owning an automobile became a common trend across multiple social stratums, yet now people had started demanding more than a primitive vehicle based on a horse carriage. Therefore, manufacturers took notice and in the first half of the twentieth century, the American automobile manufacturers such as Chevrolet, Buick, and Cadillac capitalized from the idea of building posh-looking, luxurious "boats" equipped with rumbling V8 engines. Consumers' attitude towards driving and owning an automobile meant that by the 1950s, there were approximately forty million cars registered in the United States alone. On the one hand, it meant that the automobile had become accessible to everybody, on the other hand, with so many gas-guzzlers burning fuel, some cities were soon heavily polluted with thick smog blocking the sunrays.

The reason for heavy air pollution was the inefficiency of the engines and the lack of technological innovations. Additionally, fuels back in the day contained toxic elements such as lead and sulphur, which provoked drastic changes in air quality as well as an increase in health issues. According to Belden, several hundred deaths was the consequence of heavy smog that occurred in London and New York, which sparked sudden concerns regarding air pollution in the early 1960s (Belden, 2001, 5). To mitigate the effects of the rapidly increasing pollution, one of the measures undertaken was the introduction of the Clean Air Act in 1963. Newly imposed stringent emissions standards resulted in automobiles having become twice as clean compared to their counterparts from the 1950s. Moreover, lead and sulphur were also eliminated from fuels during the production process. Interestingly, people had also started taking actions as they started becoming more environmentally aware. With the society now concentrated towards minimalism instead of large American "boats", other automobile manufacturers from Europe and Asia started importing compact, fuel-efficient vehicles. As a result, the continuous amendments of the Clean Air Act and the changing mentality of the consumers were significant contributors in curbing the rapidly increasing air pollution

Unfortunately, despite the emphasis on minimalism and the Clean Air Act, the uncontrollable adoption of the automobile has led to the rising concerns regarding air pollution and climate change. Governments across the countries have started implementing stricter laws that set the standards for the emissions, which applied to manufacturers producing automobiles powered with conventional fuels. Such governmental decisions caused many inconveniences because manufacturers have had to reengineer their engines fundamentally or scrap them altogether in order to adhere to the laws. However, to keep the air pollution under control, some manufacturers went the extra mile and introduced what now may be regarded as a major technological advancement in the automobile sphere in years, which is the electric vehicle. Interestingly, automobiles powered by electricity were no strangers as historically the very first attempts to create an alternative to steam and internal combustion engines occurred in the late nineteenth century with the Hillman Sociable tricycle

(Anderson, Anderson, 2005, 17). On the one hand, inventors strived to create transportation that was quiet and environmentally friendly, on the other hand, such vehicles were slow, expensive, and had poor mileage. As a result, the very first electric vehicles never caught on and were basically one-offs, which now rest at the museums. However, in the late twentieth century, equipped with the latest technology and materials, automobile manufacturers who went the extra mile concerning ecological cleanliness succeeded in producing electric vehicles that were affordable and capable of decent mileage. Such planet-focused mentality and a major technological achievement opened the floodgates, as major automobile manufacturers and even start-up electric vehicle companies started conceptualising and building test mules powered by electricity.

The first pseudo-electric[1] automobile to leave a major footprint in the highly competitive automotive industry was produced by the Japanese manufacturer Toyota in 1997. In fact, their vehicle named the Prius attracted so much attention that it became the first mass-produced petrol-electric hybrid car (Anderson, Anderson, 2010, 154). Despite being semi-electric, its electrical systems managed to improve the gas mileage as well as reduce the carbon dioxide emissions. Several years later, a Silicon Valley start-up company named Tesla achieved another milestone by producing the first mass-produced fully electric sports car – the Roadster, whose purpose was to prove that electric automobiles do not have to be boring or slow. Despite its advertising campaigns that concentrated on the technological progress and human ambition, the production of the Roadster was ceased four years later due to high price and commercial difficulties. Nevertheless, the company kept experimenting and testing its electric vehicles intended for the general public, not exclusively for the rich. As a result, Tesla is one of the biggest companies embracing the phenomenon of automotive electrification up to this day. Moreover, other reputable automobile brands like Jaguar, Audi, and even Porsche have built fully electric vehicles to revolutionise transportation for the sake of cleaner environment with the electric vehicle sales figures having reached an estimate of approximately 1.7 million vehicles sold globally in 2018 (Weltman, 2018, 217).

Since the introduction of the first mass-produced semi-electric vehicle in 1997, to promote the transition to transport electrification, manufacturers of the electric vehicle have published carefully thought-out advertisement campaigns in several forms, which include advertisements in magazines and newspapers, short promotional videos on television and the internet, and even car launch conferences. The purpose of the latter advertising platforms has been one – to advertise the latest technology, which benefits both the consumer and the environment. Moreover, to establish a successful communication with the potential consumer, advertisements have incorporated advertising strategies such as the environment-oriented slogans, facts that shock, comparisons to the conventional

[1] Not fully electric, it had an electric motor to help extend the mileage.

automobile as well as sounds and colours found in the uncivilized nature, all of which act as the persuasion modes of pathos and logos that help people take action by stimulating their emotions and logic. Additionally, manufacturers have also gained advantage by utilising the persuasion mode of ethos by airing vehicle endorsements or inviting reputable individuals that were seen as credible by the audience. In fact, some promotional campaigns have went beyond reasonable for the sake of attention. In 2018, the CEO of Tesla, Elon Musk, "… *launched his personal Tesla Roadster into space using the powerful SpaceX Falcon Heavy rocket.*" (Hanson, 2018, 309) The purpose was to emphasize the current technological iceberg that is the electric vehicle as well as the human ambition. As a result, Musk succeeded in capturing global attention and put the message out that the electric vehicle might be the new standard for cleaner transportation. Therefore, many automobile brands are investing large sums of money in full or partial electrification of their vehicles and then utilise ingenious promotional measures to change the mentality of the people.

Ultimately, even though the electric vehicle has emerged as a panacea to the environmental issues, the electrification phenomenon has recently attracted much attention of the two differently inclined parties. While the planet-focused individuals cherish the idea of pollution-free travelling, sceptics see many drawbacks in electric transport. According to the sceptics, electric vehicles in some cases emit higher amounts of emissions compared to the conventional automobile, especially during the electric vehicle production and maintenance processes. As a result, doubts arise whether the electrification of automobiles is truly the key to lower air pollution, and do manufacturers of the electric vehicle intentionally hush up information that might negatively affect the sales. Therefore, it is of great interest to analyse some promotional campaigns of the electric vehicle (advertisements in magazines and newspapers as well as short video promotions) to find out whether manufacturers of the electric vehicle employ promotional propaganda to exalt the benefits of the electric vehicle and conceal its potential drawbacks.

Motivation:

Since automobiles became affordable to the average person in the early twentieth century, people soon acknowledged the automobile as the epitome of convenience due to its speed, versatility, and the ease of ownership in comparison to the horse. Consequently, streets were swarmed with thousands upon thousands of gas-guzzlers that caused major environmental issues. To counter the increasing problem of pollution, laws concerning emissions have been enacted whereas foreign automobile manufacturers strived to tackle the pollution with small and fuel-efficient automobiles. Ultimately, the electric vehicle has been introduced as an ultimate automotive panacea to the environmental problems. However, the novel automotive technology has been facing resistance, as some public announcements and scientific researchers have led to assumptions that the electric vehicle is far less superior in the environmental aspect than it has been advertised to be so. As a result,

suspicions arise that the manufacturers of the electric vehicle utilise false advertising for the sake of profit. Therefore, the motivation behind this paper rises from whether the advertisers of the vehicle in question employ promotional propaganda to promote the sales and conceal the negative aspects of manufacturing and running an electric vehicle.

Purpose:

The purpose of this paper is to investigate the terminology of the electric vehicle, the advertising strategies employed to promote the cleaner automotive alternative as well as to show whether advertisers utilise promotional propaganda to conceal the negative aspects of the electric vehicle.

Tasks:

1. To explore the significance of the automobile to the society as well as the effects of automobile advertising on consumers.
2. To analyse the historical development of automobile terminology and its changes with the emergence of the electric vehicle
3. To classify recent word derivatives and meaning coinages related to the electric vehicle in accordance with the strategies of neologism creation.
4. To distinguish different advertising strategies employed to promote the transition from the conventional automobile to the electric vehicle.
5. To deduce whether manufacturers utilise promotional propaganda to conceal the negative underlying facts in the case of the electric vehicle.

Methods:

The first two methods are non-experimental and descriptive, which are used to collect information regarding the history of the automobile in the case of environmentalism, changes in the development of the automotive advertising as well as the effects of such advertisements on the consumers. The third method is the analytical method, which is used to analyse the historical development of the automotive terminology as well as its changes with the emergence of the electric vehicle. The fourth method is the classification method, which is used to organise recent electric vehicle-related terminology according to the word and meaning creation strategies that yield different kinds of neologisms. The fifth method is the analytical method, which is used to analyse the historical development of automobile advertisements as well as the advertising strategies employed to support the transition from the conventional automobile to the electric vehicle. The fifth and the sixth methods are logic and deduction, which are used to sort through the promotional propaganda in order to come to a conclusion whether the electric vehicle is the future of cleaner transportation.

Structure:

The structure of this paper consists of three major parts with topic related subparts. The introductory part shortly presents the background of motorisation – the transition to mass transportation, concerns

regarding climate change and air pollution, and a recent global phenomenon of transport electrification. The first major part named *The Road to Mass Motorisation* explores the history of the automobile in the aspect of environmentalism, the advertising strategies employed to advertise automobiles throughout a period of approximately a hundred and thirty years, and the effects of the advertisements on consumers. The second part named *The Continuous Shift in Car Business Discourse* analyses the historical development of automotive terminology. Moreover, significant changes in the automotive terminology are based on a collection of recent electric vehicle-related terms that are classified in accordance with the word and meaning creation strategies. Ultimately, a selection of vintage and somewhat more recent automobile advertisements are analysed chronologically to track changes in the use of persuasion methods. The third part named *The Electric Car is the Future of Cleaner Transportation. Truth or Myth?* analyses a selection of electric vehicle advertisements to distinguish the advertising strategies employed to promote the transition from the conventional automobile. Additionally, certain misconceptions are presented that question the statements of lower pollution that are the predominant part of the electric vehicle campaigns, which then are followed with reasoned evidence that dispel doubts on the credibility of electric transport. The final part is the conclusions, which presents the findings of the research. Pages of references and appendixes are also included.

Literary survey:

Rising ecology issues were the primary grounds to the emergence of the automobile. According to Cumbler as well as McGrayne, horses were heavy polluters at the time; therefore, the automobile was introduced. Harris states that Ford pioneered mass transport, which consequently outrivalled the polluting horse. Roberts and Steadman say that during the post-war, the attitude towards the ownership had changed, as people forgot the noble environmental purpose of the automobile. Belden provides certain negative aspects of mass motorisation during the 1960s such as death statistics. Therefore, Johnson at the time had expressed his attitude towards the importance of enacting laws concerning pollution. Cleaner alternatives started appearing; however, according to Anderson and Anderson, electric vehicles had been introduced much earlier but failed due to inefficiency. Weltman as well as Anderson and Anderson state that recent electric vehicles have been technologically successful and resulted in significant sales. However, environmental issues continue to persist as Sperling and Gordon state that the humanity is accelerating towards two billion vehicles on the road as well as, according to Gerth, consumers are leery of the technology and consequently are unwilling to adopt it.

The automobile and the electric vehicle have both contributed to the development of the automotive business discourse, especially the terminology. According to Robinson and Livesey, many terms were coined to denote the many body styles of automobiles whereas the automobile itself,

according to Haajanen, acquired several different terms. As the automobile was developed, many new terms were coined for various features. Jackson notes a distinct innovation, which was purposefully introduced to eliminate carsickness. Holweg and Oliver explore the origins of built-in obsolescence applied in the automotive industry. Miller lists the strategies of word and meaning creation, which were applied in developing the automotive terminology. Ultimately, Safford states that there are several thousand automotive terms.

Advertising has been one of the major contributors to the popularity of the automobile and the electric vehicle. Relph explains that the first advertisement did not have a profound effect on sales of the first automobile, as, according to Freestone, the company sold a minimal amount of units. Certain changes in advertising emerged shortly with a statement from Ford who wanted to make personal transport affordable to everybody. Hart describes how women became the target audience in advertisements during the period of World War II. Moreover, Bajracharya, Morin, and Radovich elaborate on the employed advertising strategies that appealed to women. Additionally, the latter authors provide certain information on the advertising effects on the consumers. Clavier explores the advertising strategies employed during the post-war. Lezotte explains how the society influenced and took advantage of automobile advertisements. According to Basal, the import of foreign automobiles resulted in a new minimalist trend in advertising. Stevenson says that television significantly affected and evolved vehicle advertisements. Frantikova explains why commercials employ little or no text at all. Dezheng states that a certain spatial orientation of a product in the commercial establishes communication with the viewer. Wehr supposes that using certain words that appeal to current situation persuades the consumer, as, according to Miller-Cochran and Rodrigo, the company shows its position on a certain aspect. Mueller emphasizes the importance of a product-oriented claim, which positively affects the consumer. Hanson as well as Fisk share their thoughts on the unconventional advertising strategies employed by Tesla while Goleman enumerates the competencies of emotional intelligence that apply to the person running Tesla who influenced different approaches to advertising company's products. Ultimately, Andrews and Shimp explain that images of certain items depicted in commercials attract more attention, which may potentially contribute to more sales.

Naturally, the emergence of the electric vehicle has also attracted the attention of the sceptically inclined individuals who do not consider it a justifiable measure to reduce air pollution. Gref states that the electric vehicle is not a cost-effective measure to control emissions due to its inherent weight, which consequently requires more frequent charging. According to Zehner, although the driving of an electric vehicle is advertised as pollution-free, the production and maintenance of such vehicles certainly have an impact on the emissions figures. Nealer, Reichmuth, and Anair second the latter statement, as most researches agree on the fact that the production of electric vehicles emit fifteen percent more emissions compared to the production of a conventional automobile. Sandoval also

points out an ethical issue, as one of the chemical elements for the battery is acquired by the under-age workers. MacKay expresses his concerns regarding an increase in toxic waste materials in the near future caused by the used car batteries. Linde says that some electricity production processes offset the emissions benefits of the electric vehicle. Therefore, Akhilesh and Möller stress the necessity to produce electricity in a non-polluting way. According to Drwal, Radziszewska, Ganzha, and Paprzycki, the quick adoption rates of electric vehicles may negatively affect the electric grid. Ultimately, Chambers supposes the governmental incentives are unfair, as only the people of higher social stratums take advantage of the proposed benefits due to the steep price of the electric vehicle.

On the other hand, some people oppose the latter statements with objective evidence. Chambers explains that the energy used for producing fuels could be used to power electric vehicles. Rodrigue, Comtois, and Slack state that electric vehicles are even cleaner than previous alternatives to conventional fuels. According to Dorman, electric vehicles offset their production emissions within a couple of years of driving. He also emphasizes the fact that the production of electricity is diversified. Additionally, he states that electric vehicles may actually store the excessive amount of produced energy, which would otherwise be lost. Jungst stresses the necessity to recycle car batteries to reduce the production emissions of a new battery. Nersesian suggests lowering the cost of energy to promote off-peak charging. Boxwell considers the destabilisation of the electric grid an unlikely scenario, as the current infrastructure is capable of handling many electric vehicles. Ultimately, Barnovsky says electric vehicles will drop in price in the near future while according to Nhamo, the price will also be substantially lowered due to the enacting of several governmental incentives.

I. THE ROAD TO MASS MOTORISATION

1.1. The History of the Automobile in the Case of Environmentalism

The transition to the conventional automobile had started as soon as people realised animals could carry them from one place to another. While the new horizons had been explored, people concurrently had been thinking of new ideas to improve their mobility in faster and more convenient ways. As an answer, the horse-drawn carriage had been introduced, which in conjunction with the later happenings of the Industrial Revolution and the mechanized agriculture had significantly increased the reliance on horsepower. Therefore, "*Until the beginning of the twentieth century, horses were as common to urban areas as to the countryside.*" (Cumbler, 2005, 172) Hundreds of horses pulled carriages and wagons within city limits, which resulted in high concentrations of manure and dead horses on the streets. In fact, severe pollution and rapidly spreading diseases had created a major urban crisis. A cleaner alternative as a solution to mass transportation was needed. However, it was not until the invention of the internal combustion engine and the discovery of oil deposits that initiated the revolution in cleaner individual transport. Multiple American and European inventors of the late nineteenth and the early twentieth centuries had patented the first horseless contraptions with the internal combustion engine as a response to the highly polluting horse. Although the very first iterations of cleaner transport were relatively unreliable and mostly unaffordable to the average person, the city and the public health officials deemed the horse of little worth in the aspect of environmental cleanliness and promoted the new technology as the revolutionary means of travelling. The reason behind the support for the mechanically propelled vehicles was mostly due to the fact that the officials had hoped automobiles would significantly reduce the street pollution and ease congestion as well as bring the order back to the streets. Therefore, with the introduction of the first automobiles equipped with the internal combustion engine, people had slowly started transitioning away from animal transportation, which may be considered as one of the first forms of environmental consciousness.

Interestingly, the automobile adoption rates were considered far from intensive partially due to the society having been unable to accept the major innovation in individual transport instantly. As a result, the horse-drawn carriage and the automobile had been seen driving on the same roads, especially in the urban areas, up until the 1920s, which is an overlap of approximately a quarter of a century. Moreover, the questionable reliability of the first automobiles and the unaffordability to the average person had been the main contributors to poor motorisation statistics. Therefore, according to McGrayne, "*Horse-drawn carriages were still the primary mode of transportation, and cities were heavily polluted with dead horses and manure.*" (McGrayne, 2001, 81) Nonetheless, a major shift in the perception of the automobile as a cleaner alternative was influenced by Henry Ford who is referred to as the pioneer of the first automobile. However, such an assumption is considered incorrect, as

Henry Ford had not invented the first automobile nor had he patented the first gasoline-powered vehicle. Actually, the phenomenon of mass motorisation in the wake of major urban crisis caused by the excessive reliance on horsepower had been initiated by the production method known as the assembly line patented by Henry Ford, which is considered to have been the last nail in the coffin of the horse-drawn carriages. Ford's Model T, which was the first mass-produced customer-oriented reasonably priced vehicle introduced in 1908, in conjunction with the assembly line introduced somewhere around the 1913 had led to the Model T's dramatic descend in prices. As a result, the horse-drawn vehicles had been quickly outsold, which helped contribute to the environmental cause, as people became increasingly concerned with the noxious smells, all kinds of distracting sounds, and even diseases produced by the horse. Therefore, the automobile was quickly acknowledged as a cultural norm of convenient, yet most importantly, cleaner means of transportation.

The historical period of the initial transition towards the automobile as an alternative to the polluting horse was also distinct by the development of the automotive terminology. Although the first automobile itself is considered a major breakthrough in individual transport, it was for the most part a horseless carriage with an internal combustion engine propelling the wheels. However, in terms of the automotive terminology, the automobile was built using technology and components, some of which neither had been seen nor had been yet conceptualized in the language. As a result, a major part of the first automobile components and other concepts had to be put through the word creation process in order to assign a term, which denoted the item in question. In a 1908 advertisement for the Ford Model T, for example, a newly created term *touring car* was employed to denote the body style of the automobile, which implied a concept of an automobile with multiple door access and a collapsible roof. In fact, such an abundance of terms denoting body styles had been formed in the past that, according to Robinson and Livesey, "*In the history of the motor car there has been some ambiguity in the names used to describe various types of body styles, built by coach builders from different countries.*" (Robinson, Livesey, 2006, 10) Moreover, terms of either completely new items or the pre-existing engineering concepts such as the *magneto, crankshaft, steering gear, shaft*, and others had been utilised throughout the advertisement, which simultaneously contributed the development of the automotive discourse in terms of the terminology by either adding the completely new terms to the vocabulary or assigning the new concepts to the pre-existing lexical items. Therefore, the period of the emergence of the first automobile may not only had been considered beneficial to the society but to the development of the automotive discourse as well.

The ideology behind the first automobiles as cleaner alternatives to polluting horsepower had started to fall apart during the post-war. One of the constituent factors, which influenced the shift in the ideology, was the rapid growth of the suburban areas. According to Roberts and Steadman, "*... after the war, the trend to suburbanization increased dramatically, as did the trend to car ownership.*"

(Roberts, Steadman, 1999, 73). A major driving force had emerged, which required means of transport for daily commutes. As a result, the economic growth had helped to increase the scale of automobile production significantly, which simultaneously dropped the purchase value of vehicles drastically. In fact, the upsurge of demand for affordable automobiles had increased so significantly that it had caused delivery delays across multiple dealerships. On the one hand, the automobile, which had been seen as a novel idea during its initial stage, had become a staple across multiple social stratums, especially during the mid-twentieth century. On the other hand, vehicles with internal combustion engines, which were supposed to serve as an environmental panacea to the previous generation of transport, had become the bane of the future generation. The addition of thousands of automobiles to the roads in a relatively short period of time had caused major air contamination issues. Major American cities, especially Los Angeles, which was titled as "the smog capital of America", had been covered in thick haze called smog, which is a blend of "smoke" and "fog". Tons of noxious gases having been emitted by automobiles had not only changed the scenery of major urban areas but also caused major health problems, some of which resulted in death. According to Belden, "*... hundred deaths attributed to 'killer smog' in London and New York fuelled mounting concern over air pollution in the 1960s.*" (Belden, 2001, 5) In the wake of a couple of hundred of casualties attributed to automobile pollution, laws concerning pollution have started to emerge globally, which marked the second phase of the development of the environmental consciousness. In short, the conventional automobile, which was originally introduced as a means to reduce pollution in the urban areas, had apparently inflicted more environmental damage than its four-legged predecessor did.

