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Journal #4: Bradbury's Voice

Bradbury's Voice In Ray Bradbury's "The Pedestrian," the themes of technology, isolation, and individuality resonate throughout the text using rhetorical devices. Bradbury uses devices like tone, imagery, repetition, and personification to shine a light on the dangers he thinks could arise from the rapid growth of the use of technology. The eerie and dystopian tone creates a sense of unease and emphasizes the theme of isolation. Leonard Mead walking outside shows his individuality, as everyone else in the society spends their time inside all day long. The imagery truly shows the lifelessness within the society where technology/ television has replaced human interaction among citizens. Repetition is shown as Bradbury repeats the idea and representation of loneliness, emptiness, and quietness. The text states, "If he closed his eyes and stood very still, frozen, he could imagine himself upon the center of a plain, a wintry, windless Arizona desert with no house in a thousand miles, and only dry river beds, the streets, for company." This quote and many more like this, really drive the empty, lonely, and silent tones throughout the story. The author uses personification as he describes the houses as "Gray Phantoms." This casts the idea that they are only really seen through television, and people aren't going outside taking in nature.

The story was written in 1951; however, I believe the intended audience was people ages 17-30 because he wanted to warn them about the possible consequences that generation could experience by using and relying so heavily on forms of technology. I believe the likely reactions

from the story in the time it was written differs from the reactions it receives now because technology was a lot less common back then, so people probably didn't think it was as big of a deal as it is now. In today's society, almost everyone walks around carrying a hand held device, wears headphones, smart watches, etc. In the time the story was written, television and few computers were the main forms of technology.