

Starting with the first website 'Ford' we can clearly see that this website has combined more than one point of view, making it a little more reliable. Beginning with Henry Ford; we can see that Henry is not a very reliable source as he works at Ford Motors, and he compares the music to the sound of his 'model T ticking over' He also states that the 'auditory senses are quite excruciatingly overloaded' the use of irony means that this is more of an opinion from a defective source. This also means the data is less valid.

Secondly, I believe that Vincent Van Gogh's opinion is also not a reliable source as he refers to the music as a 'strange noise' personally I think that any artist would not be interested in this genre of music so therefore this opinion is not valid.

Lastly, Ludwig's description of the album is completely biased as he finds the Lyrix album 'displeasing' and compares them to the music he composed which is unreasonable.

Moving onto the second website, we can see that the writer is a famous producer which shows that this site has a reliable source, and is therefore valid. Also there is a direct link to his profile and the hyperlink works- this shows that the information is up to date as all hyperlinks work. Also the date at the end shows that the information is not outdated. On the other hand, the website is rather biased as there is a clear connection between the Lyrix band and Mike Jones since he is their long term manager. Furthermore, the use of rhetoric language in his profile means that the information is not factual and less accurate as he states ' I can't imagine ever hearing anything they could record and not loving it!'

*In Graham's review, he is biased and lacks objectivity as he was clearly trying to ruin the Lyrix album's reputation by giving opinions that are not based on anything. Graham was obviously trying to worsen the sales of the album and then he suggests that we buy his album instead. Also, hatred and jealousy can be seen when Graham says 'Lyrix should never have fired me as their manager' this shows that the review is not reliable and is also out of date as the date shown at the end is last month.*

*Lastly, I believe the most suitable website for advertising is 'Hoarse' as firstly it targets the right audience since a magazine is used. A little biased, although the phraseology used grabs the reader's attention.*