On the bright side, the post-war motorisation phenomenon had also resulted in the emergence of numerous technological innovations, which furtherly contributed the development of the automotive discourse, namely the terminology. The main reason behind the emergence of the new technology was the primitive nature of the automobile. People had already become familiar with the concept of primitive transport and had started demanding new features and accessories. As a result, the mid-twentieth century had become a nirvana for vehicle manufacturers and advertisers. In fact, the period was known for the fierce competition amongst the manufacturers, which competed for the opportunity to introduce the latest cutting-edge innovations more quickly than the others in order attract the consumer base to a specific brand. Therefore, innovations (and naturally new terms) such as *automatic windows*, *automatic seats*, *automatic antennae*, *automatic radio seeking*, and others appeared. Moreover, *cruise control*, for example, was a ground-breaking innovation at the time introduced to help keep the automobile's speed constant without the input from the driver. Interestingly, "*... The invention of cruise control was reportedly inspired when Teetor became carsick while being driven by his lawyer who apparently couldn't talk and drive at the same time.*" (Jackson,

2009) Overall, many new word pairs and new meanings to the existing lexical items were coined during the mid-twentieth century, which apparently was the era of automatic-everything.

Curiously, the attitudes concerned with the phenomenon of mass transportation, which lacked the aspect of the environmental consciousness, started to shift gradually following the rapidly increasing difficult-to-control air pollution. The excessive use of gas-guzzlers, especially in the urban areas, had covered cities in yellowish haze, which had significantly lowered the air quality and caused major breathing issues. To avoid further environmental damage, a first of its kind legislation known as the Clean Air Act was signed by Lyndon B. Johnson in 1963, which was gradually improved with future amendments. According to the thirty-sixth President of the United States, "*... under this legislation, we can halt the trend toward greater contamination of our atmosphere.*" (Johnson, 1963, 60) The enacted law obliged the automobile manufacturers to produce more efficient internal combustion engines whereas the oil companies were obliged to remove particular chemical elements from fuels, which polluted the atmosphere with heavy metals and noxious gases. Aside from the legislations, the attitude towards more efficient automobiles was also influenced by the ongoing rebellions against mass consumerism in America. As a result, smaller imports from Europe and Asia, which were more subtle and unquestionably more economical, became the new mainstream transport. However, by the end of the twentieth century, tens of millions of automobiles were driven everyday globally, which exacerbated the problems of air pollution and even global warming. As a response to the critical environmental situation, cleaner alternatives to the conventional automobiles have started to emerge, one of which was the hybrid that partially ran on cleanly generated electrical energy. However, the first iteration of cleaner transport was known for its momentarily benefits, as hybrids relied on conventional fuel for the most part. Therefore, the all-electric vehicle as a solution to mitigate the environmental issues has been introduced in the twenty-first century, which has been touted by experts as the pinnacle in the automotive engineering. On the one hand, as with the first automobile, the adoption rates of electric vehicles have been far from intense due to the purchase price and unfamiliarity with the novel technology. On the other hand, governmental incentives and the gradual integration of the electric vehicle into the automotive society has steadily increased the interest of the all-electric vehicles as alternatives to the conventional automobile.

In conclusion, the history of the automobile in terms of cultivating environmental consciousness has been an instance of unstable social development. The complete adoption of the automobile as a solution to polluting horse, which was considered the cultural norm that served numerous generations, took approximately a quarter of a century. After the horse-drawn carriages had been outrivalled by the internal combustion engine, the automobile was acknowledged by the society as a convenient means of transport, a sign of status, and a platform for obtaining the latest features and accessories, which resulted in the phenomenon of mass motorisation and major air pollution. Following the rising

environmental concerns, the attitude shifted once again. The ideology of the automobile as a solution to environmental issues has returned, as manufacturers introduced pseudo-electrics and later the all-electric vehicles. However, the adoption rates of such vehicles have been far lower-than-expected due to the unfamiliarity with the novel technology. In fact, the transition from conventional automobiles to electric vehicles is strongly reminiscent of the difficult transition from horsepower to the automobile. Overall, the environmental attitude of the society has shifted throughout the history – conventional automobiles were considered cleaner than the traditional horse transport, whereas electric vehicles nowadays are considered the alternative to the alternative.

1.2. Functional Development of Automobile Advertisements

The automobile has been one of the most prominent products since it first was introduced in the late nineteenth century. Soon after the launch, it was acknowledged as a means of convenient transportation and a symbol of social status and complete freedom. However, to embrace the unprecedented emergence of the novel technology furtherly, a multitude of advertising strategies for advertisements published in printed, audio, and video forms were developed throughout the time whose rhetorical, linguistic, and multimodal functions altered continuously in accordance to what the society demanded. The latter ranged from basic informative functions, which were achieved by publishing simple texts and slogans supplemented by a photograph of the automobile, to complex eye-catching persuasive functions, which employed both visual and textual means to create deliberate ambiguity, emotional appeal, a sense of relatability, etc. Moreover, automobile advertisements had also been developed in respect to historical context whose multimodal advertising functions were adapted accordingly, especially during the World War II. As an example, women had become the primary target audience for the automobile advertisers during the war, as husbands had to leave for the frontlines. Therefore, "*Many major advertisers targeted the female population, perhaps 1) believing that women made up the bulk of magazine readership … or 2) realizing that number of women were now consumers in their own right.*" (Hart, 1992, 114) As a result, the prevailing form of automobile advertisements had shifted to persuade women in a different approach, which now equated the automobile with intangible values such as family, safety, and independence, all of which appealed to the emotions of a woman whereas previously the advertisements appealed to the informative and materialistic needs of a man. Ultimately, more shifts in automobile advertising were evident alongside the historical development of the society as well as the automobile itself. Therefore, this section shall explore the advertising strategies of the automobile and the development of the rhetorical, linguistic, and multimodal functions over time.

The first instances of automobile advertisements had started to emerge soon after the advent of the first vehicles equipped with the internal combustion engine. Having been an unfamiliar sight amongst the horse-oriented society, the first automobile was greeted with amazement and scepticism,

which originated from the promotion of the motor carriage that was operated without a horse. Therefore, the primary goal of the first advertisements had been to establish basic communication with the people in order to convince them to get behind the wheel without the fear of premature death. The first advertisement of an automobile dates back to 1898 with the heading *Dispense with a horse* (Fig. 1), which was printed in black and white, consisted of basic text and served purely an informative purpose. On the one hand, the first primitive iteration of an automobile advertisement lacked heavily in the perspective of multimodality, as the main goal had been to inform the society of the benefits of the advertised automobile. On the other hand, a few instances of enumeration of homogenous adverbs and automotive components had served the rhetorical strategy to persuade the potential customers. However, although the advertisement embraced a futuristic means of transportation, the sales rates were sluggish, as "*... it was over a decade before it came to be widely accepted that cars were going to serve much more than a recreational purpose.*" (Relph, 2016, 16)

As the popularity of the automobile had started to spread in the beginning of the twentieth century, multimodal means such as extravagant illustrations and advertising slogans had started to emerge. To exemplify, an advertisement for the Ford Model T (Fig. 2) was published in 1908, which employed multimodality to attract customers. The full-page advertisement incorporated bold borders surrounding the text with empty space having been deliberately left around the borders, which stood out in contrast to other advertisements of the time. The text within the advertisement was rich and detailed, which was supplemented by the enumeration of adjectives and automotive components with the continuous emphasis on its price throughout the advertisement that reinforced the ideology of the company – "*Ford: high priced quality in a low priced car*". Moreover, factual and emotional persuasive devices had been used to establish a close communication between the potential customer and the company. Such an approach to communicate with the society was influenced by Henry Ford who said, "*I am going to democratize the automobile. When I'm through everybody will be able to afford one, and about everybody will have one.*" (Ford, 2003, 20) In short, the initial phase of the development of rhetorical and multimodal functions in automobile advertisements had emerged with the advent of the first automobile, which purely served as measures to establish communication with the customer.

A radical shift in the automobile advertising strategy, which thrived well during the World War II and the post-war, started to emerge with the ratification of the Nineteenth Amendment. As women have gained the right to vote, the concept of being in control of one's own destiny became a prevalent theme, which was soon reflected in the advertisements for automobiles. However, because automobiles were previously considered as products for men-only, advertisements were mostly utilitarian and served an informative function to satisfy the informational and materialistic needs of men. Therefore, to establish an appropriate communication with women as the new primary target

audience, advertisers had to develop advertising strategies, which appealed to women. As a result, whereas previous men-oriented automobile advertisements emphasized the materialistic and status aspects, women-oriented advertisements focused on the intangible values provided by a specific automobile. For example, "*While large powerful cars were mostly advertised for male customers, minivans that are spacious, safe, and ideal for shopping, were targeted for female customers*." (Bajracharya, Morin, Radovich, 2014, 4) Therefore, attributes such as safety, spaciousness, and ease of handling were the predominant automotive aspects in the advertisements for women, which had been reinforced with linguistically picturesque descriptions of the benefits and the automobiles themselves. Moreover, advertisers strived to appeal to a multidimensional womanly consumer base by occasionally targeting wives, mothers, and even daughters in their advertisements by either a photograph of a woman or a slogan that embraced certain benefits to one of the above-mentioned social identities. As a result, the non-exclusion of one or the other social identity concurrently built the brand's credibility, as women had gained the sense of having been just as important automotive consumers as men were previously thought to be. Additionally, a theme of complete independence became prevalent during the World War II. As men had left for the war, women overtook the majority of the labour force despite the strict gender roles of the past. As a result, advertisers targeted women with advertising strategies such as employing showy slogans and emotional words that embraced the idea of an independent woman, especially in the case of the automotive decisions, as men were previously primarily responsible for the car purchases. However, due to the still lingering attitudes towards women at the time, advertisers would occasionally approach women in an untasteful, sometimes even chauvinistic manner. In general, due to the historical situation at the time, advertisers of automobiles had started targeting women as the primary consumer base with radical changes in the advertising strategies, which now mostly concentrated on the intangible benefits of the automobiles that concurrently appealed to the emotions of women.

During the post-war period, the familiarity with the concept of a convenient and luxurious automobile reached its peak. As a result, advertisers had mainly relied on the communicative function of persuasion instead of the informative function in order to introduce new features and stylish designs to the public. Newspapers were filled with extravagant colourful illustrations, which embodied a combination of slogans, photographs, and certain words to convince, persuade, and even manipulate the reader. Moreover, automobiles were considered as a sign of freewheeling and soon became the product of the American lifestyle. As a result, "*... advertisements started to display idyllic scenes of a carefree life into which cars were situated – everything from a young male driver being admired by a beautiful young women to a happy family on a car holiday*." (Clavier, 2018, 3) In fact, the latter ideals of the American lifestyle concerning automobiles are still being reflected in the contemporary American advertisements for automobiles. A major shift in advertising strategies appeared with the

emergence of television. Although magazines and radio were still employed as the primary platforms for advertising, advertisers now were also capable of establishing communication with the viewers via television. In contrast to printed advertisements, TV commercials incorporated both the motion pictures and audio tracks, which enlivened the overall image of the advertised automobile. The main communicative function of the first automobile commercials was purely concentrated on persuading as many individuals as possible to buy a certain vehicle. Methods of persuasion such as ethos, pathos, and logos were extensively employed amongst automobile advertisers. Pathos, for example, was utilised to appeal to the viewer's emotions by recreating images such as one's neighbour looking with admiration as the owner of the automobile drives off. The emotional effects were also reinforced with a series of pre-modifiers, especially adjectives, such as *bold*, *elegant*, *big*, and *luxurious*, all of which acted as an emotional stimulus to the viewer. As for the second method of persuasion – logos, it was occasionally achieved by comparisons. For example, two vehicles were compared side-by-side and the advertised automobile was the better deal in terms of either the automotive features or the price. Later into the twentieth century, advertisers have also discovered that celebrities somewhat help boost the sales of an automobile. Therefore, ethos, the third method of persuasion, has been utilised to establish a sense of credibility between the company and the viewer. In short, during the post-war period, advertisers mostly relied on the communicative function of persuasion, which was achieved with multimodality and rhetorical measures such as the enumeration, rhetoric questions, and distinct statements that put pressure on the consumer.

Radical changes in automobile advertising strategies have once more occurred in the twenty-first century, especially following the environmental concerns having been elicited by the phenomenon of mass motorisation. Rising environmental consciousness of the society and the emergence of the pseudo-electrics and the all-electric vehicles have required a cardinally different approach to advertising sustainable transport. As a result, printed advertisements, which primarily relied on the linguistic persuasion, have been mostly outrivalled by commercials that predominantly concentrate on visual and audio aspects. Although some full sentences or sentence fragments can be seen in contemporary commercials, according to Frantikova, "*It is not uncommon for a TV advertisement that only pictures in motions are used, with no spoken background and text in small print or missing completely*." (Frantikova, 2017, 22) The reason being is that visuals and audio appeal to the emotions of the people of the intended market, which leaves the linguistic aspect as the secondary element in advertising and results in having been marginally used. In fact, emotional appeal is one of the main advertising strategies utilised in the case of the electric vehicle, which performs the communicative function of persuasion, as advertisers strive to influence the sales of electric vehicles and cultivate the environmental consciousness simultaneously by recreating an image of an imperfect world influenced by the conventional automobile, for example, or, on the opposite, an

idyllic world having been achieved with the transition to sustainable transport, all of which stimulate the emotional aspect of the society. Moreover, the communicative function of informing is prevalent amongst some contemporary commercials for electric vehicles, as manufacturers strive to educate the society and, in some cases, debunk some of the prejudiced attitudes towards electric transport by reasonable facts.

In terms of communicative function of persuasion in the case of the electric vehicle, persuasiveness is achieved by appealing to emotions with multimodality, which is used to establish credibility, relatability, and to solicit a response. Credibility and relatability, for example, are both achieved by recreating scenes of a character and an environment closely relatable to a wide audience. Moreover, advertising strategies such as spatial orientation of the advertised vehicle have emerged, which represents the social distance between the viewer and the image. Categorized as short, medium, and long shots, such spatial orientations are used to construct an emotional bond between the company and the viewer. The medium-long shot is the most common in commercials for electric vehicles, which "*... constructs socially close relationship, which is somewhat between personal closeness and public distance, like friendship between business partners, teacher and students.*" (Dezheng, 2012, 73) Therefore, such strategy forces the viewer to relate to the advertised product unconsciously, which stimulates the eagerness to explore and to own that specific product. Moreover, advertisers also appeal to the emotions to solicit a response. One of the main predominant scenarios in the advertisements for electric vehicles is the depiction of an imperfect world influenced by the conventional automobile. Fictional worlds are created to portray alternate reality, which is dull, uninspiring, and toxic. As a result, such multimodal measures are employed to elicit response, namely the constructive action, as the electric vehicle is portrayed to be the solution to the multidimensional problems. Ultimately, although instances of language are rare, the ones that are still prevalent also focus on the emotional impact as sensitive or inspiring words are used to affect the viewer.

To conclude, the advertising strategies as well as the rhetorical, linguistic, and multimodal measures have evolved significantly since the introduction of the first automobile. During the first years of the automobile, the informative communicative function was the predominant function of automobile advertisements, which was backed up with rather primitive persuasion methods such as enumeration, or an emphasis on the price. As automobiles evolved, advertisements that were more complex appeared, which embodied extravagant illustrations that occasionally were multidimensional, they appealed to the aspects of emotions and logic with enumerations, comparisons, and showy slogans, all of which now served the communicative function of persuasion. Ultimately, following the latest trends in advertising, advertisements have become primarily audio and visual-based. As a result, commercials nowadays rely heavily on the multidimensional measures such as relatability, depiction of less-inviting alternate reality, and deliberate sensitive language.

1.3. Effects of Automobile Advertising on Consumers

Automobile advertisements, whether published in physical or digital forms, had been and still are the constituents of crucial importance to the mass motorisation, especially to the novel phenomenon of the electric vehicle. Since the advent of the first automobile, the communicative function of informing was primarily employed by the advertisers namely to inform ant to educate the society in basic but informative manner regarding the emergence of the novel technology in individual transport. As the popularity of the automobile increased, a combination of both informative and persuasion communicative functions was employed in automobile advertisements to attract more potential customers, which has also simultaneously shaped the consumer habits through the years. In fact, multidimensional advertisements, which consisted of attractive illustrations and multiple methods of persuasion, significantly influenced the attitude towards the ownership of an automobile. Many families who belonged to different social stratums strived to own one, as automobiles were considered the new trend in convenient transportation. Ultimately, the automobile was successfully integrated into the streets of the United States and was considered a prominent product of the American lifestyle in the mid-twentieth century, a factor of familiarity, which the automobile advertisers relied on to publish future promotions. As the demand for automobiles and the number of automotive manufacturers increased during the second half of the twentieth century, consumers were exposed to significantly more automobile advertisements. According to a research, advertisers sometimes published more than twenty advertisements per issue, "*... the highest number of car advertisements was found in the years 1978 and 1998 with a total of twenty-five advertisements per issue.*" (Bajracharya, Morin, Radovich, 2014, 8) Moreover, the adoption of television advertising also expanded the possibilities to advertise automotive products to a broader audience. As a result, the automobile advertising in the twenty-first century has somewhat become just as big of a business as the car industry itself. Consequently, automobile advertisements became a somewhat distinctive form of a source of credible information for the consumers, which in combination with informative and persuasion communicative functions affect individual's consuming habits in the case of the automobile as well as other aspects of life such as the environmental consciousness, for example.

Automobile advertisements started to appear soon after the emergence of the first automobile in 1898. In conjunction with the concept of a carriage having been powered with something other than a horse, the first advertisement that introduced a horseless contraption elicited shocking reactions amongst a society heavily reliant on horsepower. The advertisement primarily functioned as a source of information, which provided the readers with basic technical knowledge regarding the first automobile and its benefits. Moreover, it conveyed an explicit message to convert to automobiles, as horses were considered expensive and heavily polluting. However, having been a novelty, the automobile and its advertisement had been both greeted with scepticism in a horse-oriented society.

On the bright side, the advertisement published in the *American Scientific* magazine, which served purely an informative function, may seem to have had been effective, as "*Later that year the Winton Motor Carriage Company sold 21 more vehicles …*" (Freestone, 2014, 68) for a grand total of 22 units sold in 1898. As a result, the first iteration of an automobile advertisement was successful in affecting some of the people to convert from the horse to the mechanically propelled carriage. A greater scope of the effects of automobile advertising on consumers had become more noticeable during the first half of the twentieth century. As the popularity of the automobile gained momentum, so did the advertisers with extravagant advertisements, which now started to employ both informative and persuasion communicative functions to appeal to the consumers. Emotive and stylish photographs of automobiles backed up with a silhouette of a common yet happy family, for example, in conjunction with the appeals to technological and accessorial desires, and the fulfilment of one's psychological needs had been some of the multidimensional advertising strategies employed by the automotive advertisers. Moreover, multiple emphasis was put on the versatility of automobiles, which soon became the epitome of convenience. As a result, in contrast to the first known automobile advertisement published in 1898, within a period of a few decades advertisements became one of the pivotal points in the automotive mass consumerism. In fact, the extent of the effects of advertising had become so significant that the automobile had become one of the most prominent products of the American lifestyle in the mid-twentieth century.

During the second half of the twentieth century, competition amongst automotive advertisers intensified in parallel to the competition of the automobile manufacturers themselves. Some advertisers sought to expand the consumer base in creative eye-catching ways such as futuristic illustrations and hand-written slogans whereas others advertised automobiles via the psychological prism, which conveyed the sense of relatability, warmth, and positive emotions. As a result, advertisements ranged from the mainstream product-oriented campaigns to creatively composed promotional pieces, which stressed individuality instead of the mass-oriented nature of the product. In an age where people were exposed to many posh advertisements that stressed the automobile as part of the American dream, some advertising campaigns emerged, which, on the opposite, emphasized simple yet smart nature of transport. To exemplify, *Think Small* was a series of advertising campaigns conducted by Volkswagen in 1959, which incorporated creative tactics to communicate with and to persuade the consumers. The philosophy of simple advertising was achieved with a plain representation of the automobile – the motor was depicted only having been surrounded with empty space complimented with short self-deprecating slogans and concise blocks-of-words, which introduced the vehicle in an attractive yet persuasive manner. As a result, the series of creative advertisements significantly affected the society previously having been urged to "think big", as "*Radically styled Volkswagen advertisements had a tremendous effect on sales*." (Basal,

2017, 48) and the Beetle had remained the bestselling automobile in the history until the 1990s. On the other hand, product-oriented automobile advertisements had also prevailed alongside the radical campaigns, as not every member of the society was persuaded by the creative simplicity of certain automotive advertisements. Consequently, advertisers continued to rely on mutually supportive elements such as emotive illustrations and catchy headlines to advertise all of the exciting features of the automobile. Moreover, the emergence of television advertising also provided advertisers with yet another form of reaching the consumer. Motion pictures have been since able to convey a more imposing image of the automobile while the voiceovers employed appeals to both the logic and emotions, which created "*... an overall sense of the product which coincided with the reader's latent sense of what was desirable.*" (Stevenson, 2008, 92) Ultimately, celebrity endorsements have made it into the commercials, which strengthened the sense of the brand's credibility. As a result, physical and digital forms of automotive advertising majorly affected the consumers globally, as advertisers exploited the informative and persuasion communicative functions, which resulted in millions of automobiles having appeared on the roads by the end of the twentieth century.

