

Relationality and Posthuman Motoring in Human-generated and Non-human EV Discourse in Australia

Maciej Adamski, Independent scholar, Poland

ORCID: 0009-0007-7551-3395

Abstract: Cultural attitudes towards electromobility and electric vehicles (EVs, hereafter) can be traced by investigating the discursive features of available written texts. Wodak and Meyer (2001) structure discourses according to the complexity of knowledge from which they arise. Against this theoretical background, the paper presents a sampled discursive analysis of a small, randomly selected EV-themed corpus of e.g. official documents, car magazines, car brochures, AI-generated content, internet webpages, etc. While the global transition to zero-emission mobility appears inevitable, it is language that shapes relational opinions and attitudes. The collected texts show the relational impact of EV-themed narratives on the wide group of EV stakeholders in the posthuman era of car development. Context is crucial in discourse analysis because it reflects the social situation and employs different types of language use, e.g. newspaper discourse, advertising discourse, legal or administrative discourse. The research sample, however, has to be narrowed down to show one aspect or a few in order to demonstrate the status of knowledge on the subject or show the style in which knowledge is conveyed to the recipients or at least to initiate a change in thinking. Australian EV-themed discursive samples can be categorized into three, partly overlapping, groups – prescriptive, descriptive and persuasive. Relationality as a concept and model, presented on the prescriptive, descriptive and persuasive model in the contemporary motoring may be adopted in different discursive areas affected by posthumanism.

Keywords: electric vehicles, Australian motoring discourse, car magazines, car brochures, artificial intelligence

Introduction

There has been strong opposition towards the car culture, as it has been the main culprit of the degradation of the environment. More precisely, cars pollute and damage the environment to the extent that cannot be compared to any other invention exerting a similar influence on the planet. According to Matthew Pateron (2000, 253–270), cars change society and the space where society exists is significantly harmed by its ubiquity.

The term “posthuman” refers to the post-human-centred world, whereas the term “post-humanist” refers to the approach or philosophy which encapsulates the potential of the post-human world where human reason is no longer solely used to solve human problems. The digital era in humanism places us at the point where AI and advanced technology are seen as an emanation of post-human progress (Vernon 2008, 174). Nayar (2014, 8) points out that the popular understanding of posthumanism does not want to get rid of major human features, i.e. sensation, emotion and rationality. These will be just enhanced by technological intervention. The main focus is on improvement but not on replacement. A posthuman approach to electromobility in Australia seems to be an unresearched field to date. Electric vehicles in that context must first be defined as not only post-human-centred technological inventions but a part of a broader ecosystem existing relationally between humans, machines or infrastructure such as the environment or social and political agenda. Relationality in electromobility is, on the one hand, understood as interconnectedness between various factors shaping the advance of rediscovered electromobility.¹ On the other, I would like to show a parallel relationality of post-human or post-humanist features of EV discourse in discourse samples selected randomly or naturally for qualitative research. These may include (but are not limited to) official documents, car magazines with reviews and features, car brochures in their late phase of development or decline. Finally, particular attention is devoted to AI-generated

1 Car historians write about the advent of the electric powertrain technology in the late 19th century. Hylton (2009, 116–117) points out that electric cars were cleaner and easier to operate especially by women. It was in the USA that the EVs were increasingly popular but in 1919 it was just 1% of commercial vehicles that were electrically powered. The major problem which stopped the promising development was the weight of the cells and byproducts, which eventually led to the slower development of EV technology (Parissien 2014, 36). Setright (2002, 33n; 392) only mentions the 1899 Camille Jenatzy’s success of breaking a speed record in an electric car.

content, which presents the status of EVs in Australia as “seen” or compiled by a non-human database which has been fed with contextual questions.

