The local newspaper of Lawton publishes a weekly column written by the Mayor.

From the Mayor, Councillor Alexandra Wiley

Fellow residents,

Since the highway was diverted to bypass our town, we have all enjoyed the resultant peace. How often have we thought how pleasant it is to be able to cross the street for a chat with a friend without taking our lives in our hands! How many of us have been glad to leave our windows open without fear of dust from the road invading our rooms! But there is a downside to this. We risk becoming a backwater, on the way to being a ghost town, if this peace is all we have. Of course we no longer want huge trucks thundering down the main street, but we do want cars: cars full of people who will eat at our beautiful bakery, socialise at our historic pub, buy our handcrafts and used books – even stay at our comfortable motel. We want tourists and, to be blunt, we need their money.

Council has been considering for some time how to attract travellers and we think we have the answer – we have stopped thinking small and have started thinking on a grand scale. Our region is famous for the quality and freshness of its luscious produce, but we need a showcase for it. We grow the most crisp, most succulent fruit and vegetables around, and they should be our emblem. Imagine a spectacular piece of modern architecture, a landmark, a building in which visitors can enjoy our hospitality and in front of which they can take selfies to show their friends! We would have it created right here by local craftsmen and women. There could be no better place for it than our verdant Centennial Park – soaring to a height of 20 metres or more, it would tower over the trees and even over the spire of St Martin's Church! Imagine the events we could hold and all the merchandise that would go with it – cuddly toys, cards and gifts in the tourist centre … the list goes on, all to promote our region.

We don't yet have the final concept for what the structure will look like but already, of course, we hear the naysayers. 'It isn't original! It has been done! A giant attraction – can't we think of something else?' But do you know what – all the towns with giant attractions are thriving! Visitors love them! Research shows that towns with giant attractions receive 20% more visitors. We have been told there are people who make a point of seeing every one, of photographing them all, even making a competition of it. We deserve a share of that prosperity.

Fellow residents, this is our chance. We have to protect our lifestyle – our rural, wholesome Australian lifestyle in our own unpolluted town with its healthy food, sporting teams and annual Show. We must preserve our caring community where neighbours know and look out for one another. We want to welcome newcomers and offer them the chance to prosper among us. We want our farmers to have buyers for their produce, our young people to have jobs, our hospital and nursing home to be viable. We need to be on the tourist map and your Council feels this is the way to achieve it.

Please support this exciting idea for making Lawton a truly great town!

Alexandra Wiley

counterproductive

In the next edition, the local newspaper published the following letter.

Of course we share Councillor Wiley's concern. Of course we want our town to survive. But destroying its beauty is not the way to make it great. The country is paved with plenty of giant 'attractions', all large, ugly installations. Can't we be different? Can't we have a cultural focus? Surely an art gallery, an annual music festival, a literary week would be preferable to a monstrosity. The world already has many, too many, 'selfie' opportunities! Surely visitors who like this sort of thing are not the type we want. Before we know it, this 'showcase' will be overrun by loud children and defaced by vandals, and our air will be polluted by too many cars. Let us consider what gives value to our lives. It is not prosperity at any price, it is not sporting teams and the noisy Show, it is quality of ideas, it is the pursuit of beauty. Our young people would be better employed as catalogue designers, gallery guides or storytellers. We say to Council, please think again.