The primacy of the automobile, which has been majorly influenced by the automotive advertising business in itself, has brought up a negative aspect of mass-motorisation. Concerns regarding poor air quality and global warming have emerged, which have called for radical measures to mitigate the negative effects of automobiles. Therefore, new sustainable vehicles have been introduced, which have become the epitome of environmental cleanliness. As a response to the emergence of the new technology in individual transport, advertisers have quickly adapted to the realities and consumer demands of today. As a result, electric vehicles have been increasingly advertised as a solution to pollution, which is quite reminiscent of the transitional phase when advertisers promoted the first automobile as an alternative to the horse. However, the advertising of radical vehicles during difficult times in terms of environmentalism required different approaches to affect the consumer. Therefore, one of the communicative strategy of persuasion employed by the advertisers in order to reach an objective was the appeals to the current situation, which, according to Wehr, "*... simply reflected the mood of the times by implying a pro-environmental stance.*" (Wehr, 2011, 442) Such appeals included slogans and blocks-of-text that read "100% electric", "fully electric", zero emissions", etc. as well as pictures and audio-visual material, which depicted electric vehicles as part of the harmonious environment. Moreover, advertisers have sought to appeal to the emotions of consumers by recreating fictional projections of an imperfect world, which concurrently appealed to the aspect of guilt, as the projected world was the consequence of the irresponsible excessive use of the conventional automobile. Therefore, the viewers have felt engaged in the electric vehicle campaigns, as the advertisements depicted the reality that they themselves potentially will or have already created. On the one hand, the latter projections were occasionally depicted as heavily

polluted and dull – attributes that are now usually referred to the alternative automobile. On the other hand, some projections were contrastive, as fictional worlds were actually depicted as bright, optimistic, and hopeful, all of which reinforced the attitude towards the electric vehicle. Advertisements for electric vehicles have also quite frequently utilised the method of a relatable character, which simultaneously stressed the applicability of the advertised vehicle to a broad consumer base as well as the solution to a dull lifestyle. Generally, advertisers have mainly employed emotional appeals in the case of the electric vehicle, which have successfully elicited constructive actions of the consumers, as the number of electric vehicles has been climbing in recent years, which has also been projected to increase significantly in the very near future.

In conclusion, automobile advertising has been one of the major constituent factors that contributed to the popularity of the automobile. Advertisements did not only provide the consumers with the necessary information but also presented it in an attractive, amusing manner. Although the approaches to advertising have evolved over the years, the purpose has remained the same – to inform, convince and even manipulate the consumer to buy the advertised automobile. Consequently, the exposure to the many extravagant, ingenious, and attractive physical and digital automobile advertisements has led to the continuous formation of the consumer purchasing habits, as the automobile has been considered one of the most predominant products in the business globally.

II. CONTINUOUS SHIFT IN CAR BUSINESS DISCOURSE

The notion of the automobile industry has started to emerge in the late nineteenth century with the introduction of the first automobile powered by an internal combustion engine, which has developed through a set of historical stages of technological development to become one of the most predominant global businesses. Naturally, the emergence of the novel technology, which may be roughly categorized into five different historical phases of emergence, persistence, exuberance, downfall, and radicalism, required the need to develop a new discourse in order to define the automobile and its many technological and intangible facets in the aspects of language and business. As a result, the automotive business discourse is distinct in an intense historical development, as automobiles have been developed in significant technological leaps, which required constant discourse updates with the new terminology, and new advertising strategies and communicative functions that had to be developed to expand the automotive consumer base significantly. Curiously, the automotive business discourse developed dynamically yet steadily, as the philosophy behind the automobile had mostly not changed since the late nineteenth up to the end of the twentieth century. Moreover, advertising businesses did not have to adapt to instant radical changes, as the demands of the society was a case of steady development in parallel to the development of the automobile. However, as the market has been saturated with an abundance of automotive choices, explicit environmental problems have become apparent in the early twenty-first century. Therefore, sustainable vehicles, which have been developed using a completely new technology alien to the conventional automobile, have been introduced to the public. As a result, a different technological philosophy behind the electric vehicle has introduced cardinal changes to the automotive discourse in respect to both the terminology and the advertising business. Therefore, this chapter shall analyse the historical development of automobile component terminology and changes in terminology with the emergence of the electric vehicle as well as the historical development of car advertisements, which significantly influenced the popularity of the conventional automobile.

2.1. Continuous Shift in the Terminology of the Automobile

According to Sperling and Gordon, "*More than one billion vehicles populate the earth today. The globe is accelerating toward a second billion …*" (Sperling, Gordon, 2009, 1). The citation shows the extent of the reliance on the automobile, which once had been considered a stranger amongst the horsepower reliant society. In fact, people had a reason to doubt the credibility of the first automobile, as the concept of a horseless contraption and the unheard terminology were sufficient grounds to raise one's eyebrows. Nonetheless, the emergence of the automobile may be considered of great importance across many dimensions, but one of the most important aspects is the contribution to the formation of the automotive discourse, especially the terminology. The development of the automotive terminology may be categorized into five historical categories parallel to the phases of

the development of the novel automotive technology, which are the emergence, persistence, exuberance, downfall, and radicalism. Naturally, the emergence of the automobile was the initial stage of the automotive terminology development, which was characterized by the introduction of terms that mostly denoted physical items due to the primitive nature of the novel technology. Therefore, the *internal combustion engine* and its many constituent components made up most of the automotive terminology at the time. Technical terms such as the *planetary gear*, *steering gear*, *cylinders*, *magneto*, *block*, *detachable head*, *camshaft*, *crankshaft*, *valves*, etc. had first become the popular jargon amongst the privileged ones, as the prices of automobiles were unaffordable to the people of the lower stratums. Moreover, a compound noun *horsepower* has become a term of automotive standard, which was employed by both the manufacturers and the advertisers to brag about the power of a certain automobile. On the other hand, terms of items relating to the other aspects of the automobile other than the engine compartment were also introduced. Therefore, terms such as the *ball bearing*, *touring car*, *suspension wire wheels* and *pneumatic tires*, which were still highly reminiscent of the wheels that were used in the horse-drawn carriages (hence the first automobiles were built upon the concept of a carriage), also became the integral parts of the automotive terminology. Ultimately, the unprecedented phenomenon of the automobile itself supplemented the discourse in question with the terms such as *car*, *motor carriage*, and a more sophisticated *automobile*, which, according to Haajanen, "*Originally meaning self-moving in a general sense, this term has by custom been limited in its application to mechanical propelled vehicles of the private passenger type.*" (Haajanen, 2017, 11) In general, the first historical stage of the automobile mostly formed the automotive discourse with terms that denoted tangible items due to the primitiveness of the automobile.

With the increasing popularity of the automobile in the first half of the twentieth century, the automobile discourse in respect to terminology continued to develop alongside the historical phase of further technological development of the automobile, which may be regarded as persistence. In fact, the automobile had not evolved much over a period of a couple of decades in the technological aspect since the first iterations. Instead, manufacturers and advertisers relied on the familiarity of the automobile to introduce more accessories and other elements of convenience in order to form the latent desires of the consumer. A big emphasis had been put on the body styles, which ranged from ordinarily shaped family automobiles to luxurious long-bonneted road yachts. As a result, terms, some of which are still being employed in the automotive industry, such as the *Fisher Body*, *coupe*, *drop-head coupe*, *touring car*, *all-weather touring car*, *cabriolet*, *convertible*, etc. were introduced to denote the abundance of creatively shaped body styles. Moreover, accessorial and some technological innovations had been introduced to make life more bearable in contrast to the primitive automobiles of the past. Therefore, terms such as *folding seats*, *plate-glass windows*, *demountable rims*, *cord tires*,

self-starter, *synchromesh transmission* and many others had been popular amongst the advertisers. However, the historical phase of the automotive persistence was considered a distinct period of stagnation, as all the automobiles looked more or less the same and concentrated on the non-innovative aspects. Therefore, a term for the automotive marketing strategy named *built-in obsolescence* appeared, which "*... introduced the idea of annual refreshments of models every year ... These refreshments largely involved cosmetic or other minor updates to each vehicle each year ...*" (Holweg, Oliver, 2015, 57). The purpose of the latter was to elicit the consumer dissatisfaction as newer models and technology had been introduced in order to convince the customer to spend more on a newer model automobile. In fact, although the connotation of the term has changed, it is still being used in the automotive industry, which now denotes the deliberate programming of an automobile to fail instead of the annual cosmetic changes in the past. Overall, the automotive terminology in the historical phase of the automotive persistence was mostly supplemented with the terms that denoted features of convenience and accessories as well as other aspects of the automobile.

During the post-war, the economic growth and the longing for the automobile whose production rates plummeted dramatically during the World War II had sparked a new wave of technological advancements in the automobile industry, which may be attributed to the automotive development phase of exuberance. Interestingly, the exuberant emergence of many innovations in the early second half of the twentieth century had been largely influenced by the society itself, as people desired more than a primitive automobile, which fundamentally was a horse carriage with an internal combustion engine. As a result, the manufacturers responded shortly with numerous new inventions and improvements to the last generation's technology, which simultaneously introduced new terminology as well. The second half of the twentieth century had become an era of extravagant looking, heavy, and powerful automobiles that required serious power to propel them. As a result, new types of engines and their components emerged such as the *overhead-valve V8 engine*, *triple two-barrel carburettors*, *big block*, *hemi* and others, which soon after resulted in a new term of automotive culture relating to the specific group of cars – the *muscle car* whose precursor was the *hot rod*. It denoted a two-door coupe fitted with an engine no smaller than the set standard at the time and has become an American signature in the automotive world. On the other side, it was mostly an era of making the automobile more convenient to drive. Therefore, terms such as the *anti-lock brakes*, *power steering*, *power seats*, *power windows*, *automatic air suspension*, *automatic antennae*, *air conditioning*, early iteration of the *seat belts*, etc. significantly contributed the development of the automotive terminology. Moreover, *cruise control* (which was unfathomably invented by a blind man), also known as the *speedostat*, *tempomat*, and *autopilot*, was introduced to help keep the automobile at a constant speed but originally developed to eliminate the carsickness. Ultimately, a revolutionary innovation termed the *automatic transmission* appeared, which was advertised as the

epitome of effortless driving. In fact, the automatic transmission had been advertised primarily to the womanly audience, as women were seen incapable of shifting a manual transmission. However, men had actually bought such vehicles for themselves instead for the wives, as they also had a desire to drive effortlessly. As a result, the men publicly attributed the purchase to wives due to the sexist ideology and social standards of the times but secretly drove the automobiles themselves. In short, the automotive discourse in the second half of the twentieth century developed significantly, as the aspect of terminology was supplemented with some terms relating to the engine compartment and the many terms of the automatic-everything trend.

Following the phenomenon of mass motorisation during the muscle car era, aspects such as poor build quality, lack of passenger safety features, and poor gas mileage had marked the next phase of the historical development of the automotive technology that may be regarded to as the downfall. The reason being – the automobile as the people knew it was gone. The increasing foreign competition of automobiles that were more sensible and the implementation of laws regarding ecology and the passenger safety influenced the emergence of innovations that concentrated on the sensibility instead of the exaggerated looks, accessories, and power of the automobile. As a result, many new terms denoted aspects of safety and the systems that helped to control emissions. On a side note, in contrast to the earlier items in the automotive terminology, a new trend for producing terms emerged, which was the use of abbreviations and acronyms. In respect to the aspects of the automobile ecology, terms such as *DPF* (*Diesel Particulate Filtering*), *DEF* (*Diesel Exhaust Fluid*, also termed as *AdBlue*), *catalytic converter*, *automobile drag coefficient*, *PCV* (*Positive Crankcase Ventilation*), *EGR* (*Exhaust Gas Recirculation*) and several others were introduced. The attention to the passenger safety was also greatly emphasized, as automobiles of the muscle car era were poorly built. Therefore, *airbags* (also termed as *SRS* for *Supplementary Restraint System*) and *three-point seatbelts* were installed in automobiles. Moreover, further development of the passenger safety systems intensified, as active and passive safety systems have been introduced and continuously improved since the 1990s. The latter systems include the following contemporary terms: *ESC* (*Electronic Stability Control*), *LDW* (*Lane Departure Warning*), *LKA* (*Lane Keeping Assistance*), *TPMS* (*Tire Pressure Monitoring System*), etc. Evidently, many of the latter automotive terms are abbreviations, which have been created to simplify the automotive jargon. In fact, the contemporary automotive terminology consists of more than "*... 3,000 terms used in the English-speaking world about automobiles and other vehicles ...*" (Safford, 1998, 306), many of which are in fact abbreviations. In general, the automotive discourse in terms of terminology shifted significantly, as manufacturers were obliged to invent new technologies, which fulfilled the requirements concerned with ecology and the passenger safety. Simultaneously, the corresponding terms have been introduced, many of which were abbreviations.

Admittedly, the emergence and the continuous development of the automotive discourse has been quite a unique phenomenon in itself with the accumulation of either the adapted or the newly coined terminology along with the development of the automobile throughout a period of more than a hundred years. However, the fundamental philosophy behind the automobile has not changed radically ever since the emergence of the first mechanically propelled motor carriage, as the internal combustion engine has underwent a series of technical improvements but the basic principle of its operation has remained the same up to this day. Therefore, when the pseudo-electric and later the all-electric vehicle have both appeared as the alternative automotive measures, which could simultaneously fulfil the consumer demands and significantly cut on the air pollution, the electric vehicle has brought the most radical shift in the automotive business discourse since the first automobile that had pushed the horse out of the transport market. Both the automobile industry and the advertisers have had to adapt to the new technology and the philosophy behind the electric car. However, the most significant shift in the discourse is mostly noticeable in the terminology, as the principle of the electric vehicle's operation is superiorly simple to that of the conventional automobile. The battery-powered vehicle operates just like regular cell phones, which require constant recharging to function; moreover, the all-electric vehicle has few moving components, as the vehicle is propelled by electrical power, not internal combustion. As a result, it has eliminated in its respect a significant amount of the conventional automobile terminology, most of which is related to the internal combustion engine. Therefore, instead of *ICE* (*Internal Combustion Engine*), a term *electric motor*(*s*) emerged; instead of *car* and *automobile*, an abbreviation *EV* (*Electric Vehicle*) has been introduced; instead of *filling up*, terms *charging* and *supercharging* have appeared to denote the state of the electric vehicle being charged. Moreover, the terminology has also been supplemented with the pre-existing terms and lexical items, which have been accordingly adapted to the phenomenon of the electric vehicle. Terms such as *juice* (a lexical item with a new sense, refers to the amount of energy left in the battery), *ICEd* (an informal mixed acronym introduced to denote a charging bay having been deliberately blocked off by an automobile equipped with an internal combustion engine), and *MPGe* (a derivate of *MPG*, an abbreviation for *miles per gallon* (of conventional fuel) *equivalent*) are now part of the automotive discourse. Overall, the phenomenon of the electric vehicle has influenced a major shift in the automotive terminology, which may be attributed to the last developmental phase of the automotive technology, which is the radicalism.

2.2. Terminology Creation Strategies in the Case of the Electric Car

The advent of the pseudo-electric vehicle in the last years of the twentieth century and the emergence of the all-electric vehicle in the twenty-first century have influenced a major shift in the automotive discourse, especially the terminology, as new items and concepts have had to be expressed. Therefore, many new terms relating to the electric vehicle have appeared, which have been

created using multiple word creation strategies, which may be categorized into four major groups that yield different kinds of neologisms. The first is the morpho-semantic approach used to form new pairs of words or implicate different meanings with prefixes, suffixes, compounding, and such. The second is the semantic approach, which is used to coin new meanings with the pre-existing lexical items. The third is the morphological approach where the form of the lexical items is "*... altered via clipping and acronomy*." (Miller, 2014, 83). Ultimately, according to the latter author, the fourth approach is the borrowing. Therefore, a collection of the electric vehicle terminology (presented in Table 1 in Appendix 1) shall be analysed in this section in an incrementally decreasing order of occurrences of certain neologism creation strategies to find out the tendencies in word and meaning creation in the case of the electric vehicle.

Prior to the analysis of the term cases, it is important to clarify that the majority of the electric vehicle terminology falls into the scientific/technological domains of neologisms, as many either newly coined or pre-existing lexical items denote innovations and inventions. Compound nouns, which belong to the morpho-semantic approach of word and meaning creation, have been found to be the most popular kind of terms with twenty-seven instances. Even though some of the following terms may not be completely new, some of them have been efficiently adapted to the automotive discourse in the aspect of the electric vehicle. A good part of the nouns denotes tangible items; however, some of the nouns implicate intangible items such as new concepts and ideas, which have appeared with the emergence of the electric vehicle. Along with the morpho-semantic approach, the latter compound nouns themselves may also be categorized into three separate groups of compound creation strategies, which are the adjective + noun, noun + noun, and verb + noun combinations. The most frequent instances (thirteen of them) of terminology have been mostly the adjective + noun two-word combinations: *ambient temperature*, *artificial intelligence*, *electric motor*(*s*), *electrical grid, ludicrous mode*, *rapid charge*, *rechargeable battery*, *regenerative brakes*, *renewable energy*, *residual capacity*, *sealed battery*, *single-speed gearbox*, and *yellow top*. Noun + noun compounds have been found to be less frequent with ten instances: *battery cycle*, *battery pack*, *battery terminal*, *cycle life*, *heat sink, leccy cars* (several cases of informal terms are also evident in the terminology of the electric car; leccy – an informal word in British English for electricity/electric), *off-peak charging*, *opportunity charge*, *range anxiety*, and *traction battery*. The least amount (four) of compound nouns have been found with the verb + noun combinations: *drag coefficient*, *electrified vehicles*, *rated capacity*, and *topping charge*. Evidently, most of the compound nouns with the exception of the *single-speed gearbox* and the *off-peak charging* have been formed without a hyphen, as it is clear which noun is modified with either an another noun or an adjective; otherwise, a hyphen would have been superfluous.

Abbreviations, or acronyms and initialisms to be precise, which fall into the domain of the morphological approach of yielding neologisms, have been found to be the second-largest group of the electric vehicle terminology with fifteen and thirteen term instances respectively. As with the trend having been increasingly evident during the period of the conventional automobile, acronyms and initialisms are also quickly becoming popular in the case of the electric vehicle for the reasons of brevity, euphony as well as simplicity. In fact, acronyms and initialisms may easily be mixed up, as the two may be reminiscent of one another in form. However, acronyms actually act as separate autonomous words, which may be pronounced like any other generic word whereas initialisms obstruct the natural flow of pronunciation and therefore have to be pronounced letter-by-letter. The following acronyms have been found (with the possible pronunciation having been provided in square brackets): *BEV* [bev], *CEV* [sev], *EREV* [i:rev], *GOM* [dʒom] (an informal acronym having emerged amongst the electric vehicle drivers' community), *HEV* [hev], *ICEd* [aɪst] (a morphologically mixed acronym having been formed with the initials "ICE" and an affix at the end), *LEV* [lev], *LIB*, [lib], *NEV* [nev], *PHEV* [fev], *PIV* [piv], *SUL* either [sju:l] or [sʌl], *SULEV* either [sju:lev] or [sʌlev], *ULEV* [ju:lev], and *ZEV* [zev]. However, the latter pronunciations are only preliminary and therefore may be inaccurate, as there are very few sources on the phonetical analysis of the recent electric vehicle acronyms. Curiously, some of the latter lexical items expose the recent origin of the acronyms in question, as some of them have an ending *–EV* (a generic abbreviation, which includes vehicles that run either partially or fully on electricity), which explicitly refers to the vehicle powered by electricity. In respect to the initialisms, the following items have been collected: *AER*, *AEV*, *BMS*, *EV*, *EVB*, *EVSE*, *FCEV*, *HFCV*, *MHEV*, *MPGe*, *MSEV*, *REEV*, *SLA*, and *VRLA*, some of which also contain *–EV* either at the beginning or at the ending of the initialism, which denotes the vehicle of being either semi or all-electric. In contrast to the above collection of compound nouns, which denote mostly technical items and other electric vehicle-related concepts and ideas, the decoded acronyms and initialisms in the table have shown that the latter two categories of abbreviations mostly denote the categories of cleaner vehicles such as *EV* (Electric Vehicle), *HEV* (Hybrid Electric Vehicle), *AEV* (All-Electric Vehicle), *FCEV* (Fuel Cell Electric Vehicle) and so on. Therefore, acronyms and initialisms may be considered as measures to categorize certain things and concepts in a simplified, yet efficient way.

Besides the new word pairs, acronyms, and initialisms, a certain amount of terms that belong to the category of the existing lexical items with new senses have been found to be the next popular strategy (after initialisms) of coining either new words or meanings. Twelve term cases, which belong to the semantic approach of neologism yielding, have been accordingly adapted to the automotive discourse, namely the electric vehicle. While some of the terms with new senses provided in the table may be vaguely interpreted as belonging to the technological/scientific domains at first glance,

several of them do not actually indicate any technological aspects, especially in regards to the electric vehicle. Namely, the terms *cheetah stance*, *green*, *juice*, *lemon/lime*, *raven*, *watering*, and *zapping*, all of which instantaneously implicate different connotations except the technological aspect. *Cheetah stance* and *raven* for example, have been recently coined with the new meanings by the electric vehicle company *Tesla*. The term *Cheetah stance* (generally perceived as an attack-like low-to-the-ground positioning of an animal) has been adapted to a certain group of premium vehicles produced by the company, which alludes to the stance of the animal, as the vehicles in theory imitate the cheetah. *Raven* is also a term for a system employed by the company; however, the term was not coined after the animal. In fact, the term was reportedly an allusion to the character in the "X-Men" movie who was able to change its appearance. As a result, the company employed the term, as the produced electric vehicle was apparently able to change its driving characteristics as if it was the character from the fictional movie.

