

General motors' products consumer culture

Many Americans believe in purchasing new gadgets or products such as cars, in order to improve their quality of life. The consumer culture is highly significant in encouraging people to spend money and driving the economy. Most people believe that consumer expenses are needed, which are essential in for their happiness in society (Lury 122). Therefore, multinational companies such as General Motors try to align their products with the expectations of people in order to meet their consumer needs. General Motors (GM) markets its products to ensure that people are interested in purchasing their products as opposed to those of their rivals in the car industry. For instance, the Chevrolet model is among the most loved cars in the world and this is because the designers of this model tend to create the car to appeal to the lovers of this car (Lury 122). The artists of this product use their creativity to engage and appeal to the imaginations of their audiences.

There are both positive and negative issues associated with the modeling of general motors cars. To begin with, we are keenly dealing interested with Chevrolet model. These types of cars has proved to be effective to both environmental and energy consumption. Firstly, most people are largely associated with economic friendly machines and Chevrolet is one of them. Its energy consumption is minimal, hence proving to be consumer friendly. Its energy consumption is pocket friendly as compared to other car models. These factors have triggered most people to

head to the shops to look for it. Due to its minimal energy consumption, it has reduced pollution, since it does not emit a lot of smoke into the atmosphere. Additionally, Chevrolet pick ups are effective because they have a large bed of truck for carrying goods. Most farmers have preferred these cars because they can effectively transport their farm products. Chevrolet products have a strong metallic hence protecting individuals in case of accidents. Advantageously, the frames used in making the boxes are very strong hence an assurance of consumer safety during accidents. Equally, the stability of Chevloret cars cannot be doubted; they have a lower center of gravity, therefore, triggering greater balance whenever driven by individuals. Additionally, they have stronger and durable engines because they are adjusted to carry heavier luggages (Christian 11).

Furthermore, this adjustment has reduced chances of oil spillage to the environment. Oil spillage can largely cause pollution to both plants and animals, additionally, it can hamper soil fertility. When purchasing a new car, speed is the most important factor to consider and Chevrolet cars are among the fastest cars in the world. They have a greater speed as compared to other car models, hence, effective in covering long distances. Due to their greater speeds, some of them have been converted into ambulances thereby helping sick people in case of emergencies. Because of their strong engines, Chevloret cars have become effective in travelling to mountainous areas since they can cover greater distances in short span of time. On top of that, they have strong metallic bodies, hence easing the covering of large distances. Chevrolet were specifically designed to reduce the maintenance cost of the owner. They are not prone to destruction, therefore, the only maintenance required is the changing of oil, additionally, they do not require regular mechanical check ups. Being a product of general motors, they have an

encouraging warranty of at least three years. In case of any damage, the company can refund the owner within that span of three years. This act has greatly encouraged buyers to purchase this product, since they are assured refunding in case of any miscellaneous damage (Christian 7).

Chevrolet cars have improved reliability since can cover greater distances within a short period of time. Equally, they have a strong body resistant to any damage. Subsequently, their design has encouraged most buyers since they are durable and they can cover any terrain.

Chevrolet cars provide a piece of mind to the driver because of its comfortability. They are designed to provide comfort to the drivers, since, their finishing is welcoming. They have thick airbags, which provides safety to the driver in case of an accident. Moreover, they have a well established sound system which offers entertainment services to the driver (Christian 3).

In addition, in the US there is a strong trend concerning off-road vehicles. However, marketing of the Chevrolet model appears to be an on-road car different from the other cars. It is a car, which is mostly about the road. The body of the car is not as massive as most modern cars. The car does not have four-wheel drive to support it as it roams through the dirty roots, ice and snow. However, it is small in body, and tends to be comfortable to use during sunny days, as well as dry pavement roads. The designers of the Chevrolet car send a clear message to their audiences that that car contains sphinx-like quality. For instance, the SSR, Chevrolet model has an unusual body that has wide fender flares, as well as remarkable grille. The car wheels often spin and they are larger and flashy which usually draws attention to the car among other vehicles depicting calls and differentiating it from the other common vehicles within its proximity. For instance, the SSR car has a retractable roof communicating to the audience that it is for dull, open-air enjoyment, which also adds to its class aspect (Avella 23). Chevrolet is a vehicle meant

for people seeking to have fun, and the design of the car portrays the car as the chief gadget a buyer needs to have fun.

The car is also aimed at the younger generations who are in their youthful. This is because the car is meant for areas of good roads, especially in towns and it is for fun, an element associating with youthful populations. The car has a wedge shape allows a person's attention to move from front to back. Even the front of the car lacks several ornamentations, which depict that the car as being fast and very low. It does not have bumpers reinforcing the fundamental fun message. Furthermore, even the headlights are somewhat covered over similar to race car. Moreover, Chevrolet is an American company, which has a worldwide reputation as multinational. It is, among other things the official car sponsor of the premier club outfit Manchester United. The company is the principle shirt sponsor of the club, which has numerous followers globally. This adds to the popularity of this car model and its reputation among its audiences (Avella 24). Therefore, it is marketed to the people as a genuine and authentic brand, which appeals to many people in society.

This is a great essay / commercial ~~for~~ ~~then~~ that praised Chevrolet, but where is the rhetorical issue? You seem to be making a lot of opinions and comments about why Chevy is so great, but this was not the assignment. Your goal was to explore a rhetorical issue within the context of all this. Where is the larger (and more important) social issue? This is just a "Chevy is great" essay.