meaning

better alternative

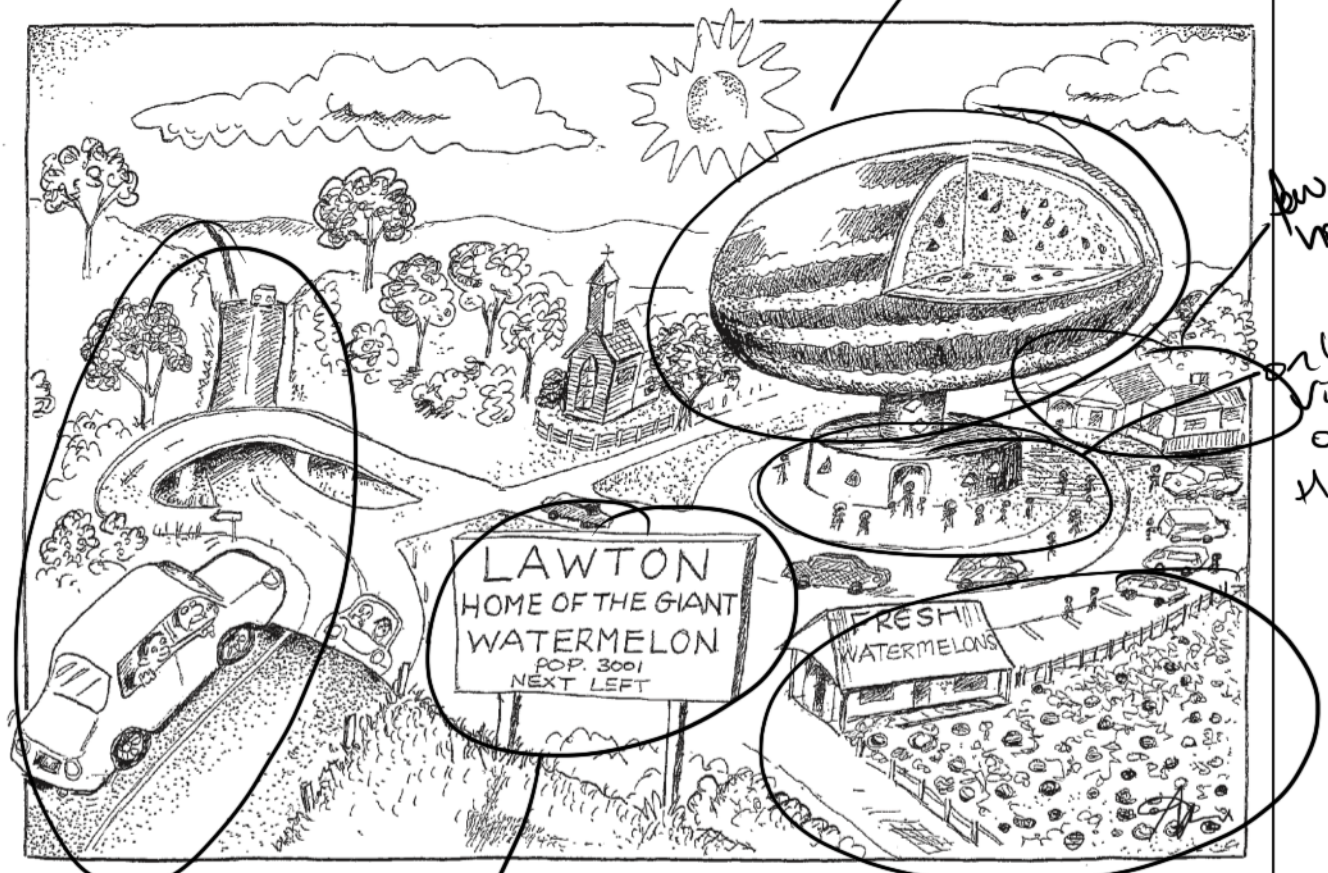
real beauty

enrich next gen.

Ian Warwick
President, Lawton Progress Association

The newspaper's cartoonist also contributed to the debate.

literal



few homes

only visit one thing

Source: courtesy of Gary Shaw

in & out, no visiting church

sign

souvenirs

Annotations by
Lisa's Study Guides

END OF SECTION C
TURN OVER

The issue of how to attract tourists to the town of Lawton has arisen after the highway on which it was situated became diverted, rendering the town isolated. The Mayor of Lawton, Alexandra Wiley contends in her opinion piece in the town's local newspaper that an attraction that embodies the "succulent fruit and vegetables," that the town is self-renowned for producing should be erected. She reasons that such a landmark will attract tourists in order for Lawton to gain recognition. In contrast to this, Ian Warwick, the president of the Lawton Progress Association asserts in a letter to the editor that rather than investing in a "monstrosity" of a tourist attraction, the council should focus upon ameliorating the cultural aspects of Lawton. Similarly, cartoonist Gary Shaw is also in opposition to Wiley's proposal, suggesting that the town will lose its diversity, being admired merely for its single attraction.