Besides the latter two, the term *green* has been coined as an indication of cleaner alternatives to the conventional automobile, as the colour green has become the symbol of the cleaner environment. *Juice* is an informal term whose meaning refers to the amount of energy left in the vehicle's battery. *Lemon*/*lime* are also slang terms, which refer to defective vehicles, both the conventional and electric. The term *watering* interestingly has not deviated much from its original meaning implication. However, in the case of the electric vehicle, watering refers to the action of adding water to the battery. Ultimately, *zapping* is also slang, which refers to the high amount of electricity being applied to the battery whereas the original meaning of the term refers to the self-defence measure. As for the existing lexical items with the new senses that actually vaguely implicate the technological aspects, the terms *autonomous*, *autopilot*, *charging*, *ground*, and *range* have been found. The terms *autonomous* and *autopilot*, which have been formed with the prefix *auto-*, refer to an advanced artificial intelligence-based system, which automatically controls the electric vehicle. The term *charging* (usually perceived as an action of charging a phone or a laptop) has been adapted to the automotive discourse, which implicates the action of charging an electric vehicle. A pre-existing term *ground* has been adapted to the case of the electric vehicle, which refers to the negative terminal on the battery, also known as the ground. Ultimately, the term *range*, which has been widely used in the automotive discourse, has also been adapted to denote the estimated mileage of the vehicle in question. Overall, the latter twelve terms, which have been coined using the existing lexical units, denote the concepts of things and ideas related to the electric vehicle, some of which may be misinterpreted at the first glance due to the inexplicit nature of the terms.

In contrast to the other types of neologisms, which evidently were found to have a couple of tens of term instances, a subcategory of abbreviations, the shortened forms specifically, have been found to be less popular in the electric vehicle terminology. Nonetheless, five term instances, which

in parallel with the acronyms and initialisms belong to the morphological approach of coining new word pairs and meanings, have also become significant terms in the continuously developing automotive discourse. However, unlike acronyms and initialisms, abbreviations are formed by either randomly choosing a set of certain letters from the existing term, which denotes the concept of the thing in question, or by clipping. To exemplify, the following shortened forms of the electric vehicle terms have been accumulated: *kW* (kilowatt), *kWh* (kilowatt-hour), *Li-Ion* (Lithium-ion [battery]), and *NiMH* (Nickle metal hydride [battery]), all of which are examples of choosing random letters to shorten specific terms. Additionally, the term *regen* is an example of clipping whose original form is "regenerative braking", which did not only clip the *–erative* part off but omitted "braking" altogether. As a result, the latter term may be considered as incomprehensible to the regular audience due to it having lost most of its lexical units that denote the meaning. Parallel to the other two subcategories of abbreviations, shortened forms also mostly denote intangible concepts and ideas behind the electric vehicle for the sake of brevity, euphony, and simplicity.

Finally, the least amount of term instances have been found in the categories of derivation and blends with four and two terms respectively. The latter categories both belong to the morpho-semantic approach of complementing the automotive discourse with new words or meanings. In the case of derivation, the following terms have been found: *gigafactory*, *overcharge*, *self-discharge*, and *supercharging*, all of which are examples of affixation. However, due to the fact that the prefixes *giga-*, *over-*, *self-*, and *super-* may function as autonomous lexical items in certain contexts, it must be clarified that the latter are semi-affixes. In the case of blending, only two items have been found, which are the *frunk* and *vulcanol*. *Frunk* is a recent blend of *front* and *trunk*, which has become a popular word amongst the electric vehicle owners, and *vulcanol* is a blend of *volcano* and *methanol*, which was recently formed to denote a new kind of a synthetic fuel, which was created by collecting gases, namely methanol, from a volcano.

In conclusion, a collection of the seventy-nine words, which belong to the scientific and technological semantic domains, has revealed that the most popular strategies for creating new word pairs and new meanings in the case of the electric vehicle are compounding with twenty-seven term instances and abbreviating, which includes acronyms, initialisms, and shortened forms of terms with a combined thirty-four term instances. Compound nouns have been found to denote mostly tangible items whereas acronyms, initialisms, and shortened forms have been used to denote intangible things such as concepts and ideas behind the electric vehicle. Moreover, acronyms and initialisms were quite distinct amongst the other groups of neologisms, as the latter have been widely employed for the purposes of categorization. Term instances in the following groups of existing lexical items with new senses, derivations, and blends have been found to be less frequent in contrast to the neologism yielding approaches mentioned above. Nonetheless, the fewer instances have also significantly

contributed to the evolvement of the automotive discourse. Overall, even though the electric vehicle is still considered an outsider in the automobile industry, its novel approach to technology and the individual transport in general has contributed to radical changes in the automotive discourse, especially the terminology.

2.3. Historical Development of Car Advertisements

Automobile advertisements have developed significantly since the advent of the first automobile in the late nineteenth century. Throughout an approximate period of a hundred and thirty years, advertisements ranged from basic black and white prints to ingenious and extravagant posters. With the emergence of the first automobiles, advertisements, whose communicative function was primarily informative, had been mainly published to introduce and to educate the society about the novel technology that was the automobile. Therefore, there was little to discuss at the time in regards to the rhetorical and multimodal means that create persuasiveness. However, significant historical events and the development of the society soon resulted in the nirvana for the automobile manufacturers, as individual transport became a staple in the lives of a quickly increasing audience. As a result, as more manufacturers were established in order to meet the demand, complex multidimensional advertisements started to appear simultaneously, which incorporated rhetorical, linguistic, and multimodal measures to create a great persuasive effect in order to penetrate the potential customer successfully. The latter included persuasive measures such as rhetorical questions, enumeration of pre-modifiers, especially adjectives, appeals to emotions elicited by certain words or photographs, etc. In fact, automobile advertisements incorporated many methods of persuasion, some of which were subtle and only noticeable to a trained eye whereas others in contrast were more explicit. Therefore, this section shall analyse some of the selected automobile advertisements (provided in Appendix 2) in respect to significant historical periods up to the emergence of the cleaner electric alternative in a chronological order to distinguish the changes in the development of communicative functions and the use of rhetorical, linguistic, and multimodal measures.

The first instance (Fig. 1) of an automobile advertisement in terms of historical importance is the very first advertisement for an automobile, which had been published in 1898. In respect to visuals, the advertisement had a small footprint in the newspaper, as it had not occupied even half of the newspaper's page and was situated amongst other advertisements. Moreover, it bared a photograph of a carriage being operated without a horse that had been supplemented by the title *Dispense with a horse,* which amongst a horse-oriented society had elicited shocking reactions. As a result, the communicative function of the latter advertisement had been purely informative, as it introduced the automobile to the society as an alternative to the expensive and highly polluting horse. The idea of a cheaper alternative had been reinforced with the enumeration of homogenous nouns *expense, care, anxiety* that represented the problems of owning a horse, which would have had been

hypothetically eliminated with the adoption of the advertised automobile. Modes of persuasion (both pathos and logos) were also evident with the emphasis on the automobile as "*the best vehicle of its kind that is made*", which was also supplemented by the adverbial modifiers *handsomely*, *strongly*, *lightly*, *elegantly*, and *easily* to make the automobile more appealing. The target audience had primarily been men, as the advertisement concentrated on the automotive lexicon, which included some component terminology as well as the emphasis on the speed and the price of the automobile, which had served the informative function. Overall, the purpose of the first automobile advertisement was to inform the society about the novel technology in a simple, non-threatening yet detailed manner.

The second advertisement (Fig. 2) was published in 1908 for the Ford Model T, which was the first affordable mass-produced automobile. In contrast to the instance of automobile advertising analysed above, this advertisement was more attractive in presentation and was rich in detailed text. In terms of visuals, the advertisement was published in a full-page format with the automobile shown at the top as the centrepiece with the additional bold borders surrounding the text and the blank space surrounding the borders, which created a unique and attractive look in contrast to other generic looking automobile advertisements. The target audience was clearly a multidimensional consumer base due to the fact that the advertised automobile was built to promote the phenomenon of mass transportation. As a result, the price was mentioned in several places including the title. Moreover, the fact of the great value was reinforced throughout with the rhetoric device of comparison: "*the one real automobile value*", "*unheard of price of $850.00*", "*possesses at least equal value*", "*several hundred dollars less than the lowest of the rest*". Apart from the emphasis on the price, the advertisement consisted of many adverbial modifiers, which emphasized the benefits and the reliability of the automobile. The latter were adjectives such as *big*, *roomy*, *powerful* (x2), *speedy*, *enduring*, *good*, *perfect*, *proper*, *vast*, and adverbs *long*, *clean-cut*, *handsomely*, *especially*. The text within the advertisement was also rich in automotive lexicon with the enumeration of automobile components such as the *magneto*, *3-bearing crank shaft*, *steering gear*, *joint,* and others, which clearly served the informational needs of men, as men had remained the primary automotive customers.

Moreover, the advertiser had also employed the persuasion method of ethos with the following sentence, "*M. Michelin, noted tire expert …*" who evidently was a renowned tire expert. In the context of the automobile's weight, the advertisement continued to cite the famous inventor's technical statements regarding the effect on the tires caused by the weight of the automobile, which coincidentally was insignificant in the case of the advertised automobile. Therefore, the latter technical statements had been followed with a comparison, "*That is one of the reasons the Ford car will run more miles for less money than any other touring car manufactured.*" that also appealed to the logic of the consumers. Moreover, ethos was furtherly employed to establish the company itself as a reliable business with the sentences such as "*Your guarantee that this car is all we claim—and*

our claims are broad—is in our reputation of Henry Ford, who never designed or built a failure …" and "*Ford Motor Company, who have built $20,000,000.00 worth of successful cars …*". Ultimately, at the bottom of the text a sentence was presented, which read, "*We make no apologies for the price …*" and it was a distinctive expression of the company's attitude towards the pricing of the automobile, as the manufacturer felt no guilt in putting such a price tag on the vehicle. Moreover, it was also a distinct form of a comparison, as, according to the advertisement, all automobiles of the time would have had been of the same price if they were built using the technology the Model T was built with. In summary, the advertisement was more complex in contrast to the previous advertising instance, as the advertiser employed a picturesque representation of the vehicle, a lexically dense text, enumerations and comparisons as well as the persuasion modes of ethos and logos.

The third instance (Fig. 3) is a copy of a full-page advertisement published in 1940 for an American automobile manufacturer Buick. It represented radical changes in the automobile advertising strategies in response to the development of the society, especially during the period of the World War II. Whereas men had been previously considered the primary target audience in the automotive business, as they had left for the front lines, women had proved they were not only housewives and nurturers but efficient workers as well. As a result, women had become the primary target audience in automobile advertisements for the time being, which now concentrated on the emotional appeal and the intangible values instead of appealing to the materialistic and technological needs of men. In the aspect of visuals, the copy of the advertisement was finished in colour and complimented with a brush-painted silhouette of a woman who is reminiscent of a refined lady of the times that belonged to the upper middle class, which suggests the automobile having been advertised for the women of the higher social stratum. Moreover, at the bottom left, a photograph depicted two women cheerfully driving the advertised automobile, which had been an unusual sight, as women struggled to drive oversized motors originally intended for the manly customer base. However, advertisers strived to overcome the stereotype and persuade women to have a go in the new automobile. Therefore, the communicative function of the advertisement was persuasive, which was utilised to convince women this was the automobile for them.

The idea of a motor intended for women was reinforced with the title, "*Weep no more my Lady! – Here's a <u>big</u> car you can drive!*" On the one hand, the title conveyed a message of the ease of handling, especially with an underline on the word "big". On the other hand, the title embedded chauvinism towards women, as women had previously been unable to drive big automobiles due to both physical incapability and gender roles, and therefore felt emotionally deprived. Moreover, because women had been stereotyped as indifferent to the technical aspect of the automobile, the advertiser strived to promote the automobile as a measure to fulfil the emotional and intangible needs of a woman. The text within the advertisement started with a historical preface "*The theory was that*

to be truly spacious …" and continued on vaguely enumerating the specifications of the automobile. The first paragraph ended in a sentence "*… interiors big enough to hold a tea party in*", which emphasized the factor of spaciousness considered important to women. The incomparable notions of big yet easy to manoeuvre were emphasized with the enumeration of verbs such as ***brings*** *instant, unquestioning obedience*, ***pilot*** *it* and ***park*** *it without tugging or hauling*, ***shift*** *through its whispering gears* and the enumeration of adjectives such as *well-mannered, instant, unquestioning, whispering,* and *easy*. Moreover, aspects of comfort and self-accomplishment were expressed with adjectives *deep, soft, delicious, perfect,* and *sumptuous,* all of which would have had hypothetically played an important role "amid appointments". After the automobile was amply described, the advertisement asked a rhetorical question "*But why listen to us talk about it?*" and urged the reader to find a local dealer and have a try at the new automobile. Moreover, a persuasion mode of logic was elicited with a comparison, which had compared the better price-to-weight ratio of the advertised automobile in contrast to other more expensive competitors. Finally, a slogan at the end of the advertisement "*Best buy's Buick!*" which had also incorporated alliteration, elicited both the appeal to emotions and logic, as the advertiser implied that the smartest people but the best automobile. Generally, the approach to advertising had changed at the time, as advertisers had to appeal to the emotions and intangible values of women. As a result, graceful photographs, texts of low lexical density, nouns and adjectives that concentrated on the automobile as a measure of convenience, style, and a symbol of status as well as gender-specific words had been employed to inform and persuade women to buy specific automobiles.

The fourth advertising instance (Fig. 4) is an advertisement for a Ford published in 1950, which represented the recognition of the automobile as part of the American lifestyle. During the post-war, the economic upturn and the ideology of freewheeling led to the society increasingly realising the advantages of owning an automobile, except now people demanded more features and accessories instead of a primitive automobile. Therefore, the advertisement for a Ford advertised the automobile in an ingenious way in terms of automotive benefits in order to fit within the terms of the American lifestyle. In respect to visuals, the full-page advertisement consisted of five different photographs of the automobile having been depicted in five different situations, which corresponded with the demands of a typical family. The picture at the top depicted the automobile with an open bonnet and a man standing in front of it, which implicated the technical and technological appeal to men, as men were stereotyped to be fond of tinkering in the engine compartment. The lower photograph depicted the automobile in an attractive manner known in photography as the three-quarter view, which created a majestic stance of the automobile. Moreover, a woman standing beside it was depicted, which implicated, along with the attractive shot of the automobile, the women-oriented aspects such as appearance and the feeling of success, as automobiles were considered a symbol of status. The third

photograph from the top depicted an additional feature of the automobile that was the folding roof, which accordingly was a feature for the son of the family. Moreover, six people were depicted in the interior of the automobile, which referred to the popularity of the son whereas the attractive features of the automobile were considered as measures to retain that popularity. The second to last photograph depicted the automobile in the street with the daughter behind the steering wheel. It referred to the ease of driving the automobile, especially such a bulky one, as women were previously considered incapable of driving big automobiles. Ultimately, the last photograph in the advertisement was a somewhat technical drawing of the automobile, which depicted the aspect of safety most important for the youngest offspring of the family.

In order to create a more convincing advertisement, informative and persuasion communicative functions were employed, which utilised blocks-of-words beside the five photographs to elaborate more on the benefits of the automobile to the respective member of the family. Each of the five paragraphs started with the imperative verb *Test Drive*, which was followed with information relevant to the situation. The first paragraph titled *For Mr.* concentrated on the technical aspects of the automobile. Therefore, the enumeration of components such as *V-8 engine*, *superfitted pistons*, *laminated timing gear*, and *Silent-Spin Fan* was present. The second paragraph titled *For Mrs.* concentrated on the intangible values of safety and convenience relevant to the womanly audience. As a result, the following information was presented – *"King Size" Brakes*, which stopped *35% easier*, *Finger-Tip Steering* convenient enough to *thread a needle* because it was *so easy to handle*. The third paragraph dedicated *For Jr.* relied on the fun factor with the following statements – *SIX people big*, *top goes up or down* that completed the action *in seconds* and *automatically*, which was one of the desired features of the younger generation. Moreover, one of the advertising strategies employed was the use of testimonial, as the automobile at the time had received *the Fashion Academy Gold Medal Award as "Fashion Car of the Year"*, which furtherly reinforced the appeal of the product. The fourth paragraph titled *For Jr. Miss* had put the emphasis on the ease of handling, as *big "Picture Windows" all around* would have helped to get *IN and OUT of the tightest places with nary a scratch or bump*. The last fifth paragraph titled *For the Infantry* concentrated on the aspects of safety with the enumeration of passenger safety-related items such as *body of heavy gauge steel*, *rugged box-section frame*, and *"Mid Ship" ride*. Overall, the advertiser relied on the appeal to emotions with relatable characters, as individual members of the family within the advertisement represented a concept of a typical sought-after family amongst Americans, which simultaneously had similar automotive desires depicted in the advertisement. Ultimately, besides the photographs and the blocks-of-words, a rhetorical question at the top left was used, which questioned "*What's in it for YOU?*" and naturally raised suspense and even anticipation to learn more about the automobile. The rhetorical question was furtherly reinforced with the following sentence "*Test-Drive a '50 Ford and*

find out!" It was an advertising strategy of applying pressure on the customer, which strived to elicit constructive action. In short, the advertisement employed a moderate number of multimodal advertising strategies, which at the time appealed to the emotions and logic of the consumers.

The fifth copy (Fig. 5) is an advertisement published in 1969 for the American automobile manufacturer Dodge. The automobile was advertised during the era of the muscle car, which was a somewhat distinct golden age in both the American automotive history and culture. In fact, during the period of the automotive exuberance, many extravagant advertisements had been published, some of which employed highly controversial advertising strategies to attract the consumer attention. One of the strategies was the objectification of women in the automobile advertisements in order to attract the attention of the male consumers. Moreover, photographs of women were not only employed for the attention-grabbing purposes but they were also portrayed in a deprecating manner, completely unaware of automobiles (which made men feel superior in the automotive aspect) as well as trophies of success for men. Therefore, the chosen copy of the advertisement from the 1969 is the exact case of the latter controversial advertising strategies employed to establish communication with the male consumers. In respect to visuals, the advertisement had been published in a full-page format with a photograph of the automobile shot in a three-quarter view, which showed a substantial number of attractive design details of the automobile in a single frame. The latter included a bright red paint, white bumblebee stripes, long horizontal taillights, and a twin exhaust. Moreover, the automobile had been complemented with a young girl standing behind the automobile who had been depicted wearing heels and a lace dress, which she deliberately lifted up some to create an alluring sensation. The reason behind the enticing scene was to implicate an appeal to emotions of young men that driving an attractive, big, and fast automobile was the utility to gain popularity, and potentially achieve the attention of women.

In terms of the textual part, the text beneath the photograph was presented in the form of a monologue of low lexical density, which was read, according to the advertisement, by the young girl named Julia possibly depicted in the photograph above. The advertisement had purely established a communicative function of persuasion, as the depicted product had appealed to both the technical and sexual needs of men. The advertisement began with a black large sentence "*Mother warned me… that there would be men like you driving cars like that.*" which implicated the awareness of men utilising automobiles for the attention-grabbing purposes. Moreover, the first sentence was followed with a mocking question that expressed the inapproachability of the woman "*Do you really think you can get to me [in] machine you just rolled up in?*" The idea behind the first two sentences was reinforced with the enumeration of items, which according to the attitude of the text itself were of little interest to the young girl. The latter included *long, low, tough machine*, *air conditioning and stereo*, and *bucket seats*. Moreover, a sentence fragment "*a 440 Magnum, whatever that is …*" explicitly

deprecated women as uneducated and having indifferent feelings towards automobiles. Ultimately, the text read the name of the model "*Charger R/T SE. Sounds like alphabetical soup*" which, once again, deprecated women in a highly stereotypical manner, as a woman's place was considered at the kitchen. Interestingly, all of the earlier statements of inapproachability had been rendered invalid with the last sentence "*Frankly, I'm attracted to you because you have a very intelligent face. My name's Julia.*" which may have been interpreted as the automobile having had such a significant impact that the girl's will and intangible values were overcome by the attractiveness of the automobile. Therefore, such a sentence had been included deliberately, which depicted the possibility to overcome even the most stubborn women with the advertised automobile, as "*... young men who participated in muscle car culture understood that driving a fast and racy car was the most effective way to attract young women.*" (Lezotte, 2018, 150) In conclusion, the advertisement employed multidimensional sexist advertising strategies, which had nonetheless yielded sales, as men had been affected by the idea of the automobile overcoming women highly concentrated on the intangible values. Moreover, advertisements of the muscle car in general marked the "downfall" of the automobile advertising, as extravagant advertisements had gradually disappeared with the emergence of more sensible approaches to automotive advertising.