(Electric) cars in Australia

The first fifty years of car development were divided by Gijs Mom (2015, 3) into four phases: emergence, persistence, extravagance, and doom. However, the initial phases seem to be recurrent (i.e. EVs) due to the ever-changing circumstances shaping the background of automobilism *in extenso*. The last phase seems to correspond to the current posthuman turn in technology – doomed might be the efforts to save petrol-based engines and human agency is no longer needed to keep the vehicle going as they are becoming autonomous.

In Australia, environmental concerns were voiced by the International Energy Agency in 1993, which stated that cars contribute to 65% of overall road transport emissions. Thus, it seemed crucial to make the car sustainable not only to stop or slow down the degradation of nature, but also to argue that mobility and its advocates are able to think about cars in terms of improvement and progress aimed at minimizing the negative effects of motoring. The combustion of gasoline in internal combustion engine (ICE, hereafter) vehicles generates local air pollution and carbon emissions as major disadvantages.²

In the Australian context, motoring has been connected with the American car industry. Australian attempts to build an original car started as early as in 1855 with a steam tractor built in New South Wales. The cars with Benz engines were produced by Tarrant & Engineering Co. between 1901–1907. Being dependent on the USA and the Commonwealth, Australia did see a rapid development of road network and car ownership. In the 1930s the increase in car ownership in Victoria was 66% and in the West Australia, shockingly, 278%. Later, Ford and Holden took the lead in car production, offering vehicles which were slightly modified models available under different badges all over the world: Ford and Mazda for Ford Australia and

2 There have been measures taken worldwide to reduce the consumption thereof although the popularity of automobiles and petrol was due to mostly low prices of petrol. Another disadvantage of gasoline is the fact that it is not renewable – the stock of oil is finite – and the data on how much petroleum remains at our disposal has not been confirmed. Geographically, the resources of crude oil are limited to a few locations all around the world (Mitchell et al. 2010, 85–86).

Vauxhall, a British car producer and Opel for Holden, operating in Australia respectively (Linz-Schrader 1992, 309–311).

But Australian car development and history is not only the outcome of globalization, which became the centre of attention in the 20th century. Australia also became the final home of an engineer who had been forgotten for years and who has been discovered recently by Paul Schilperood. This Dutch motoring journalist and writer penned a revealing biography of a Jewish engineer of Hungarian descent who is alleged to have been the designer of the world-famous Volkswagen Beetle, the design having been taken away from him by the Nazi regime in the early 1930s. Schilperood (2012, 235–257) took a closer look at the final chapter of Ganz's life when he had emigrated to Australia in 1951, where he had worked for Holden for a few years before his death in 1967 (Caspers 2016, 107).

The first electric car was designed and developed also by a Hungarian physicist and priest in 1828, but the first one to be developed in Sydney was Henry Sutton's three-wheeler from 1899, which was also the first one equipped with a steering wheel. Coincidentally, in Europe the first electric car set the first 100 km/h speed record in the same year. Initially, electric cars seemed to be handier with their range and operation and were widely used as taxis, trucks, in public transport. Later, the internal combustion engine won the competition for popularity, but attempts and studies were not abandoned. The aforementioned Holden, a GM Australia and New Zealand group, developed a hybrid-electric ECOMmodore in 2000 and was publicly used at Uluru for the launch of the Sydney 2000 Olympic Relay. The car was mostly-electrically driven, using the power from a combustion engine to boost the energy supply.

Taking into consideration cultural multi-layeredness of the relationship between cars and humans in the age of EV transition, I would like to look at the written discourse of EV themes as of today in Australia as an exemplary ground of relationality and posthumanity. The paper will result in conclusions on the nature of Australian EV-themed texts as those constructing and promoting the relational and posthuman phase of motoring.