Wiley begins her piece with inclusive language, referring to the inhabitants of Lawton as, "fellow residents," ultimately establishing a common ground with her audience, the people of Lawton themselves and immediately allowing the audience to relate with her piece. Wiley expresses worry over the possibility of the town becoming obsolete due to lack of outsiders entering the town and so presses to the citizens a sense of urgency, stating, "We risk becoming a backwater." She urges that everyone desires to be continually visited by tourists, "who will eat at our beautiful bakery, socialise at our historic pub, buy our handcrafts and used books," with this listing appealing to a sense of achievement in the community and an inherent wish to display all that the society has to offer to its visitors. Wiley employs a hopeful tone of voice as she envisions would could become for the future, as she encourages the audience to, "Imagine a spectacular piece of modern architecture...in which visitors can enjoy our hospitality...they can take selfies to show their friends!" This expression of hope and optimism encourages the audience to support her plan in order to gain recognition for the town in which they inhabit and should be proud of. Additionally, Wiley attains credibility for herself as she incorporates a statistic, stating, "Research shows that towns with giant attractions receive 20% more visitors." This highlights the reasoning behind Wiley's wish to install an attraction, so that people are more likely to regard her idea as being useful and not futile to the future popularity of the town. She further incorporates an appeal to take action to the community, referring to them on a familiar basis as she asserts, "Fellow residents, this is our chance. We have to protect our lifestyle." The use of the word "protect" purports to evoke how if the society does not act as one unit, as she uses inclusive language with the term "we," then the wellbeing of the lifestyle of Lawton will consequently change and potentially dissipate. Wiley doesn't just speak out to the community as a whole, but refers to specific groups in order to portray how each and every member of the community is involved, not just a select few. This is evident as she conveys the importance of prosperity amongst the community, "We want our farmers to have buyers for their produce, our young people to have jobs, our hospital and nursing home to be viable." Ultimately, Wiley suggests that in order to attain a more hospitable society in which all peoples can thrive, it is imperative to attract the interest of those outside of the community, as she says, "We want to welcome newcomers...to prosper among us." In this way, the mayor predominantly includes calls to action throughout her piece and implores the audience to support her "exciting idea", appealing to a strong sense to the wellbeing, future and unity of the society.

On the contrary, Ian Warwick reasons that in spite of "shar[ing] Councillor Wiley's concern," her proposal will cause the destruction of the beauty of the town in which they inhabit and will thus be counterproductive in rendering Lawton appealing to the outside world. He employs reptilian with a rhetorical question, as he asks, "Can't we be different? Can't we have a cultural focus?" ultimately giving his viewpoint, suggesting to the audience that Lawton would be better liked by the public if it were more diverse, exerting its own culture. Warwick then ridicules Wiley's idea of a "spectacular piece of modern architecture," as he lists several components that would be much more beneficial to the society, such as, "an art gallery, an annual music festival, a literary week." This evidently implies to the people of Lawton that Wiley's idea has not been well thought out and thus will lack its desired affect of attracting tourists. He further denounces Wiley's proposal by naming it a "monstrosity," and counters her anticipation that visitors can "take selfies to show their friends," by arguing that the "world already has...too many selfie opportunities!" Warwick thus suggests that Wiley's want of a "landmark" is rather bland and unoriginal that doesn't encourage visitors of "the

type [Lawton] wants." Moreover, Warwick describes, "this 'showcase' will be overrun by loud children and defaced by vandals," thus appealing to the need of the community to support a better alternative to that of Wiley's, with the interest of prosperity in mind. In this sense, he likens the future that Wiley envisions to encapsulate a kind of circus, in that no one will truly value Lawton for what it has to offer. In addition to this, Warwick indirectly belittles Wiley's suggestion as lacking of quality, using emotive language, as he enforces the community's need of the "quality of ideas," and "the pursuit of beauty." This renders the audience to feel as though Lawton is worth much more than an attraction "soaring to a height of 20 metres or more," and that the inhabitants should work together in order to truly highlight the beauty of Lawton.

In a similar fashion to Warwick, Gary Shaw depicts the error in Wiley's thinking. A sign is shown in front of the town of Lawton that reads, "Lawton, home of the giant watermelon." What he attempts to portray in doing this is the fact that if Wiley were to be supported, it would be a grave mistake for the community in the respect that Lawton will no longer be known or appreciated for its own multiple and unique facets. Rather than truly taking in the beauty that the town has to offer, visitors will merely see Lawton as a place to visit, as though on a bucket list, for the giant watermelon that it boasts of. This is further portrayed by all of the people in the image who surround the watermelon, that "tower[s] over the trees and...over the spire of St Martin's church." As a result, the church in the image has been abandoned, implying the lack of interest possessed by the visitors for the several other aspects that compose the town. The cartoon takes Wiley's opinion piece quite literally, in that her proposal involved a landmark based off of Lawton's "luscious produce" and Shaw incorporates a farm of watermelons beside the man made watermelon. Alternately, this could also signify a place in which visitors, after having visited the giant watermelon, can purchase a kind of souvenir in the form of a watermelon itself. The town that Shaw portrays is rather small, the focal point of the cartoon being the watermelon, which overshadows the rest of the community and only few houses are shown. Ultimately, Shaw's contention is similar to that of Warwick, as both serve to ridicule Wiley, as her concept of attracting people to Lawton doesn't take into account the fact that the town will be recognised for nothing more than its "giant watermelon."

Evidently, while Wiley advocates the construction of a large landmark to symbolise how the "region is famous for the quality and freshness of its luscious produce," Warwick asserts that Lawton should harbour a more cultural focus in order to give "value to [the] lives" of the people of Lawton. Shaw also opposes Wiley's suggestion, with his cartoon focusing on depicting how Lawton will become little more than a pit stop for traversing cars.

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