The last instance of the automotive advertising (Fig. 6) is a copy taken from a magazine published in 1990 for an automobile manufactured by the British motor company Land Rover. In contrast to earlier advertisements, especially during the muscle car era, the advertisement was published in an automotive period characteristic by its concentration on the sensibleness and quality of the automobiles whereas earlier advertisements put the emphasis on mass-consumerism with the extravagant campaigns of poorly built motors, some of which were occasionally controversial. As a result, advertisements of the late twentieth century were much more discreet yet informative in presentation, which promoted the automotive products and features that have been desired by the society, which were safety, luxury, and performance. Moreover, many advertisers relied on the well-established form of advertising, which resulted in many alike automotive advertisements. However, some were able to stand out more than the others were with the employment of rhetorical and multimodal measures. In respect to visuals, the chosen advertisement was published in a full-page format finished in colour, which was primarily dominated by a photograph of a STOP road sign completely covered in ice during the night. The photograph was followed with a sentence finished in bold oversized letters, which read, "*Another sign that you need a Range Rover*." The latter sentence acted as a literary device of ambiguity, which in conjunction with the photograph implicated two possible meanings. Visual measures in the advertisement suggested that there were instances of extreme weather conditions one might face. Therefore, the first meaning might had been interpreted as the road sign having been a tangible object, which in theory could have had been avoided with the

advertised automobile. On the other hand, the second meaning possibly implicated the notion of an intangible sign whose occurrence have had led to possible constructive action. Curiously, in contrast with the visuals of the earlier advertisements, some of which elicited various responses much without reading the text first, visuals in the later advertisements were fundamentally simple, as there was not much to say about the story behind the photograph without the context.

In respect to the textual part, the text within the advertisements was of low lexical density with only a few instances of technical jargon. In terms of the advertising functions, both the informative and the persuasion communicative functions were employed in the text below the photograph. The advertisement started with a sentence, "*It's likely that stopping causes more accidents in the winter than going*" which provided some relatable context to advertise the features of the automobile. The enumeration of features simultaneously employed the persuasion modes of ethos, pathos, and logos. For example, the sentence, "*So it might be comforting to know that … comes with an anti-lock braking system many experts consider the most sophisticated in the world*" appealed to pathos with the word "*comforting*"; to logos with the mention of a beneficial feature of the automobile; and to ethos with the mention of the "*many experts*". Moreover, the following sentence in the advertisement, "*It's a system designed to function everywhere a range Rover functions*" was unintentionally ironical at the time, as from the reader's point-of-view, drivers were aware of the motor's poor reliability. After all the automotive features were enumerated, the advertising strategy of putting pressure on the consumer was employed by inviting one to call the provided number in order to elicit constructive action. The advertisement came to an end with the emphasis on the price of the automobile, which, according to the advertiser, was a "*commensurately luxurious price*". However, the advertiser suggested looking at the price from another perspective, "*No car stops people the way a Range Rover does.*" which, once again, was unintentionally ironical. In the positive sense, the car could possibly had helped the driver to stop in time and avoid a collision, whereas in the negative sense, the car itself had stopped people from actually buying the automobile due to its steep price and poor reliability.

In conclusion, the automobile advertising underwent significant changes since the first advertisement. In contrast to the earliest advertisements that were primitive in presentation and served an informative communicative function, later iterations became a measure of persuasion that became more creative and complex. Advertisements started to employ multidimensional photographs, which elicited a variety of responses, rhetorical devices such as comparisons and enumerations, and occasionally lexically dense blocks-of-words due to the technical domain of the automotive discourse. Moreover, the persuasion modes of pathos and logos were the most predominant methods to convince the consumers, as certain enticing and emotive words were employed to sell automobiles.

III. THE ELECTRIC CAR IS THE FUTURE OF CLEANER TRANSPORTATION. TRUTH OR MYTH?

3.1. Types of Advertisements to Support the Transition to Electric Transportation

As a response to rapidly increasing environmental concerns, the first mass-produced electricity-based vehicles have started to emerge during the last years of the 20th century. Such renowned brands like Toyota and Nissan have started introducing vehicles, which emphasized high efficiency and a significant decrease in pollutants compared to conventional automobiles. To promote the transition to cleaner transportation, manufacturers have had to come up with promotional campaigns that appealed to the environmental cause. However, a quickly spreading motorisation phenomenon followed by the major attitude towards the convenience of the conventional automobile, and the intensifying competition between car advertisements meant the manufacturers of the electric vehicle had to work out a series of advertising solutions, which could reach to the audience's consciousness. Therefore, to support the logical transition towards the sustainable transportation, manufacturers have started publicising smart promotional campaigns, which incorporated measures of rhetoric, linguistics, multimodality as well as modes of persuasion. The latter have included a range of picture and colour choices, slogans, literary devices, emotional language, and the appeal to both the emotions and logic, all of which have been utilised to affect the potential customer. Advertisements of the electric vehicle were firstly publicised in paper forms, later – manufacturers mainly switched to digital forms, which included social networks and a variety of video platforms. Advertising campaigns that support the transition to sustainable transportation have lately had a significant impact on the electric vehicle sales, which indicates a changing attitude of the people, as more individuals have become environmentally conscious. Therefore, a selection of digital and physical advertisements for the electric vehicle (presented in Appendix 2) shall be analysed in a chronological order from the date of publishing to find out the array of the promotional strategies employed to elicit constructive responses, one of which is to switch to the all-electric vehicle.

3.1.1. Printed Advertisements

Before social networks and video platforms became readily accessible, advertisements in magazines was one of the measures to reach the public. An advertisement for the first mass-produced hybrid electric vehicle published in 2003 was a good example of the product-oriented claims, which mainly focused on the environmentally friendly nature of the car. An advertisement for the Toyota Prius (Fig. 7) undoubtedly targeted individuals who were environmentally conscious. First of all, the visual part took most of the space to portray a car driving and being surrounded by the snowy hills, a green forest, and a rich blue sky – colours, all of which are usually considered as constituent parts of a clean environment. Therefore, the car within the advertisement acted as part of the natural environment due to its low emissions figures. Moreover, the bottom of the ad bared four low-profile

pictures, which furtherly embraced the idea of the eco-friendly mentality. The choice of font size and its colours has also had significant influence to the image of the car. A choice of a smaller font size worked in parallel with the vehicle itself as both left a small footprint in the advertisement. Additionally, mostly white font dominated throughout, which might have resembled clean snowy hills or clouds, which were not affected by the vehicle. However, some parts of the ad were printed in green, which included the figures of fuel consumption and mileage, a recent electric car-related acronym that distinguished the type of the car, and a car-shaped object in the top left corner, all of which were used to convey the vehicle's lack of impact on the environment.

In terms of the textual part, the text within the advertisement was concisely presented, yet mostly full sentences and not sentence fragments were chosen. The advertisement started with a tag line, "*Hybrid Fact #1: Only Prius was built from the ground up to help the planet from the sky down.*" which began with an indication of the fact number. The latter acted as a rhetoric device of anticipation as the reader could have potentially anticipated for the next issue of the magazine to learn more about the advertised vehicle. Moreover, Toyota used chiasmus to stress the fact that the vehicle was engineered from scratch to be as efficient as possible. The company had also included a sentence fragment – "*Prius | genius*", which utilised a stylistic device of sound alliteration to promote the technologically advanced nature of the car while also appealing to the audience's emotions by calling the potential buyer sensible for choosing a cleaner alternative. Finally, at the bottom right, Toyota's slogan – "*The sky's the limit*" was an idiomatic expression that emphasized the brand's significant technological achievement and the potential transition to more sustainable transportation. The overall effect that the company sought for with the advertisement was to awaken the environmental consciousness of the people while also to pursue the individuals in an objective manner to choose Toyota specifically, by advertising factual information and efficiency figures, for example. In fact, this advertisement "*... is a good example of a product-oriented claim, as it specifically states the benefits to the customer.*" (Mueller, 2004, 308), which had resulted in the major public interest of the vehicle. Overall, the communicative function of the advertisement was primarily informative, as the advertisement presented some facts regarding the electric vehicle, which were related to the environmental movement. However, persuasion function was also evident, as some modes of persuasion were also employed, which have had a moderate effect on the environmental consciousness of the people.

The second example of printed electric car advertisements was yet another Toyota's attempt (Fig. 8) to promote the electrification of personal transport. An advertisement for a new generation of the Prius still clearly targeted the environmentally responsible individuals. As with the previous advertisement, the major space was dedicated for the visualisation of the company's attitude towards the environment. To emphasize the importance of the environmental cleanliness, vibrant colours like

several shades of blue colour appearing from the sky and water had mainly dominated throughout with the addition of green appearing from the forest, all of which resembled the colours unaffected by the increasing automotive pollution. The vehicle within the advertisement was portrayed in an ambiguous sense: it either merged from the forest as part of the environment or, hypothetically speaking, it "emitted forest" due to its miniscule emissions figures. Moreover, a reflection of the forest in the water formed a virtual arrow, which pointed at the car suggesting a logical move towards sustainable transportation. The font size and its colour for presenting the text mimicked Toyota's earlier advertising campaigns. The font chosen was subtle and hardly visible whereas its colour – white, the colour of cleanliness, resembled distant clouds and lack of vehicle's impact on the environment. Moreover, the text at the bottom left was incorporated within the miniature waves, which indicated the vehicle's harmony with the environment.

In respect to the textual aspect of the advertisement, the text was concise, mostly made up of full sentences and not sentence fragments. Fewer cases of figurative speech were apparent compared to Toyota's earlier promotional iterations. To promote the vehicle successfully and provide reasonable reasons to choose one, the company had included factual information on the car's global impact, which provided a rough estimate of the influenced forward-thinking drivers, the amount of greenhouse gases that had been consequently lowered, and a claim of the car serving as a blueprint for the future electric vehicles. The paragraph ended in a sentence – "*Because when it comes to thinking green, the sky's the limit*", which emphasized infinite possibilities of benefiting the environment as well as the customer. Moreover, the top of the advertisement bared two sentence fragments – "*Today–thinking green*" and "*Tomorrow–planning for blue*", which, "*... reflects the image the company wishes to foster of thinking toward the future and making little negative impact on the environment.*" (Miller-Cochran, Rodrigo, 2016, 128). Finally, the brand's name was printed in the upper case to help build brand loyalty. Yet again, informative and persuasion communicative functions were employed to affect the audience in an optimistic, almost uplifting way by listing recent achievements of the vehicle, which potentially paved the road to cleaner transportation. In brief, the company's further promotional iterations have positively strengthened the support for the electric vehicle as a measure to reduce air pollution.

The third example (Fig. 9, 10) was one of the many printed advertisements for an electric vehicle named "Leaf" produced by the Japanese car manufacturer Nissan. The advertisement also utilised an advertising technique called co-branding to strengthen the perceived effect of going environmentally friendly. In respect to the aspects of visuals, the left part of the advertisement was primarily covered in blue colour, which usually resembles the sky. Moreover, a car in the middle was painted with a colour known as electric blue and it referred to the car being fully electric. On the right part of the copy, a picture of a clean, car-lacking street equipped with charging stations was mainly

dominated by bright blue and green colours, which indicated a pollution-free solution to urban driving. To promote the joint venture of the two companies, both pictures were connected with a charging cable running from the charging station to the charging outlet on the car. Following the trend of the electric vehicle advertisements, the font size chosen was moderate and its colour remained mostly white throughout, which reflected the car's lack of emissions.

What was concerned with the textual part, a new trend for less text in advertisement campaigns (including the electric vehicle advertisements) started to emerge. As a result, the analysed advertisement consisted of fewer-than-usual sentence fragments and full sentences that usually denote the characteristics of the promoted products. At the top left, Nissan used sentence fragments, "*the new car, the 100% electric, no-gas Nissan LEAF*" to describe the characteristics of the electric vehicle, which were also closely relatable to the Nissan's slogan at the bottom left – "*Shift the way you move*". It questioned the unreasonable dependence on the old technology of internal combustion and implied a transition to emissions-free alternatives, hence the title "*the new car*". Interestingly, the car's name itself, the Leaf, sounded like a deliberate creation that alluded to the car's environment-focused nature. However, LEAF was actually a backronym that stood for "*... Leading, Environmentally friendly, Affordable, Family car ...*" (Tillemann, 2015, 136). Finally, the title of the advertisement ended in a sentence fragment – "*Innovation for all*" which was one of the strategies to promote the transition to sustainable transportation. To make an advertising campaign successful, the manufacturer has to convince its audience that the product they make is beneficial and necessary to fulfil the hedonic needs of a wide public. Therefore, Nissan had included the latter sentence fragment, which acted as persuasive modes of pathos and logos in the sense of environmental friendliness and technological advancement. In this case, the manufacturer utilised the fragment in two ways: to appeal to the audience who were environmentally concerned, and to the audience who had no interest in the rapidly increasing environmental concerns but saw the electric car as the pinnacle of technological advancement. As a result, such advertising strategy involved both parties with each of them making different assumptions of the electric vehicle based on their own respective criteria.

On the right part of the page, the text employed in the advertisement for the charging station was rather basic; instead of incorporating eye-catching figurative speech, fundamental information was provided. In fact, the strategy of the latter advertisement was to attract the attention of the audience by fulfilling their informational needs. Therefore, "*The ad informatively points out that this product is 'what the new car has been waiting for' and links the electric charging station with the 100 percent electric Nissan Leaf.*" (Andrews, Shimp, 2017, 151) Moreover, the company continued with a personal sentence that applied to a wide audience "*It seems like we've been waiting a long time for the electric car, but maybe the electric car was waiting for this*" which suggested certain improvements at the time in the way the electric vehicle could have had been supplied with energy

that could have had potentially changed the way people perceived electric cars and the electrification process in general. Finally, the advertisement ended in a trademarked term "*ecomagination*" and a slogan "*imagination at work*", which both resembled the company's attitude towards the constant improvement of technology as well as the future of sustainable transportation. In general, both parts of the advertisement utilised the strategy of indirect persuasion by engaging the audience, which helped to promote both the electric car as a measure to minimize the air pollution and the technology behind it for the fans of the cutting-edge technology.

3.1.2. Video Advertisements

The first example of a video advertisement (MOTOR1, 2011) was a promotional campaign conducted by the Japanese car manufacturer Nissan that consisted of a series of advertisements published in physical and digital forms. The advertisement certainly targeted an environmentally concerned audience by raising a hypothetical question in the title of the video, which read **"***What if everything ran on gas?*" The plot took place in a generic American city that showed a day in the life of an average person. However, Nissan depicted daily activities with a twist – every single electric appliance was given an internal combustion engine: alarm clocks, coffee makers, microwaves, hairdryers, music players, cell phones, computers, printing machines, and even dentistry tools. The 1-minute commercial began with the protagonist waking up to his daily routine on a workday. The man made breakfast and brushed his teeth, had a conversation on the phone on his way to work, spent most of his day at work, took a trip to the dentist, and filled his car up with petrol. The latter daily activities were depicted in a usual, almost stereotypical way – ideas, which closely related to the conventional vehicle. The commercial ended in the protagonist's attention having been caught by a gentleman unplugging his fully electric vehicle from a charging station and driving off. The last video fragment of an electric car served as an emotional uplift, a hope that indicated a potential measure to influence people's attitude towards sustainable transportation.

One of the strategies to promote the Nissan Leaf and the transition to electric transportation was through logic. To promote the environmental awareness and to show the consequences of the excessive dependence on fossils fuels, gloomy fictional reality was created. Throughout the commercial, objects that usually run on electricity were depicted as loud, unreliable and heavy polluting, which caused many inconveniences and covered people in black poisonous fumes. The idea was furtherly developed by portraying a man filling his car up on petrol, which coincidentally appeared to be a hybrid electric vehicle named the Volt produced by Chevrolet – one of the main Leaf's competitors in the electric vehicle segment. However, whereas the Leaf was fully electric, the pseudo-electric Volt used petrol to power the on-board generator, which generated electricity. As a result, Nissan deliberately included the hybrid vehicle in the commercial amongst other electric polluters to emphasize the false sense of environmental friendliness brought by the pseudo-electric

vehicle, which still used conventional fuel to run. Such advertising strategy choices by Nissan questioned the reasonability behind the development of an ancient technology, which stimulated the human logic and potentially raised questions such as "If the usual objects powered by electricity could be powered by fossil fuels, why the conventional automobile could not be powered by electrical energy?" In general, Nissan provoked logical reasoning to convince the audience that the Leaf was the correct choice.

The company also utilised the strategy of a relatable character. To attract the attention of as wide audience as possible, Nissan had chosen a protagonist that accurately represented the life of an average middle-class person. The connection with the audience was achieved by depicting the man waking up early in the morning, doing all of his morning routines and leaving for work, staying all day at the office, going to the dentist, and filling his car up on petrol before heading home. Moreover, the latter activities were portrayed in a grim, colour-faded manner, whereas the protagonist lacked passion and optimism throughout his day, which all strengthened the sense of relation to the character. Interestingly, the commercial vaguely implied a potential lack of interest and satisfaction in conventional vehicles as, according to Cenamor and Brandt, *The main character feels vaguely that this life—so normal, so typical of everything around him—doesn't quite satisfy.*" (Cenamor, Brandt, 2019, 170). The chosen promotional strategy provided the company with a sense of credibility as it demonstrated its ability to acknowledge how the society functions and what measures are necessary to make change. A sense of a trustworthy company was also achieved with a phrase "*Innovation for the planet. Innovation for all*", which hypothetically granted a wide audience an access and a sneak peek to the cutting-edge technology supposed to revolutionise the way people drive. In short, Nissan had created the sense of relation and trustworthiness to convince a wide audience to choose the Leaf as a solution to an old-fashioned lifestyle.

Finally, the commercial for the all-electric Leaf utilised the persuasive mode of pathos to convince people to transition away from conventional automobiles to more reasonable and cost-effective electric alternatives. One of the factors that manipulated the audience's emotions were sounds. The video opened up with a sudden ringing of an alarm clock that immediately caught the attention of the viewer. A gentle, monotonous melody that worked in parallel with the grim and depressed visuals followed the alarm, which intensified and gained complexity as the protagonist's workday progressed. As the commercial reached the climax and the all-electric Leaf appeared, the melody stopped for a moment and started playing optimistically sounding notes, which related to the vehicle as a solution to disinterest and dissatisfaction in life. Apart from the sounds, the appearance of the people and the colours of the commercial also carried a significant meaning. Throughout the commercial, characters lacked any signs of optimistic emotions; they wore the usual washed-out beige, blue, and grey coloured clothing, whereas the colour choice for the advertisement itself

depicted a palette of faded colours, which signified an almost depressed-like attitude towards the daily life. However, when the Leaf appeared, Nissan portrayed the vehicle in a vibrant blue colour whereas the man unplugging it wore the non-standard office clothing that looked fresh and fashionable. The latter acted as a significant turning point in the commercial as the Japanese manufacturer provided the audience with the vehicle that, if bought, could have had radically changed the viewer's attitude towards life. Shortly, the progression of music, appearance of the characters, and the shift in colours served as one of the modes of persuasion.

In general, very few vehicle manufacturers focus solely on providing the vehicle-related characteristics in their commercials. Consequently, instead of dry information, the analysed advertisement predominantly relied on the multimodal measures to convey how the electric vehicle could have had affected the customer as well as to elicit a certain response. The multimodal measures included the depiction of an imperfect world, which simultaneously conveyed some multidimensional issues of the everyday life as well as appealed to both the emotions and logic, a variety of musical tones that raised suspense, and the depiction of the electric vehicle at the end, which acted as the solution to all the pre-existing issues. Overall, the advertiser sought to establish communication with the viewer mostly though the aspects of emotions and logic.

The second digital advertising case (Tesla, 2017) is a commercial published in 2017 by the Silicon Valley start-up company Tesla, which is firmly committed to unconventional advertising. In fact, prior to the popularity of YouTube, Tesla did not "*... advertise, instead relying on the media, word-of-mouth and Musk's love of the limelight at conferences and on chat shows.*" (Fisk, 2011). Therefore, the company still practices promotional strategies reminiscent of the ones carried out during the company's early years. The 90-second commercial titled *The Electric Family* was a multidimensional advertisement, which did not contain the usual electric vehicle-based facts relevant to the environmentally aware ones. On the contrary, Tesla wished to address the still prevailing gender and ethnical issues alongside the commercial that sought the audience to accept the all-electric vehicle as the new cultural norm, which in parallel implicated a more tolerable approach towards social stereotypes. The plot took place in Pasadena, California with an interview-like approach where a wife and a husband commented on the all-electric Tesla vehicles as multiple daily activities progressed throughout the day. Multiple video fragments demonstrated the versatility of Tesla vehicles as they were used for school runs, office work, and busy driving conditions whereas the simplicity of charging, performance and cutting-edge technology acted as an additional bonus. The commercial ended in a wife's sentence, "*I'm Paige and my family is an electric family*" which represented the willingness to accept the new technology as the new cultural norm – an idea Tesla wished to foster regarding the environmental concerns, and the social issues.

Interestingly, the story behind the origins of some of the unconventional advertisement campaigns, which have incorporated an unusual way of marketing the all-electric Tesla vehicles as part of the audience's culture instead of using the conventional advertising strategies, has to do with the emotional intelligence of Elon Musk, the CEO of Tesla. Musk is widely known as a workaholic for his 120-hour workweeks and extreme work ethic. However, a major part of the success, which has brought Tesla a global recognition of as one of the most valuable vehicle manufacturers in the world, is due to the Musk's ability to communicate with the help emotional intelligence and to achieve the unachievable. In fact, Musk possesses social and emotional competencies some of which are *self-awareness* (objective assessment of one's abilities), *motivation* (stimuli towards a goal), and *social skills* (ability to motivate and lead) (Goleman, 318, 1998), which, in order to achieve a goal, he successfully utilises to inspire and even manipulate the audience. The latter competencies have been the Musk's guiding star to find solutions to a multitude of problems prevailing in the world, including the potential negative impact of artificial intelligence, humanity as a whole, and the rapidly increasing environmental concerns. In fact, one of the ambitions of Musk is "*Turning humans into space colonizers is his stated life's purpose. 'I would like to die thinking that humanity has a bright future,' he said. ...*" (Vance, 2015, 5). As a result, Musk has undertaken to solve some of the global problems as a personal obligation, which are explicitly reflected in a range of digital advertising campaigns for the all-electric Tesla vehicles. Therefore, the company has produced a few unconventional commercials, which in a sense depict a solution to a particular problem rather than advertise the product itself.