Relationality of strands

Discourse strands constitute thematically uniform discourse processes that have synchronic and diachronic components. They have a finite range because it is easy to determine what has been said and/or what is, was and will be

said in the past, at present or in the future – motoring discourse is diachronic because it has been interwoven in the general process of history and civilisation. Discourse fragments are the discursive components referring to a text or part of a text which deals with a certain theme. Entanglements of discourse strands reflect references to some discourse strands that are often sub-themes or side topics to the main one – in motoring such entanglements appear any time the car “collides” with biographies or social or geographical narratives. Discursive events and their contexts³ are traceable to real-world occurrences they represent. Discursive events are those that are represented politically or present in the media. Discourse planes are another stratum of discursive reality, be it science(s), politics, media, education, everyday life, business life, administration, etc. In automotive strands of discourse, planes refer to all macrostructures of human activity where the car is understood as an inherent component. Discourse position includes positive and negative aspects of discursive themes and their support from groups and individuals – discourse addressees take standpoints towards instances of motoring events. They speak in favour of or against the car in their lives. The overall societal discourse in its entanglement and complexity forms the real picture of the society whereas it always remains embedded in the worldwide discourse, e.g. globalising tendencies in motoring. The past, present and future discourse strands project trends for discourse and always require the researcher to conduct some “archaeology of knowledge because respective discourse strands exist in long discourse frames. Thus, they may entangle with other strands, change, get fractured, dry up and eventually re-emerge over time” (Wodak and Meyer 2001, 47). Here the car is understood as the historical process and naturally takes its transgressive or relational nature as an evolving artefact of technology and engineering. From the driver’s perspective, the car’s everyday use falls within “discursive repertoires” of ways in which people express their experiences connected with car use. On the one hand, the approach to cars oscillates between thriftiness, saving time, work and looking after and caring for relatives, friends and neighbours. Contrary to the tangible benefits resulting from car use, there are disadvantages connected with social and environmental problems.

3 Cf. Widdowson (2004, 45–49) on the contextual effect as socio-cultural conventions. They must be identified by readers in order to understand the broader picture of strands.

EV discursive strands: a sample corpus of texts

Official documents

Regulatory publications are official documents from the Australian Government – *National Electric Vehicle Strategy*. Annual Update 2023–24. It is a body of texts, charts, and case studies with achievements and assumed plans on the administrative level, giving an overview of the EV agenda. What attracts our attention from the very beginning is the Acknowledgement of Country. It draws on the indigenous people of Australia:

These **enduring cultures** are the oldest on Earth. They have used their **traditional knowledge** to adapt as **Australia's climate has changed** over the millennia, and the resilience of these cultures is a **source of inspiration for this Government**. (NEVS 2024, i)

The message encapsulates the objective of the authorities placed in the cultural context of relational ethnicity. *Clean Energy Snapshot. Australian Electric Vehicle Market Study* by Australian Renewable Energy Agency acting under the auspices of the Australian Government is a visualized market research document with the focus on the development of charging facilities. *EV Owner Demographics and Behaviours* by Everengi/Ausgrid presents statistics of ownership, purchasing options and behaviours of EV users. The documents have been compiled in formal register and provide the key aspect of official EV agenda with charts, statistics and future prognoses. The language is official, although infographics include colloquial language shortcuts for the sake of space.

Australian Electric Vehicle Industry Recap 2023 is a highly visual brochure which provides both data, Q&A and surprising facts on EV transition and adoption:

Queensland woman **uses** electric car **to run her son's dialysis machine** during power cut (Dec 31, 2023 (AEVIR 2023, 25)

Kath, Guimarães Neto et al. (2019) define posthumanism in the context of assistive technologies. They refer to *Cyborg Handbook* (Gray 1995, quoted after Kath, Guimarães Neto et al. 2019, 682), where the idea of *restorative cyborg* might

well explain the relationship between the dialysis machine and the EV as the source of energy for assistive technology. The car restores the power in the machine possibly in the event of power cut; it may also recuperate energy, so it extends the capacity of the life-saving medical equipment.

