

### Example of Making a Thesis Evolve

Thesis: Hybrid cars are intentionally and incorrectly marketed as being closer to nature than non-hybrid cars.

(So What? What are the ad creators trying to accomplish by doing this?)

Thesis: Contemporary auto makers create ads that present cars in nature because they want people to think of cars as good for the environment so consumers will purchase more hybrid cars.

(Does this mean people think of cars as bad for the environment? What associations, specifically, are auto makers trying to work against?)

Thesis: To counter the association of cars with pollution and crowded cities, contemporary auto manufacturers create advertisements that place cars in scenes of nature or open spaces. This marketing strategy is an appeal to consumers' emotions in order to sell more hybrid cars.

(So What? What is the larger conversation that this is a part of? How does this phenomenon fit into the conversation?)

Thesis: To counter the association of cars with pollution and crowded cities, contemporary auto manufacturers create advertisements that place cars within scenes of nature or vast open spaces. These advertisements mimic the rhetorical strategies used by the "Go Green" movement in its anti-car ads, but by doing so, ineffectively use emotion as a marketing technique.

(So What? What is significant about this connection that isn't obvious? How are you proposing your reader think about this issue differently?)

Thesis: The makers of hybrid cars, like the Toyota Prius, create ads that feature cars within scenes of nature or vast open spaces, utilizing the same rhetorical strategies used by the "Go Green" movement's anti-car ads, to counter the association of cars with pollution and crowded cities. However, in calling to mind the anti-car rhetoric in the first place, the ads created by contemporary automobile manufacturers may actually do more to sustain the arguments against which they are working. Furthermore, research shows that hybrid cars have a significant environmental impact, which demonstrates that the eco-friendly associations many people have with hybrid cars are due to rhetorical strategies of marketing teams.