During the first years of business, Tesla had mostly targeted a specific audience of wealthy, middle-aged individuals, which resulted in the exclusion of all the remaining social layers. Therefore, to establish a strong connection to a multidimensional audience and to gain a status of a credible company, Tesla chose to recreate an image of an American dream, which is a relatable aspiration to a wide global audience. The commercial opened up with an aerial shot of a neighbourhood situated in Pasadena, which depicted lavish individual houses equipped with pools and densely covered with trees. The commercial moved into one of the households, which was home to a white three-person family that belonged to an upper middle-class. In an interview-like scene, the wife presented herself as a fan of hats, a producer of commercials, and a mom, who along with her husband talked through the decision to expand their "electric family" with a second Tesla vehicle. The family throughout the commercial was portrayed optimistic, willingly engaged in everyday activities, hardworking, and striving to achieve in life. Moreover, the last video fragment, which concluded the commercial, portrayed a stereotypical arrangement of a family photo – a boy in the middle surrounded by his parents, which represented the typical sought after family model. In short, the scenes of a lavish but tidy house, a happy and safe family, and a caring mom were some of the constituents, which

resembled the ideology of the American dream that were portrayed by Tesla to create a welcome atmosphere and strengthen the relation between the company and the consumer.

To become an icon of cultural familiarity amongst an audience with different views and beliefs, Tesla produced a commercial, which incorporated an environmentally conscious family that successfully adopted the eco-cultural ideology as well as embraced the change in social values. In an age of continually developing culture, manufacturers of the electric vehicle must find an appropriate approach to promote certain products, which are applicable to the target audience. Therefore, Tesla strived to promote its electric cars and to expand its customer base by adapting to a constantly changing social situation, which includes a shift in gender roles and marginalization. The first change Tesla addressed was the shift in the stereotype of a woman as the housewife, and a female individual who had no power in the process of important decision-making. The latter were evident in the commercial as the wife was the main character, the protagonist, and the dominant voice throughout the video whose statements were only supported by the husband in a voiceover. Moreover, the wife's statement "*And now we've added a Model X to our family*" put an emphasis on both the wife and the husband as partners in financial affairs as the family had bought yet another Tesla, which indicated a shift in the attitude towards women as part of important decision-making. Additionally, a video fragment, where both the wife and the husband waved each other and drove off in different directions, represented a shift in the issue of gender roles. In the not-so-distant past, the size and the colour of a vehicle would had determined the driver – a dark and a big vehicle would had been driven by the husband, whereas a small car with a bright paint would had belonged to the housewife. However, the commercial depicted a different situation – the wife drove off in a bigger car painted black, whereas the husband drove off in a smaller electric vehicle painted red, which implicated changing times in regards to gender roles that resonated with the changes in the transportation sphere. Finally, the issue of marginalization was addressed with a video fragment where the wife picked her son up from school with three others kids, all of which likely depicted three different ethnicities. The last video fragment bared the wife's statement "*I'm Paige and my family is an electric family*", which implicated the company's open-minded attitude towards expanding its consumer base with either women or men, members of LGBTQ, and other misrepresented social groups. Overall, Tesla had chosen to depict an unbiased family in respect to social issues in order to integrate the company into the daily lives of as wide multidimensional audience as possible.

To conclude, a commercial titled *The Electric Family* conducted by the Silicon Valley start-up company Tesla did not conform to the typical advertising strategies such as informing the customer of the potential benefits. On the contrary, Tesla's aim was to gain the recognition of the electric vehicle as a sign of cultural familiarity as well as to expand its potential customer base by addressing the issues of gender roles and marginalization, which were hypothetically solved by the protagonist

family who in parallel willingly accepted the electric vehicle as the new cultural norm. Just like in the previous advertisement, the communication with the audience and the penetrating effect of the analysed advertisement was achieved by employing the multimodal measures such us depicting a certain world, which simultaneously conveyed closely relatable multidimensional issues. Moreover, the depiction of the electric vehicle also spread the message of both the eco-cultural ideology as well as the social responsibility through the protagonist family's relationships via their all-electric Tesla vehicles.

The third instance of digital advertising (Ads of Brands, 2019) is a recent campaign conducted in 2019 by the German automobile manufacturer Audi to promote their first-ever all-electric vehicle called the e-tron. To generate the interest in the company's new model and the phenomenon of transport electrification in general, the purpose of the commercial was to debunk some of the misconceptions associated with the electric car. The 1-minute advertisement titled *Not For You* mainly targeted sceptics and consumers who saw neither emotional appeal nor additional benefits of the electric vehicle in comparison to the conventional automobile. The plot started with an opening scene of a man in his bathrobe reading a newspaper in the street. Suddenly, a neighbour's garage opened and the all-electric e-tron appeared. The camera swung around the vehicle and the man smiled in a mocking manner when the narrator's voice pronounced, "*I know what you're thinking. Electric – it's not for you. And you're probably right.*" Following the narrator, the man suddenly started teleporting through multiple places in his mind – a desert, a snowy road, a rainy forest, a fuel station, a car park, and a racetrack, all of which were commented by the narrator in an almost anti-promotional way as the electric vehicle progressed through the mental obstacles. As the man came back to consciousness, the last video fragment depicted the all-electric vehicle leaving the neighbour's garage and the narrator announced, "*So maybe an electric car isn't for you after all. Or is it?*" As the e-tron successfully tackled all the imaginary obstacles, the last video fragment asked a rhetoric question that left the man wondering – a sign, that the company wanted to foster that the electric vehicle is actually better than it had been previously thought to be.

One of the purposes of the commercial was to educate the viewer in a non-threatening way. It is for a fact that the electric vehicle, which has had some difficulties in the past, is a recent phenomenon having appeared in the fiercely competitive car industry. As a result, consumers are leery of the new technology, especially in respect to concerns regarding the car's limited mileage, lack of charging infrastructure, and reliability. Moreover, according to Gerth, "*Consumers appear unwilling to pay an 80 percent premium for untested EV technology.*" (Gerth, 2016, 146), which has resulted in lower-than-expected electric vehicle sales. However, Audi is aware there is a potential consumer base of misinformed and biased individuals. Therefore, the company launched a campaign titled *Not For You* aimed directly at sceptics to debunk some of the anti-electric prejudices.

Throughout the commercial, Audi's all-electric vehicle tackled a selection of obstacles to dispel myths one-by-one. The obstacles included: a remote desert to represent poor mileage, a cold environment and a water puddle to depict the potential unreliability, a fuel station and a car park to represent a lack of charging infrastructure, and a racing circuit to illustrate the lack of performance. To clear up the misunderstandings, the vehicle successfully tackled all the obstacles, which portrayed the company having the latest and the most advanced technology that a consumer can fully rely on. Therefore, Audi mostly transmitted a non-threatening educational message whose purpose was to encourage the potential consumer base to switch to the all-electric e-tron and to promote an objective attitude towards electric transportation.

One of the strategies Audi utilised to educate the misinformed audience and to promote the sales of the e-tron was through logic. Consumers usually relate electric transportation with poor mileage and performance figures, lack of charging infrastructure, and unpredictability in a diversity of weather conditions. Therefore, to create a sense of credibility, imaginary scenes of multiple environments were recreated in the commercial to represent the prejudices associated with the electric vehicle, all of which were dispelled by the company using basic logic. As the vehicle depicted in the commercial successfully progressed through the obstacles, Audi took advantage of the new era of cutting-edge technology to spread a message based on common sense. The latter included: deserts shall not cause mileage anxiety as car batteries have gotten bigger and more efficient; damp conditions shall not cause any reliability concerns as the idea of "electricity and water do not match" is irrational; charging stations are abundantly available largely due to the phenomenon of electrification; and performance shall not be an issue due to the high power output of the latest electric cars. The company utilised an ingenious solution to debunk some of the misconceptions in order to approach the potential customers in a non-threatening way. Moreover, a slogan at the end of the commercial "*Electric has gone Audi*" was a chiasmus deliberately created by Audi for promotional purposes to praise the company's leading-edge technology, which acted as a logical stimulus for the viewer to choose the latter product. In short, the advertisement for the e-tron utilised logical reasoning to tackle irrational statements targeted at the electric vehicle.

To strengthen the overall effect of the commercial, the company also took advantage of the emotional appeal. First of all, the ad depicted a middle-class man dressed in a bathrobe and reading a newspaper in the morning, which is a relatable situation to a wide audience. The man represented a character full of prejudices towards the electric car as he smirked when the all-electric e-tron first appeared. However, as the images in his mind cycled through, a mocking smile disappeared and the man's attitude developed as the advertisement progressed. When he came back to consciousness and saw the car leaving the garage, the man was portrayed left standing with a questioning look, which affected the viewers and forces them to question, "Maybe the electric vehicle is not that bad after

all?" Secondly, to keep the audience emotionally connected to the advertisement, the company included an animal – a dog, which helped to satisfy the hedonic needs of the viewer and aided to keep the audience engaged in the commercial as "*... consumers attend to messages that make them feel good and serve their pleasure needs ...*" (Andrews, Shimp, 2017, 151). Last but not least, Audi recreated a music piece specifically for the commercial, which was a derivative of the *Mission: Impossible* theme song. The latter carried a concealed meaning in itself as it alluded to the car's incapability to tackle all the imaginary obstacles. The melody throughout was repetitive, although instances of higher and more complex notes were obvious each time the all-electric e-tron appeared, which alerted the viewer of something exciting and unusual. In brief, the company took advantage of emotional appeal to connect to as bigger audience as possible in order to increase the potential customer base.

In conclusion, the sales of individual electric transportation have been lower-than-expected largely due to lingering prejudices associated with the electric car. To overcome some of the misconceptions, Audi launched a campaign titled *Not For You*, which was a partially educational advertisement that targeted sceptics in a non-threatening way to dispel some of the prejudiced ideas. To strengthen the overall effect, basic logic was used to refute the outdated and irrational statements, which have had a negative impact to the general image of the electric vehicle. Finally, to convince the viewers that the all-electric e-tron was the car for them, Audi involved multimodal measures such as a widely relatable character, a dog, and a globally renowned music piece, all of which built brand credibility, as the company demonstrated the knowledge regarding the functioning of the society.

3.2. Cleaner Without a Shadow of a Doubt?

A significant spike in the electric vehicle sales has been the result of ingenious advertising strategies practiced by the manufacturers. The ideology of lower fuel costs, less frequent oil spills, and a lower level of dependence on fossil fuels has lately had a significant impact to the popularity of the electric vehicle. An estimate of approximately 1.7 million electric cars had been sold globally in 2018 (Rahmani-Andebili, 2019, 211) with Tesla having been one of the biggest electric car manufacturers in 2018 selling over 200 000 units in the United States alone (Weltman, 2018, 217). Despite the rapidly increasing sales and the governmental appraisal on both the national and international levels, the idea of the electric vehicle as a solution to the continuously increasing air pollution has quickly attracted the attention of sceptics and even radically minded individuals, also dubbed as the EV haters, who argue that the promoted benefits of the electric vehicle are blatant lies. Public commentaries and even scientific publications have been expressing their doubts regarding factors such as the impact to the environment caused by the production processes and long-term maintenance of the electric vehicle, the measures utilised to produce electricity and the potential shortage of electricity if electric vehicles were to become popular, the hypothetical theories of

destabilising the power grid, etc. As a result, promotional campaigns run by the manufacturers and the lingering theories that doubt the efficiency of such transportation contradict one another, which make for forming objective opinions concerning the electric vehicle difficult.

The first major factor, which has led to the lower interest in electric vehicles, is the claims by the misinformed mass media that electric vehicles as a measure to reduce air pollution are no more cost-effective compared to conventional automobiles powered by petrol, diesel, or natural gas. Nowadays, in order to increase the sales of electric vehicles, manufacturers claim bold figures, which promise impressive mileage and running cost figures with the additional factor of driving an environmentally friendly vehicle. However, due to the new but underdeveloped technology and technical failures in the past, electric vehicles have gained the reputation of being complicated, expensive, and cost-inefficient. Additionally, charging stations at the time were sparse, they could not quickly charge a vehicle, and charging fees were unreasonable, which meant that electric transportation was not only cost-inefficient but time-inefficient as well. As a result, conventional cars were considered more cost-effective mainly due to cheaper maintenance and widely available fuel. Interestingly, with the emergence of recent electric vehicle technologies, some researches still doubt the credibility of the electric vehicle as being less expensive to run compared to conventional automobiles. According to Gref, "*Continuing from basic principles, electric cars are inherently energy inefficient compared to gasoline ones.*" (Gref, 2010, 156) Gref stated that electric vehicles are far heavier due to their batteries, which naturally require more energy to move the car. Therefore, more frequent battery charging is required that results in higher expenses. In comparison, vehicles with internal combustion engines may weigh up to one tonne less and be more fuel and cost-efficient. Overall, some individuals up to this day are still convinced that the electric vehicle is no more cost-effective compared to their conventional counterparts.

The second widely discussed concern is related to the production process and the long-term maintenance of the electric vehicle. Although manufacturers of the electric vehicle repeatedly emphasize its overall environmental cleanliness, there are assumptions that they gloss over certain information to conceal the fact that the production processes and the continuous maintenance may actually offset any advertised emissions benefits of the electric vehicle. On the one hand, manufacturers are right in advertising that *driving* such vehicles does not contribute to either climate change or poor air quality at that moment in time. On the other hand, according to Zehner, "*But even though these vehicles might not emit toxic fumes directly, their manufacture, maintenance, and disposal certainly do.*" (Zehner, 2012, 16) Zehner implied that the production of such vehicles requires energy and raw materials, some of which are "costly" to acquire with respect to emissions. Additionally, sometime in the future electric vehicles will have to be serviced, and eventually they will have to be scrapped. In fact, most researches agree that the production process alone produces

approximately fifteen percent more emissions than of a conventional automobile (Nealer, Reichmuth, Anair, 2015, 21). As a result, the electric vehicle might seem to be less environmentally friendly in some aspects compared to the conventional automobile, which might appear to be a plausible scenario of manufacturers censoring certain information in order to conceal the negative aspects and avoid the customer disinterest in their products.

Higher emissions is a result of one of the major disadvantages of the electric vehicle – its batteries. To produce a battery that could store electricity, various metals have to be mined, including a chemical element called lithium. However, because extracting lithium from dry salt flats is water-intensive, millions of litres of water are used every year. Consequently, lithium mining activities have used up a significant part of regional water supplies. Cobalt is another chemical element used in the production of car batteries. The rapid growth of the electric vehicle manufacturing has significantly increased the demand for cobalt with numerous researchers giving warnings on the potential shortage in the near future. Despite that, extraction of cobalt has an ethical issue as well. Major quantities of cobalt come from Zambia and the Democratic Republic of Congo where, "*Many of the miners are children: An estimated number of 50 000 children between the age of 7 and 18 are working in the mines of Katanga …*" (Sandoval, 2015, 364). Leaving the production processes aside, there is also a rising concern regarding the disposal of the batteries. Lithium ion batteries are far more toxic compared to those of a conventional automobile. According to MacKay, "*If millions of battery-operated vehicles are one day driving around, there is concern that mountains of spent batteries might create a new pollution hazard in the form of toxic waste materials.*" (MacKay, 2011, 73) As a result, all of the above-mentioned factors have contributed to scepticism of some individuals regarding the advertised environmental cleanliness of the electric vehicle.

The third major rising concern is related to the sources utilised to produce electricity. While driving an electric vehicle does not emit any toxic fumes, such vehicles will eventually have to be connected to a power source. It is important to point out that a major quantity of electricity comes from nuclear power plants and burning fossil fuels, such as brown coal. According to Linde, "*If your energy supplier used only coal to produce energy, your 'zero emission' electric car would emit 218 g CO2 per mile, which is more than a 'normal' car emits.*" (Linde, 2010, 23) Therefore, if a single electric vehicle emits fifteen percent more emissions in its production stage compared to of a conventional automobile, which is then powered by electricity that has been produced by burning fossil fuels, the concept of an environmentally friendly electric vehicle falls apart. Moreover, if, hypothetically speaking, electric vehicles were to replace their conventional counterparts, the demand for electricity would increase drastically, which would result in more fossil fuels burned to compensate for its insufficiency. Therefore, "*the scaling up of renewable energy sources is a*

prerequisite for electric cars to become a viable alternative to conventional cars." (Akhilesh, Möller, 2019, 312)

The fourth factor, which questions the success of the electric vehicle, is the potential destabilisation of the power grid. Such concerns have emerged with the recent introduction of a new car charging technology, which allows large quantities of electricity to be transferred to a connected product in minutes. *Tesla*, for example, are rapidly expanding the Tesla Supercharger network in North America that has also recently received an update that allows charge rates up to 1000 miles per hour. As a result, some speculations linger around whether national and global electrical infrastructures would be capable of supplying such charging stations with electricity, especially if dozens of electric vehicles would be plugged in all at once. According to a recent research, "*This might cause serious power peaks, as fast-charging vehicles can take large amounts of power in a very short time, which might destabilize the currently existing power grid.*" (Drwal, Radziszewska, Ganzha, Paprzycki, 2014, 410) Moreover, improving and expanding the electrical infrastructure that could support hundreds if not thousands of electrical vehicles charging simultaneously is a slow and a costly process, which, if not maintained and utilised reasonably, could potentially cause havoc to electrical systems. To top it all off, some developing countries suffer from the shortage of electricity as they have limited access to plentiful energy resources. Therefore, questions arise whether the First World and the Third World countries would have sufficient resources to provide satisfactory battery charging services if electric vehicles became the mainstream eco trend. As a result, for the following reasons of the lack of development in electrical infrastructure and the potential shortage of energy, some sceptics see the electric vehicle as an imperfect solution to fight poor air quality and climate change.

The fifth doubt concerned with the future of the electric vehicle is related to its price and theories on the unfair government incentives. Manufacturers of the electric vehicle run multiple advertisement campaigns on a variety of platforms including newspapers, social networks, and several video platforms, all of which promote electric transportation without indicating a specific targeted group of people. Therefore, this points out that the electric vehicle is intended to be driven by an average citizen, which means that the price of such transportation is reasonable. However, due to the prices of some electric vehicles having been outside the reach for an average person in the early 2010's, electric vehicles since then have been considered as a play toy for the rich. As a result, sceptics doubt whether high scope of transport electrification is achievable if manufacturers keep on asking premium prices for their products. Additionally, governments across countries have started running financial incentives to promote the electrification process. Various forms of financial support such as subsidies or tax breaks have been imposed to help individuals overcome financial barriers. However, because prices of some electric vehicles were so high, comments such as, "*Only upper-income*

consumers can afford to buy an electric vehicle; so the charger subsidy is a giveaway to the well-to-do." (Chambers, 2012, 71) appeared. As a result, some propositions aired that such subsidies and tax breaks should be pulled as the only people taking advantage of governmental benefits are the rich individuals.

To conclude, impressive advertising campaigns and the promoted ideology behind the electric vehicle have elicited a significant dose of criticism towards the novel technology. Since the introduction of the electric vehicle, environmental supporters and some researchers have been expressing their concerns in multiple aspects of the vehicle in question. However, some of the above-mentioned potential issues have concentrated solely on single negative aspects of the electric vehicle; moreover, some concerns have also been based on the basis of short-term effects. As a result, the general image of the electric vehicle has been somewhat distorted due to the ignoring of the more broad environmental and technical aspects of the electric vehicle and its benefits.

3.3. Clearing the Image of the Electric Car

The ideology of cleaner transportation that could be achieved with the electric vehicle has been negatively impacted by various public announcements and lingering theories, which have provided specific fact-based information targeted at the electric vehicle to offset its advertised benefits. Some theories have stated that the production process of an electric vehicle produces more pollution compared to the production process of a conventional automobile. Others have questioned the effects to the environment caused by the significantly increased demand for electricity as well as whether electrical infrastructures will be able to handle the surplus of electric vehicles. In fact, the emergence of the electric vehicle has "coincidentally" sparked many recent publications that deem electric transport as an imperfect solution to the rapidly growing environmental concerns. As a result, the latter public announcements, which in itself might be considered as propaganda against the electric vehicle, might have been produced to yield more benefits to the manufacturers of the conventional automobile. On the bright side, there are environmentally responsible individuals and researchers who approach the electric vehicle in a broader, more objective manner and, in contrast to the sceptics, support it as a credible measure to improve the air quality and mitigate the effects of global warming. Therefore, this section, in parallel to the concerns reviewed in the previous section, shall address the somewhat subjective one-sided misrepresentations of the electric vehicle with credible sources that objectively evaluate the positive and the negative aspects of the novel automotive technology.