Car magazines

Autocar (1895 – now)

The genre of car reviews as we know today is associated with the establishment of one of the oldest car magazines⁴ in Great Britain – the *Autocar* – in 1895. Yet there was still enough interest in them that in 1895 Henry Sturmey deemed demand to be sufficient for “a journal published in the interests of the mechanically propelled road carriage”. It took the *Autocar*⁵ 33 years to apply sufficient rigour to its assessments to call them ‘road tests’. LJK Setright, in his *Drive On! A Social History of the Motor Car*, accounts for the establishment of the *Autocar* weekly as the propagandist publication that had been created to support the Daimler cars, which were to be sold in Britain. The prototype of the modern car test or reviews must have been the 1897 descriptions of Daimler and Panhard car advantages, which were imported by Daimler subsidy back then (Setright 2002, 24). *Autocar*, published until this very day, concentrates on car testing and reviewing and proposes a wide range of columns.

In the 12 August 2020 issue, Lawrence Allan gives an account of BMW’s environmental approach as multi-powertrain future strategy (*BMW details electrification and sustainability strategy*). The readers get to know about the plans of BMW towards 2035 to offer mild hybrids, plug-in hybrids (PHEVs), battery EVs and hydrogen fuel cell EVs. The article focuses also on sustainable acquisition of minerals, such as cobalt for lithium-ion batteries available in the iX3 model to come in 2019 which will be:

[...] **sourced sustainably** from Morocco and Australia. (Allan 2018, 7)

4 Cf. Kress and Van Leeuwen (2001, 5) on the role of socially constructed knowledge and discourses, e.g. the press.

5 *The* was dropped in the 1960s.

At the end, the reader learns about the future of batteries – they will be re-used and recycled in 90%. The finishing note of the article is the statistics, which says that X1 PHEV model emits 30% less overall CO₂ from production to disposal as compared to diesel option (Allan 2018, 7). Australia is mentioned here as a reservoir of raw materials, which corresponds with Karen Barad's challenging assumption on the constitution of apparatuses in science. (Barad 2003: 134). She claims that apparatuses are created in specific practices. Therefore, Australia becomes a place which is going to be used instrumentally in a particular way for a particular purpose by the car manufacturer in this case. The country becomes a tool in the EV transition era to supply certain assets. Furthermore, the space is rearranged and materializes as the resource for a rediscovered technological turn.

A Fat Lot of Use That Is. EV in the Outback from the 9 March 2022 issue of the *Autocar* is a narrativized report by Jeremy Hart on the EV during a trip in Australian outback – Nullarbor Plain. The author points out that the landscape is bare, with no or scarce greenery. He points out that conventional petrol is available, same as fried food on the way. The quote from a Western Australian EV club member, Robin Dean, sounds ironic and hallmarks the true topic of the article:

“EV people are adventurous; they want to see how far they can go and where other people haven't been before [...] And any risk driving is always a risk [in the outback]” (Hart 2022, 56)

Dean speaks of the EV community, even *EV pilgrims*, which seems, in his view, separated from the rest of motorists because of technological constraints they have to face while planning long trips such as Caiguna. It was in Caiguna that a retired engineer developed a generator running on cooking oil capable of powering a 50kW EV charger. The new invention was sponsored by crowdfunding. *Biofil* device, as it is referred to, needs 20 litres of chip oil to fully recharge the car. The car which was used for demonstration purposes, a Polestar 2, made history as the fastest charged car in Australia. Fully charged, the car would make Perth with only two stops. But the problem with emissions remains – the oil is burned and the solar panels will only solve this problem when they become more affordable for the outback. The road was frequented by only five EVs a year, but the locals expected a 4-time increase to 20 or even 100.

Wheels. Australia's Motor Magazine (1953 – now)

According to the *Which Car* webpage (Stevens 2023), motoring magazines are the eighth in the rank of the most read printed magazines and only recently noted an increase by 2.8%. *Wheels* has been the oldest car magazine in Australia published since 1953 and publishes, among others, reviews of cars available on Australian market.

