

# 4.1.1 Rhetoric: Discourse (Advanced)

## Different viewpoints

Working with a partner, explore the stances and viewpoints at play in one of these campaigns

Discourse in <a href="#">Speeding: How Sorry Will You Be</a>	How do we see the world? (The ways people behave)	How do we say the world? (The ways people express their assumptions and beliefs.)
Work-Life Balance		
Personal Responsibility		
Discourse in You're in our sights	How do we see the world? (The ways people behave)	How do we say the world? (The ways people give voice to their assumptions and beliefs.)
	People need the threat of external control.	Expectation of failure to comply with society's expectations of safety. 'Speeding? More of a statement than a question.



What are the ways we see and say the world?

CRUISE CONTROL



- Are there any shared discourses between these two campaigns, or either of these two campaigns and any other campaign on the [Centre for Road Safety](#) website?
  
- Do you share any of the same ways of seeing and saying the world as those articulated in your chosen advertisements?
  
- Using what you have learned about rhetoric and communication in this section, respond to this provocation in an extended paragraph:  
*“The truth you find in a text is often sparked by the beliefs you hold before you encounter the text.”*  
To what extent is this true of your experience of these texts?  
In your response, refer to the role of rhetoric and discourse in shaping your viewpoint.