The first concern to dispel is related to the misrepresentation of the electric vehicle as a no more cost-effective measure to reduce carbon emissions compared to the conventional automobile. Impressive figures of efficiency, estimated mileage, and cost-effectiveness advertised by the manufacturers have sparked multiple doubts amongst the driving community and some of the researchers who reason their doubts with certain information to counter the exaggerated beneficial

figures. However, there is an abundance of articles and scientific researches, which support the advertised efficiency and cost-effectiveness figures as valid. Chambers, for example, has argued that an electric vehicle is more environmentally sustainable due to its ability to convert energy into movement more efficiently compared to a conventional automobile powered by any fuel. Moreover, "*… the simple act of making a gallon of gas takes just as much energy as it does to drive an electric car 40 miles.*" (Chambers, 2012, 71) which additionally requires approximately two more gallons of fuel to drive the same distance with a regular car. Therefore, an electric vehicle consumes a lower amount of energy to drive the same distance than a conventional equivalent. Additionally, all-electric vehicles are also considered more cost-effective compared to pseudo-electrics, which create a false sense of environmental sustainability. The latter generate electricity with on-board generators that are powered with conventional fuel or hydrogen that also inflict damage to ecosystems. Therefore, "*A pure battery electric vehicle is considered a more efficient alternative to a hydrogen fuel-propelled vehicle …*" (Rodrigue, Comtois, Slack, 2009, 266). As a result, the all-electric vehicles are not only more efficient than conventional automobiles, but pseudo-electrics as well. Additionally, electric vehicles have far fewer moving components, which significantly reduce the need for preventative maintenance that makes them even more cost-effective. As a result, electric vehicles may seem to appear as a justifiable cost-effective choice and measure to improve air quality and mitigate the effects of global warming.

The second issue to address is related to the misconception of the electric vehicle as a bigger long-term polluter in comparison to the conventional automobile mainly due to the factors of production process and long-term maintenance. On the one hand, most studies agree that the production process of the electric vehicle alone produces approximately 15 percent more emissions, which has led to biased anti-electric propaganda. On the other hand, sceptics do not take into consideration other factors that positively influence the electric vehicle as a cleaner alternative. One of the factors is the lack of emitted emissions while driving, which, according to Dorman, "*… electric vehicles more than compensate for the extra pollution during actual use on the road.*" (Dorman, 2018, 303) Even though a noticeably larger amount of emissions is emitted during the production of electric vehicles, emissions are offset in a reasonable amount of time over the same distance covered by a conventional automobile. In fact, all-electric vehicles are said to produce approximately 70% fewer emissions in the long term even with the inclusion of the emissions having been emitted during the production of electricity. As a result, the production emissions of a regular medium-sized electric vehicle may be offset in as little as a couple of years. Additional doubts have been expressed by sceptics regarding the impact on the environment of the long-term maintenance of such vehicles, especially their batteries. However, batteries are manufactured according to the high standards whereas consumers, whose electric vehicle batteries have reached end-of-life, are motivated to bring

broken parts to the recycling sites. According to Jungst, such recycling incentives provide "*... an opportunity to reduce life cycle costs through recovery of high-value materials and avoidance of the cost of hazardous waste disposal.*" (Jungst, 2001, 296) which significantly helps to reduce the amount of emissions required to produce a new battery. In short, the electric vehicle has been unfairly disregarded as an unreasonable alternative to the conventional automobile due to the one-sided nature of sceptics who attempt to deny the apparent environmental benefits of the electric vehicle.

The third concern to discuss is related to the range of methods employed to produce electricity, which is used to recharge the electric vehicle batteries. A question has been raised by the sceptics whether electric vehicles may be considered a cleaner alternative to mass transportation if they are powered by electricity mostly produced by burning fossil fuels. However, charging electric vehicles up with energy purely produced by burning fossil fuels is an unlikely scenario, as multiple methods to generate energy are employed by many countries. In fact, "*... the energy grid is more diversified, deriving its power from renewable energy sources and nuclear power plants as well as fossil fuel-burning electric plants*." (Dorman, 2018, 303) Moreover, multiple innovations are being applied to sustainable energy production processes such as solar panels, wind turbines, and hydroelectric to decrease the dependence on energy produced by highly polluting coal-burning electric plants. However, questions have also been raised concerning the insufficiency of energy if a major number of conventional automobiles were instantly to be swapped for a cleaner alternative, which could potentially result in the shortage of electricity. As a result, a bigger demand for electricity would require more power plants to offset the energy insufficiency. However, the scope of potential energy consumption is exaggerated, as the most energy-efficient electric vehicles would use less than a moderate amount of electricity. In fact, Dorman has stated that, "*... electric vehicles might even be able to store excess power plant energy that might otherwise be wasted.*" (Dorman, 2018, 303) As a result, an electric vehicle, which is powered by electricity, still produces far fewer emissions in comparison to the conventional automobile. In short, although the major amount of electricity is still produced by burning fossil fuels, alternative energy production methods are also employed, which average out the emissions figures and make the electric vehicle a cleaner transportation alternative.

The fourth subject to address, which is hushed up by the manufacturers of the electric vehicle, is concerned with the probable destabilisation of the electrical grid in the event of a rapid increase in the number of individual electric transport. Such concern has been brought up by the sceptics following a recent spike in the popularity of electric cars and a significant advancement in the charging infrastructure, which is power-hungry but promises short charging times. As a result, doubts have been expressed whether the national and global electrical infrastructures would be capable of handling hundreds of energy-intensive vehicles simultaneously. On the bright side, such physical stress on electrical infrastructures is said to serve as an opportunity to improve the power delivery

services significantly. However, it may either go successfully or very wrong due to the unprecedented nature of the matter. Luckily, to avoid any inconveniences, projections of the electric vehicle growth rates are being constantly monitored by governmental institutions, which provide the electric utilities with time to upgrade and grow according to the expected demand of energy. Moreover, as a measure to avoid the destabilisation of the grid, certain incentives have already been introduced by the governments, which mostly promise financial benefits and promote a reasonable use of energy, one of which is charging at night, also called off-peak charging. In an article on the electrical grid, the author explained the significance of charging at night, "*Off-peak charging would be a necessity, and low-cost electricity during these periods would provide a necessary incentive for electric car owners to recharge their vehicles at night.*" (Nersesian, 2016) As an additional precaution, incentives to install dynamic third-party electric vehicle chargers, which may control the amount of energy consumed to prevent damage to the electric grid, are proposed. Ultimately, multiple scenarios of electric vehicle adoption are being carried out, which project more prominent effects to the electrical grid by the 2030's in the case of a complete conventional automobile removal off the road, which is extremely unlikely. However, if the unlikely scenario were to prove valid, lower-than-expected effect to the electrical grid would be evident due to the strategies of energy distribution. The United States, for example, "*... could support 94 million electric vehicles ... if they were all charged during the evening and overnight, or 158 million vehicles ... more advanced charging techniques currently being experimented with.*" (Boxwell, 2010, 38) As a result, the electric vehicle is not considered to cause a major havoc to the electrical grid unless an unlikely 100% adoption rate emerges. In general, doubts concerning the destabilisation of the electrical grid have been expressed by sceptics, which mostly have been proven unlikely due to projections of electric vehicle adoption rate and multiple incentives that promote a reasonable utilisation of the electrical grid.

The last concern to dispel is related to the inaccessibility of an electric vehicle to the wide consumer base due to the high cost, and the unfair government incentives. Some statements have been expressed by sceptics, which doubt the large scope of vehicle electrification as viable mainly due to the unreasonable prices of such transport. On the one hand, sceptics are correct to some extent, as historically the prices of electric vehicles had been heavily exaggerated, which had only been affordable to the individuals of the highest social stratum. On the other hand, new electric vehicle technology has been under development for some time with multiple prototypes, which "*... already are on the road, and they will likely get cheaper and become more common as battery technology advances.*" (Barnovsky, 2014, 73). In fact, new general consumer-oriented vehicles have been introduced by renowned brands such as Nissan and Mitsubishi. As a result, the cost of an electric vehicle compared to a conventional automobile of an equivalent standard has substantially dropped in price and has become more consumer-friendly. Additionally, to promote the transition to more

sustainable transport, incentives have been introduced globally, which proposed financial support and benefits. However, such incentives were seen by sceptics as unfair, as the only people who took advantage were the financially capable individuals. As a result, propositions have been put forward to terminate the incentives completely, which had no benefit to the wide consumer base. On the bright side, the propositions have been tackled by some transport analysts who emphasized the need to subsidize electric vehicles in order to help future customers financially. As a result, In the United States, for example, "*Tax credits for buying electric vehicles were introduced ranging between $2,500 and $7,500 depending on the battery capacity*." (Nhamo, 2014, 57), which in conjunction with the falling price of an average electric vehicle has even resulted in a lower purchasing price than of a conventional automobile. Therefore, the electric vehicle has become much more affordable to the average consumer.

In conclusion, both the adoption and the integration of the cleaner electric vehicle into the streets have been found to be well thought out. Although sceptics have been somewhat accurate in some of the negative aspects of the electric vehicle, predominantly the environmental aspect, a more extensive subjective analysis of the vehicle in question conducted by the environmentally responsible persons and researchers has shown that the electric vehicle is a credible alternative automotive measure to the conventional automobile. Most importantly, manufacturers of the electric vehicle may be considered not guilty of employing promotional propaganda, as many of their impressive statements reflect the true environmental nature of the electric vehicle.

CONCLUSIONS

The emergence of the electric vehicle has introduced significant changes to the well-established automotive business discourse with the new terminology and different approaches to advertising fundamentally different products. On the one hand, with the help of advertising the electric vehicle has been successfully integrated into the society as a panacea to the environmental issues; on the other hand, sceptically inclined individuals have found the impressive advertising campaigns somewhat misleading, as certain facts contradict the statements of the advertisers. As a result, doubts concerning the somewhat unethical advertising employed by the manufacturers have been elicited. However, the electric vehicle still has significantly contributed to the development of the distinct discourse nonetheless. Therefore, after having analysed the terminology, different advertising approaches, and whether advertisers employ promotional propaganda, these conclusions may be brought up:

1. The exploration of the significance of the automobile to the society as well as the effects of automobile advertising on consumers has showed a historically continuing reliance on personal transportation, which dates back to the nineteenth century, as automobiles have become the epitome of convenience. The automobile was originally introduced to solve the environmental issues caused by the horse; however, as the society developed, the noble purpose of the automobile became of secondary importance. Moreover, the success of the automobile was majorly contributed by the advertising business, which employed a combination of informative and persuasion communicative functions to promote products that coincided with the latent automotive desires of the consumers.
2. The analysis of the historical development of automobile terminology and its changes with the emergence of the electric vehicle has revealed a continuous development of the automotive discourse, which was formed concurrently with the patenting of the first automobiles. The terminology has developed dynamically yet steadily ever since, as new technological advancements were introduced naturally with time. However, radical changes to the automotive discourse have been recently introduced with the fundamentally different electric vehicle whose methods for propulsion and the technology behind it are alien to of the conventional automobile. Therefore, the electric vehicle has disturbed the well-established order of the automotive terminology.
3. The classification of recent word derivatives and meaning coinages related to the electric vehicle in accordance with the strategies of neologism creation has revealed the tendencies in the formation of new word pairs and meanings in the case of the electric vehicle. Compounding and abbreviating have been found to be the most predominant strategies of yielding neologisms. Moreover, instances of applying new meanings to the existing lexical items, derivation, and blending have also been identified, which were less frequent in number. Moreover, even though

terms of the electric vehicle are still very limited in number, the terminology is bound to expand in the near future with the further development of the electric vehicle.

4. The distinction of different advertising strategies employed to promote the transition from the conventional automobile to the electric vehicle has identified a multitude of rhetorical, linguistic and multimodal measures employed to convey an environmentally conscious message to the audience. Moreover, the appeal to emotions has been found to be the most frequent advertising strategy, which did not only aim to elicit certain responses but also provided potential solutions to multidimensional issues. Overall, the advertising strategies employed to advertise the novel automotive technology might be considered effective, as the global rate of the electric vehicle adoption has been gradually increasing year-by-year.
5. The deduction of whether manufacturers utilise promotional propaganda to conceal the negative underlying facts in the case of the electric vehicle has revealed a sufficient amount of reasonable evidence to support the idea of the electric vehicle as a cleaner alternative to the conventional automobile. Although some of the concerns, which have been expressed by some individuals and researchers, are correct, concerns limited to narrow aspects of the electric vehicle have been significantly outnumbered by broader, objective researches. Therefore, the electric vehicle is deservedly supported as an appropriate measure to mitigate environmental issues. Consequently, most of the impressive claims of the manufacturers regarding the environmental cleanliness of the electric vehicle may be considered credible.

Therefore, the research has revealed a significant shift having been introduced to the automotive business discourse by the electric vehicle, especially to the aspects of terminology and advertising. Moreover, statements of environmental cleanliness in the advertisements of the electric vehicle have been found to be credible, as many experts objectively support the electric vehicle as an appropriate measure to mitigate the environmental issues.

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APPENDICES

APPENDIX 1

The table below bares a collection of accumulated terminology relating to the automotive discourse, the electric vehicle specifically. Seventy-nine term instances have been classified (in a decreasing order of occurrences of certain neologism categories) in accordance with the strategies of the neologism creation, which are composition, abbreviation, creation of new meanings with the existing lexical items, derivation, and blending. The purpose of the classification of the terms is to find out the trends in the neologism creation process in the case of the electric vehicle.

Table 1. Glossary of the Electric Vehicle Terms

No.	Term	Meaning	Comments
Compound Nouns			
1.	Ambient temperature	A factor, which affects the battery.	
2.	Artificial intelligence	Electric vehicle systems based on AI.	
3.	Battery cycle	A cycle of fully charging and fully discharging the battery.	
4.	Battery pack	An electric vehicle battery.	
5.	Battery terminal	Negative and positive poles on the battery.	
6.	Cycle life	The amount of charges a battery can take before it starts losing its rated capacity.	
7.	Drag coefficient	A measurement that denotes rolling resistance, e.g. wind.	
8.	Electric motor(s)	Motors that propel the wheels.	
9.	Electrical grid	A system that provides electricity.	
10.	Electrified vehicles	Vehicles that were electrified.	
11.	Heat sink	A component that dissipates heat.	
12.	Leccy cars	Electric vehicles.	Informal.
13.	Ludicrous mode	A system employed by Tesla that allows full power.	
14.	Off-peak charging	Charging the battery during the night.	
15.	Opportunity charge	Charging the battery at available opportunities.	
16.	Range anxiety	Being nervous about running out of “fuel”.	
17.	Rapid charge	A method of quick battery charge.	
18.	Rated capacity	The amount of energy a battery can take.	
19.	Rechargeable battery	The condition of being able to take multiple charges.	
20.	Regenerative brakes	A method of recouping energy from braking.	

Table 2. Glossary of the Electric Vehicle Terms, Continued

No.	Term	Meaning	Comments
21.	Renewable energy	A type of energy acquired with natural means, e.g. wind.	
22.	Residual capacity	The amount of energy remaining in the battery.	
23.	Sealed battery	A type of a battery.	
24.	Single-speed gearbox	An electric vehicle gearbox.	
25.	Topping charge	Adding the necessary energy to charge the battery until full.	
26.	Traction battery	An electric vehicle battery.	
27.	Yellow top	A type of a battery.	
		Acronyms	
1.	BEV	Battery Electric Vehicle	[bev]
2.	CEV	Conversion [to] Electric Vehicle	[sev]
3.	EREV	Extended-Range Electric Vehicle	[i:rev]
4.	GOM	Guess-O-Meter	[dʒom] Slang, informal.
5.	HEV	Hybrid Electric Vehicle	[hev]
6.	ICEd		[aɪst]
7.	LEV	Low Emissions Vehicle	[lev]
8.	LIB	Lithium-ion Battery	[lib]
9.	NEV	Neighbourhood Electric Vehicle	[nev]
10.	PHEV	Plug-in Hybrid Electric Vehicle	[fev]
11.	PIV	Plug-in Vehicle	[piv]
12.	SUL	Sports Utility Limousine	[sju:l] or [sʌl]
13.	SULEV	Super Ultra-Low Emissions Vehicle	[sju:lev]
14.	ULEV	Ultra-Low Emissions Vehicle	[ju:lev]
15.	ZEV	Zero Emissions Vehicle	[zev]
		Initialisms	
1.	AER	All-Electric Range	
2.	AEV	All-Electric Vehicle	
3.	BMS	Battery Management System	
4.	EV	Electric Vehicle	
5.	EVB	Electric Vehicle Battery	
6.	EVSE	Electric Vehicle Supply Equipment	
7.	FCEV	Fuel Cell Electric Vehicle	
8.	HFCV	Hydrogen Fuel Cell Vehicle	
9.	MHEV	Mild Hybrid Electric Vehicle	
10.	MPGe	Miles per gallon [of gasoline] equivalent	
11.	MSEV	Medium Speed Electric Vehicle	
12.	REEV	Range Extended Electric Vehicles	

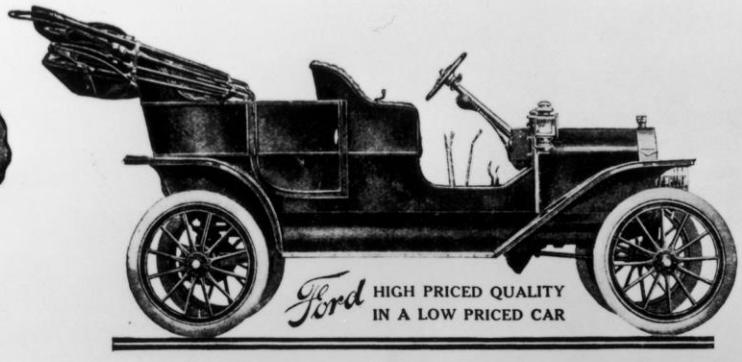
Table 3. Glossary of the Electric Vehicle Terms, Continued

No.	Term	Meaning	Comments
13.	SLA	Sealed Lead Avid [battery]	
14.	VRLA	Valve Regulated Lead Acid [battery]	
Existing Lexical Items with New Senses			
1.	Autonomous	Systems for automatic driving and steering.	
2.	Autopilot		
3.	Charging	Putting energy into a battery.	
4.	Cheetah stance	An allusion to cheetah.	
5.	Green	A notion of a vehicle being environmentally friendly.	
6.	Ground	A negative terminal on the battery.	
7.	Juice	The amount of energy remaining in the battery.	Slang, informal.
8.	Lemon/Lime	Denotes a defective vehicle/electric vehicle.	Slang, informal.
9.	Range	Estimated mileage.	
10.	Raven	A term for a system.	
11.	Watering	Adding water to the battery.	
12.	Zapping	Adding high amounts of energy to improve the lifespan of a battery.	Slang, informal.
Abbreviations			
1.	kW	Kilowatts	A measurement for the power output of an electric motor.
2.	kWh	Kilowatt-hour	Refers to the size of the battery
3.	Li-Ion	Lithium-ion [battery]	
4.	NiMH	Nickle metal hydride [battery]	
5.	Regen	Regenerative braking	A method of recouping energy from braking.
Derivations			
1.	Gigafactory	A factory large in scale.	Created by affixation. Prefix *giga-*
2.	Overcharge	Putting too much energy into a limited capacity battery.	Created by affixation. Prefix *over-*
3.	Self-discharge	The battery loses charge over time.	Created by affixation. Prefix *self-*
4.	Supercharging	A method of quick battery charge introduced by Tesla.	Created by affixation. Prefix *super-*
Blends			
1.	Frunk	A storage compartment at the front.	Created by blending *front* + *trunk*.
2.	Vulcanol	A new type of a synthetic fuel.	Created by blending *volcano* + *methanol*.

APPENDIX 2

A selection of vintage and more recent automobile advertisements below has been accumulated to illustrate the development of the automotive advertising throughout a period of approximately a hundred years. Most of the chosen advertisements reflect a particular stage in either the social or the automotive development, as the latter present the most noticeable changes in the automotive advertising.

Figure 1. Vintage Car Advertisement, Winton Motor Carriage. (Retronaut, 2020)



Ford HIGH PRICED QUALITY IN A LOW PRICED CAR

The Ford Four Cylinder, Twenty Horse Power, Five Passenger Touring Car $850 oo Fob. Detroit

THE one real automobile value among all the "season sensation" announcements is this big, roomy, powerful five-passenger touring car at the hitherto unheard of price of $850.00. A car that possesses at least equal value with any "1909" car announced, and at the same time sells for several hundred dollars less than the lowest of the rest.

Compare the following features of the new Ford car with those of any higher priced car offered and see if you can justify in your own mind the additional expenditure that buying any other car involves.

The Model T is a 4-cylinder, 20 h. p., five-passenger family car—powerful, speedy and enduring,—a car that looks good and is as good as it looks. Built in our own shops, it is not an "assembled" car.

It is supplied with a unit power plant—and the magneto is an integral part of same, a guaranteed troubleless magneto,—cylinders are cast in one block with detachable head, rendering all parts easily accessible.

A 3-bearing crank shaft insures perfect alignment. A cam shaft with 8 cams integral, guarantees proper valve operation. Crank and cam shafts drop-forged, each from a single non-welded Vanadium steel ingot.

Steering gear on left-hand side,—the logical side for American roads.

Car is shaft driven through one universal joint to Ford system of final drive. Patented in all countries. The system acknowledged to be the only adequate solution of the problem of delivering power to the wheels.

Vanadium steel is used throughout the entire car wherever strength is necessary. The axles, shafts, connecting rods, springs, gears, brackets, etc., are all of Vanadium steel,—each from a separate formula and all especially heat-treated in our own plant and from our own analyses. We defy anyone to break a Ford Vanadium steel part with any test or strain less than 50% greater than is required to put any other special automobile steel entirely out of business.

The weight of the car is only 1,200 lbs.—brought about by scientific construction and the use of Vanadium steel. Not an ounce of necessary weight sacrificed, not an ounce of dead weight in the car.

The importance of this light weight is vast. M. Michelin, noted tire expert, in a paper recently read before the French Society of Civil Engineers, said: "The total travel of which a tire is capable is inversely proportional to the cube of the weight which it carries." If the load is doubled the average wear and tear is multiplied by eight, if the weight of the car is increased 33⅓% the life of the tire is decreased one-half. The effect on gasoline and oil consumption and the need for repairs is similar.