The November 2024 issue celebrates forty years of Nissan Motorsport International (Nismo), which was created to develop factory-endorsed race cars. In *The Right Note?* feature, Nissan Ariya Nismo, not yet available in Australia, is pictured as a link between the legacy of race cars and the new to come. However, as one of the Nissan global managers claims, high performance ICE cars have been in production for 17 years but “the regulator gives us some trouble” (Dobie 2024, 90). The main problem remains in the density and heat of EV batteries and this results in the concluding remarks:

Either way, further models will follow the Ariya. Nismo currently sells 80 percent of its cars in its Japanese homeland but global prospects like the Ariya will help bring it back to key markets with **electrification high on the agenda**.

This car demonstrates both **the possibilities and limitations** of current-gen performance EVs in one neat package. (Dobie 2024,90)

Having read the feature, the reader may want to make their own decision whether coupling high performance with electrification of cars is going to be a good decision. The article does not impose views but places electrification in the continuum of Nismo history.

The Dec 24 edition of *Wheels* features a few EV-themed articles. Dylan Campbell ridicules the new Tesla Cybercab prototype recently presented by Elon Musk. He acknowledges, however, the motoring and cultural affinities of the new project:

I don't mind how it looks; its sloping coupe roofline channels a little **Volkswagen XL1**, while the **swan-wing doors** are a bit **McLaren**. The clean minimalist exterior has a steampunk, **Blade Runner** vibe, while the aerodynamic, 21-inch disc wheels remind me of a **salt flat racer**. (Campbell 2024, 30)

Later the author recalls the essence of car culture, making the obvious but necessary observations in the fast-changing motoring world:

A sports car says we like **thrills** and taking a bit of a risk, while an **off-roader** says we love the call of **the wild**. A **Rolls-Royce** tells others that you have **more money** than they do, while a **Toyota Kluger** says you're a family man [...] (Campbell (2024, 30).

Even a Tesla says you're an early **adopter**. Or that you're **unbearable**. (Campbell 2024, 30)

But for the author the car is not a real car *per se* because it is an autonomous vehicle with no steering wheel. It is an example of the posthuman motoring era with no need of human agency performed in the act of human driving. Moreover, Campbell pays attention to the fact that Tesla autonomous driving led to at least 23 fatal accidents. Ironically, the author would not like to be seen in the car – even if dead. First drive section includes a retrofuturist EV Renault 5 or practical Kia EV5.

Interestingly, Gavin Green gives an account of the future of electric vehicles. This is a culturally immersed analysis from the very beginning because the author starts with a quote:

Long term, almost everyone agrees it's **electric**, at least in some form. But short to medium term it is, to paraphrase **Winston Churchill**, a **riddle wrapped in a mystery inside an enigma**. (Green 2024, 96)

The quote encapsulates the problems EV-orientated industry has been facing for some time, with sales plummeting and future uncertain. Long-term perspective sees 2035 or 2040 globally as the ban deadline for ICEs although carmakers now predict that more time will be needed for successful transition (Green 2024, 100).

Car brochures

The cultural world of brochures has been slowly disappearing or even no longer exists in the case of some car manufacturers. The status of car brochures is not homogeneous globally, however. Car manufacturers are also considering

implementing changes in the field of marketing – it is neither to interfere with the climate, nor contribute to its degradation. In some markets and for some passenger car brands, brochures are not available or have been reduced to a digital scrollable tablet format. Sangadji et al. (2025, 85) conclude their bibliometric research on the rise of posthumanism in marketing with a statement that human beings are no longer the sole agents of meaning and value within society. The example of car brochures provided below seems to be a good example of non-human-centred car brochures in PDF format as they do not place products in the human environments. The human setting has been removed from the brochure as if human agency was supposed to be just implied but not promoted. The traditional view of technology being controlled by humans has been reversed to expose environmental, zero-emission impact. Indeed, when we want to browse Kia offer for Australia, we have to go online or see reduced pdf-format brochures. Kia EV9 brochure available online offers only the list of mechanical and feature list for rear-wheel drive single motor and all-wheel drive dual motor in three trim options – Air, Earth and GT-Line. EV features are available for the webpage, but the brochure provides only technical and trim information in table format. The persuasive function has been retained on the webpage content where the potential buyer may learn about the advantages of electromobility and EV features of the model.

