



# TRAVEL

Plane vs Car

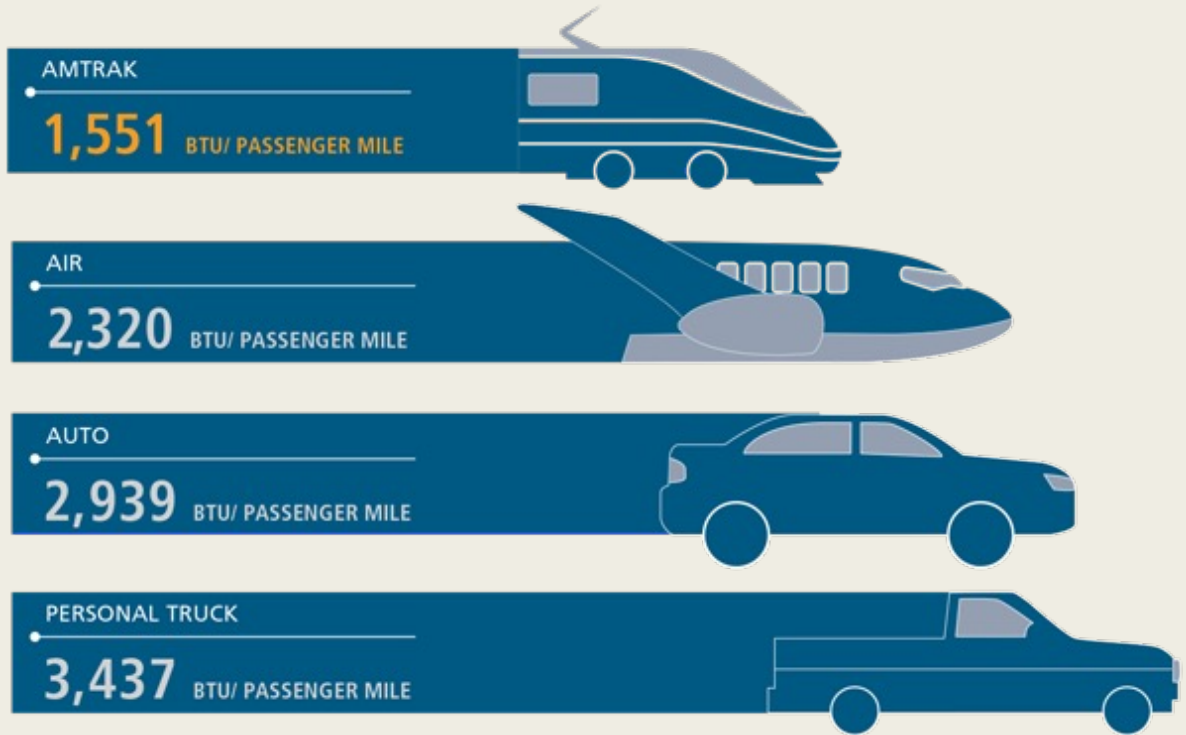




# Semantic Unit

- Planes vs Cars

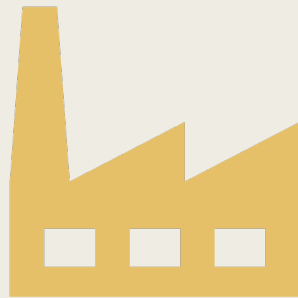




# GENRE

Mode of transportation

Style



Industrial



Functional

# Institution



BRAND OF PLANE: DELTA,  
AMERICA AIRLINES,



BRAND OF CARS: HONDA,  
CHEVY, FORD,



# Sterotype

- Plane-rich
- Car-broke

# Ideology

# Discourse

- Plane- cramped, loud, scary
- Car- cramped but personal







# MYTH

People are more scared of planes, but cars are more dangerous

# Paradigm



AIR VS GROUND



TIME OF TRAVEL