That is one of the reasons the Ford car will run more miles for less money than any other touring car manufactured.

One-hundred-inch wheel base, 56-inch tread, 30-inch wheels, 3½-inch tire rear, 3-inch front; gasoline capacity, 10 gallons—225 to 250 miles; long, clean-cut lines throughout, handsomely finished, and you have the specifications on the real automobile value of this year and next and a couple more thereafter.

We make no apologies for the price,—any car now selling up to several hundred dollars more could, if built from Ford design, in the Ford factory, by Ford methods, and in Ford quantities, be sold for the Ford price if the makers were satisfied with the Ford profit per car.

Your guarantee that this car is all we claim—and our claims are broad—is in the reputation of Henry Ford, who never designed or built a failure, and in the reputation of the Ford Motor Company, who have built $20,000,000.00 worth of successful cars of Ford design in the same factory, with the same organization and system, and bearing the same imprint that the Model T is manufactured under. It's the guarantee of works as well as words.

Delivery began October 1st, orders filled in rotation. Cars can be seen at all branch stores; get a demonstration if you are near by, if not, wire your order either for immediate shipment or definite future delivery.

FURTHER details in catalog, which is yours for the asking.

Ford Motor Company
266 Piquette Ave.
Detroit

BRANCHES:—
New York, Boston, Philadelphia, Buffalo, Cleveland, Chicago, St. Louis, Kansas City, Denver, Seattle.
Paris, France. London, England. Canadian Trade:—Ford Motor Company, of Canada, Ltd. Walkerville Ont. Branch, Toronto.

Ford

Figure 2. Vintage Car Advertisement, Ford Model T. (Thiago, 2019)

Figure 3. Vintage Car Advertisement, Buick Limited. (Old Car Advertisements, 1940)

Figure 4. Vintage Car Advertisement, Ford Deluxe. (Adbranch, 2012)

Figure 5. Vintage Car Advertisement, Dodge Charger. (Coconv, 2011)

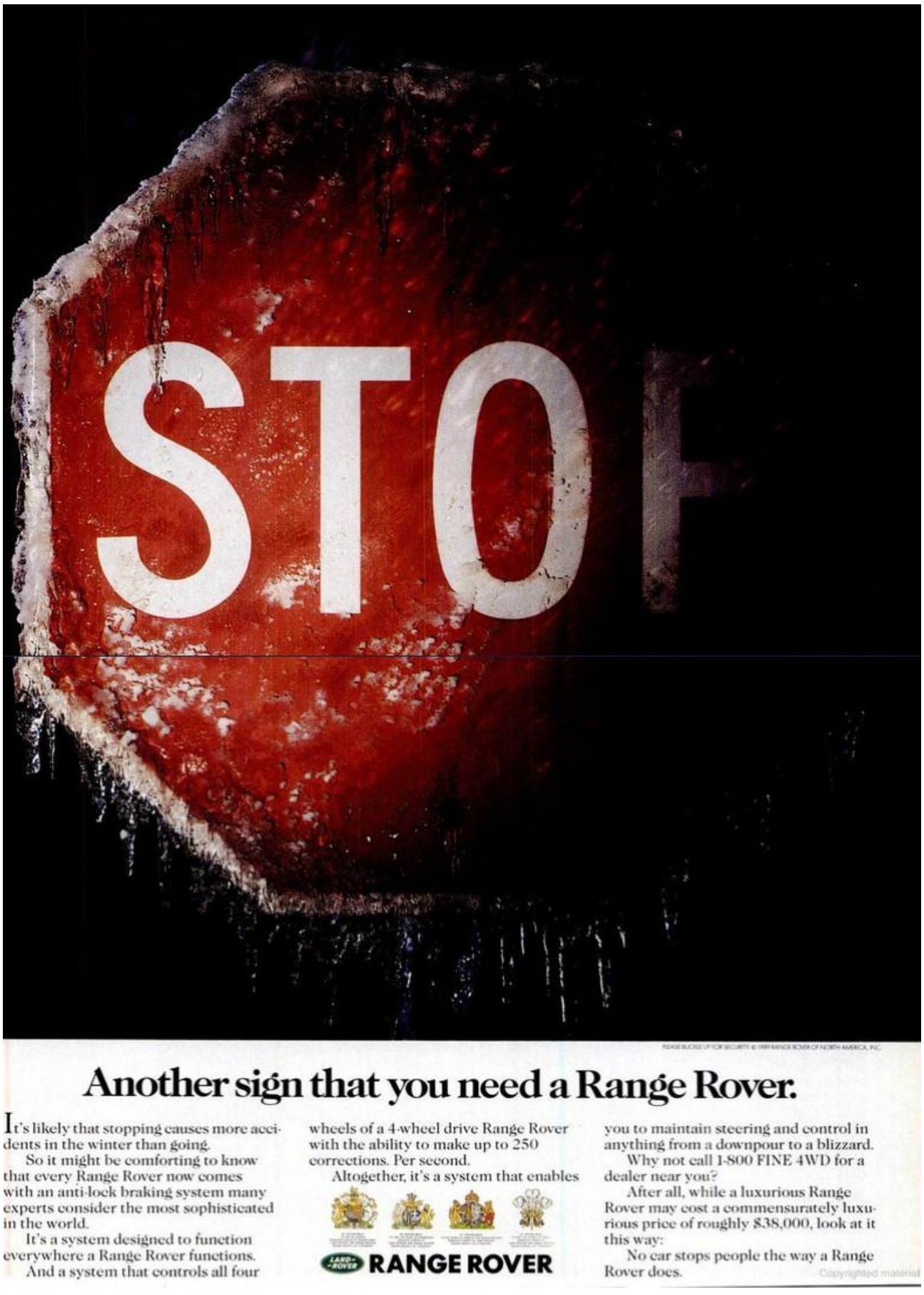


Figure 6. Contemporary Car Advertisement, Land Rover Range Rover. (Grout, 1990, 87)

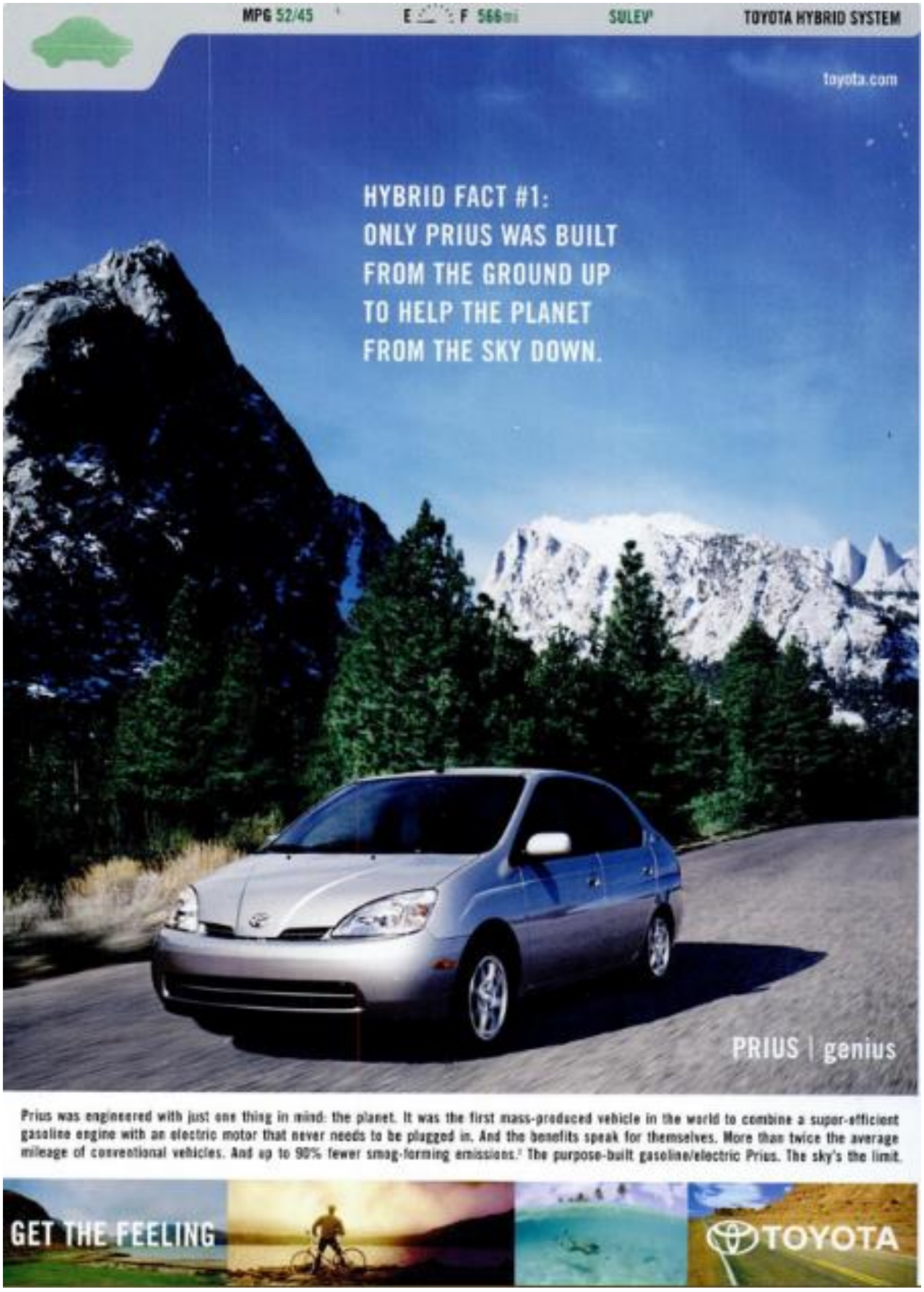


Figure 7. Electric Car Advertisement, Toyota Prius. (Mowbray, 2003, 120)

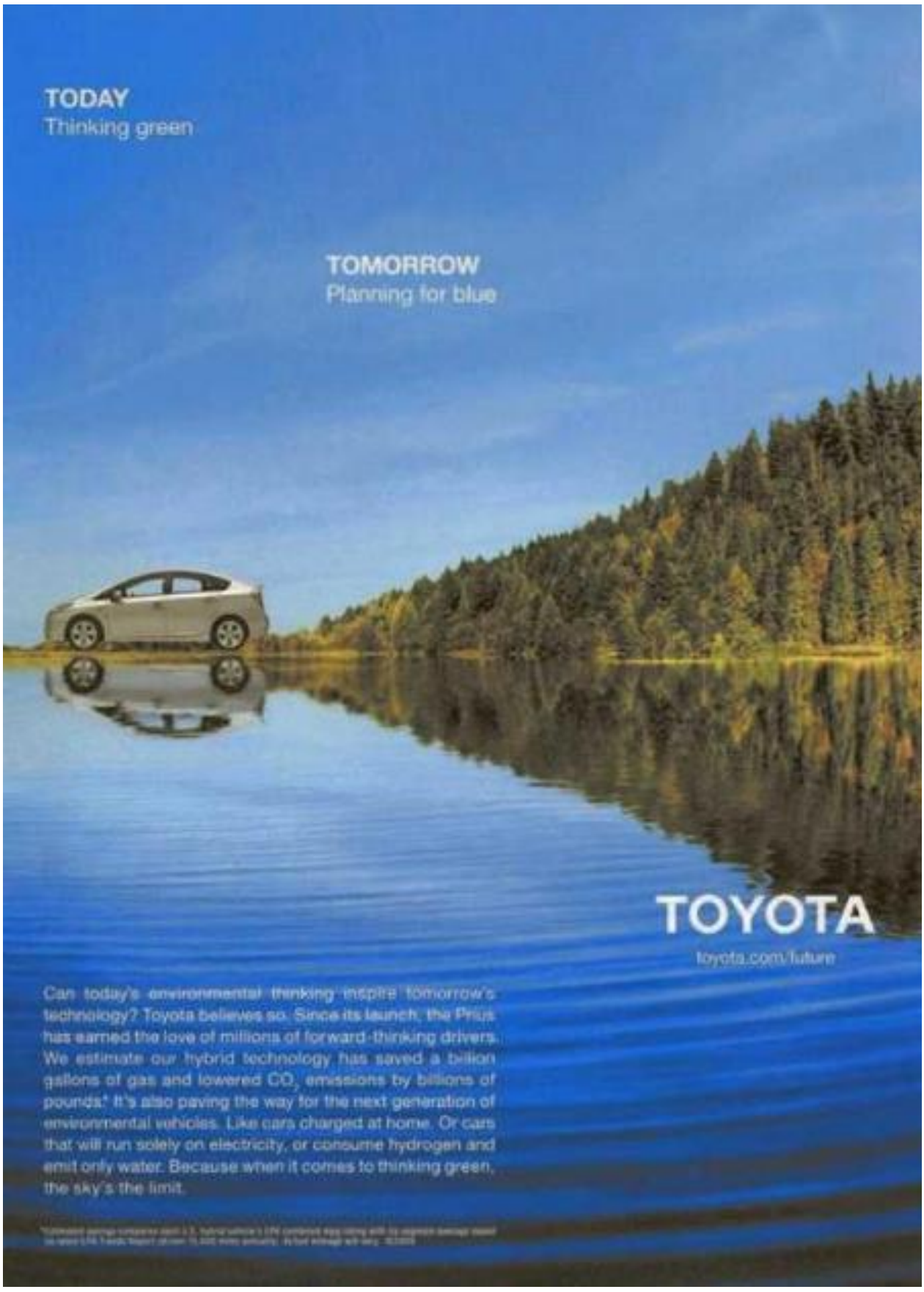


Figure 8. Electric Car Advertisement, Toyota Prius. (Miller-Cochran, Rodrigo, 2016, 129)

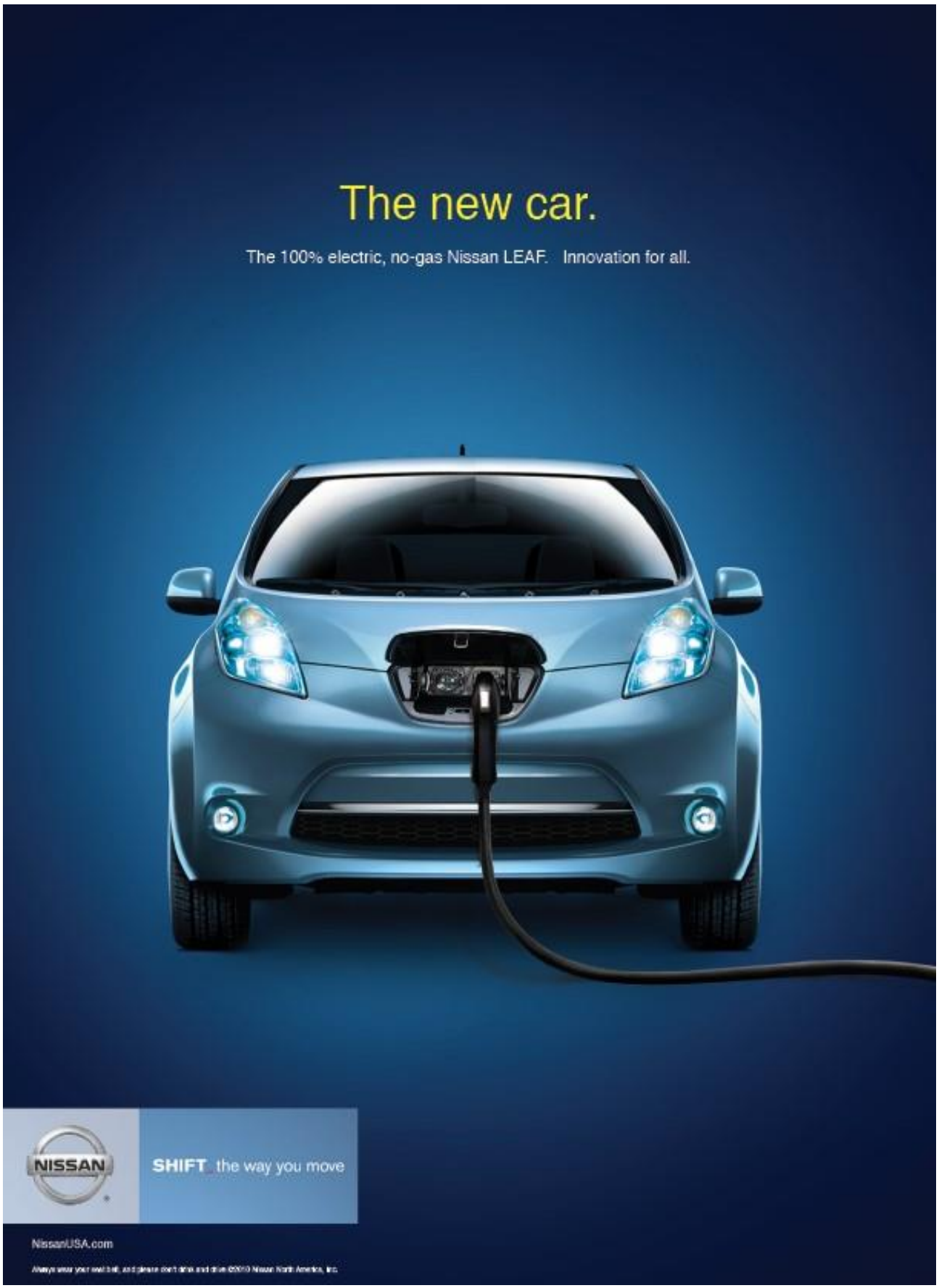


Figure 9. Electric Car Advertisement, Nissan Leaf. (Andrews, Shimp, 2017, 151)

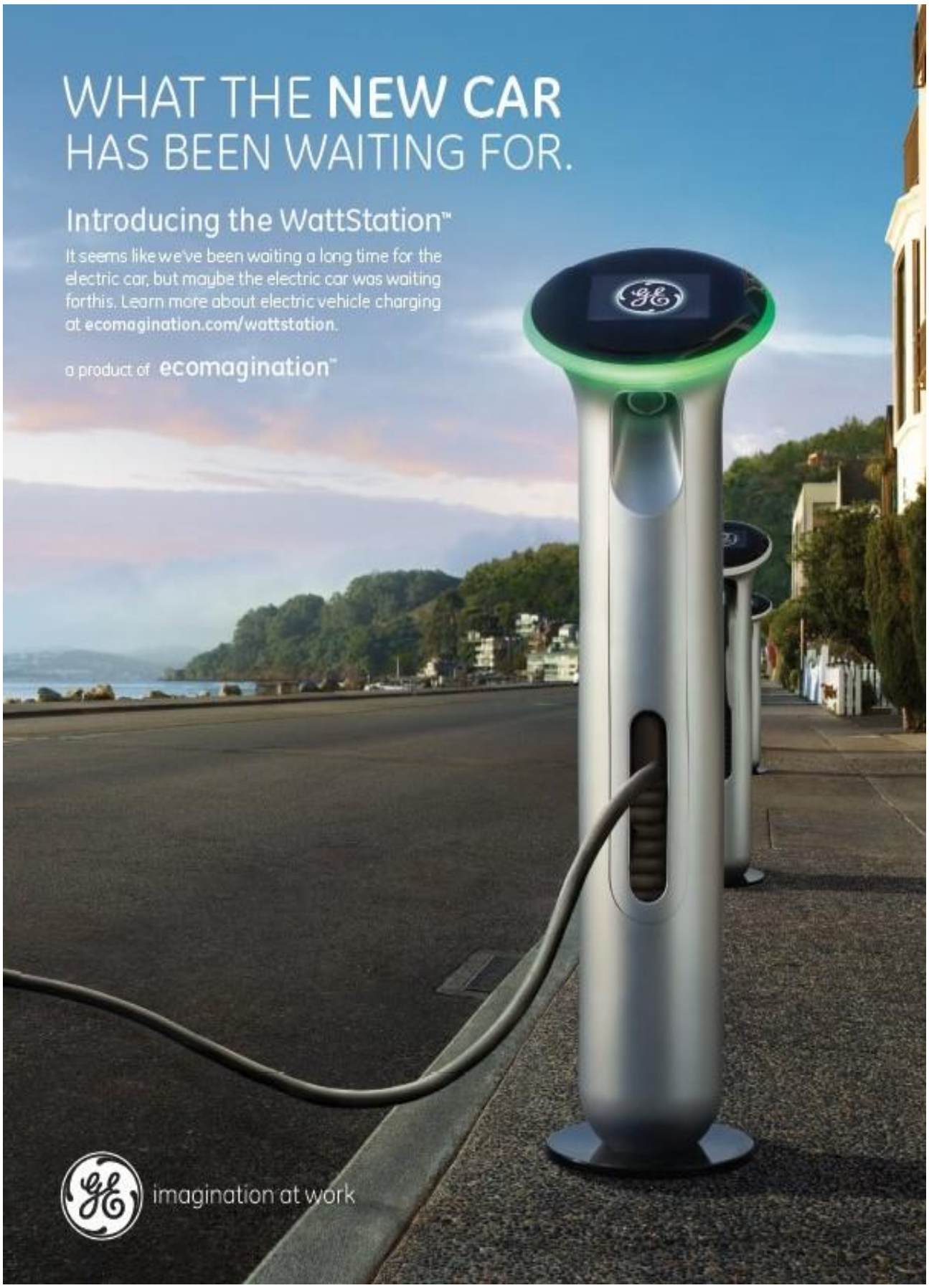


Figure 10. Electric Car Advertisement, Nissan Leaf. (Andrews, Shimp, 2017, 151)