On the contrary, Lotus Australia, for EV – Lotus Eletre model in this case – does not offer car brochures, even in a PDF format. The advertising content of the car brochure has been morphed with the webpage offering videoclips, textual information and visuals.

The electric Hyper-SUV with racer DNA

Responsibly luxurious (www.lotuscars.com)

Responsibly harmonizes with electric as a non-ostentatious luxury approach has become more preferred among the customers. Yet, it may look surprising for those who may not be convinced if the concept of *luxury* carries any affinity with *responsibility*. On top of that, the webpage allures potential users to electrification connected with the legacy of the British brand adding touches of sustainability to its high-end image. This example may again prove what Sangadji et al. (2025, 86) aptly observed that brand interaction may be subject to a paradigm shift in marketing tools based on language to foster sustainability.

AI-generated content

In my search of discursive strand data, I decided to ask ChatGPT AI engine to process and answer the topical question of the EV in Australia. Artificial intelligence is controversially perceived as a machine learning opportunity for mankind. The development of AI is global, but it is China and the US that constitute the forefront of the research on the application of AI. Substantial learning data is crucial to expand the system capacity. AI as a source of knowledge to solve problems is one thing, but driving a car, for example, by AI poses challenges from visual perception to navigation to proactive accident avoidance at the same time (Kissinger et al. 2021, 86). The key words from the problem area for the journal constituted for AI two independent questions:

1. Does electric vehicle have the grunt in Australia?

AI put the context of the answer to the general yes-no question figuratively yet accurately (*the grunt*) in quotation marks. A short introduction to the answer includes valuing comments showing advantages of EVs – *impressive* powertrains, *strong* performance, *quick* acceleration. Interestingly, the second part of the answer includes examples of EVs available on the Australian market:

- Tesla Model S Plaid (**speed and acceleration**),
- Rivian R1T (**off-road prowess**),
- Ford Mustang Mach-E (**muscle car feel with electric power**),
- Porsche Taycan (**performance-oriented sport sedan**),
- Lucid Air (**luxury and innovation**),
- Audi e-tron GT (**performance, luxury and sport design**).

The cars were shown as examples of “the grunt” without the place of production but with key word characteristics. Below the list with short model descriptions is a comment on the peculiarity of Australian market. The reader learns about practical features such as towing capacity for caravans, boats and trailers as those might be perceived natural in the Australian environment. EVs are considered as competitive towards diesel and petrol options for transport with towing capacity exceeding 4500 kg.

2. What do you know about car culture, electric vehicles and the transition to net zero mobility in Australia?

The wh-question was formulated in this way intentionally to investigate the structure of a complex answer to a complex question with three subject sub-areas concerning knowledge. Car culture is the broadest and most general. AI starts with motoring as a part of the national identity. This might sound obvious since great distances between settlements and low density of population required mobility. Vehicles are also described as indispensable for the rugged terrain. The response finishes with statistical data on car ownership – 19 million vehicles as of 2021. The AI tool underscores the interconnectivity of sustainability in transport and the future of reduced emission in Australia. It is directly linked to initiatives mentioned in the query response taken by administration on state and local levels – strategies, local initiatives and public transport EV transition. However, AI enumerates and briefly discusses major features of car culture – large vehicles, pickup trucks. The choice of cars is related to harsh road conditions. Australians take long trips for camping and caravanning. Therefore, they prefer bigger cars. EVs in Australia are the next item on AI list of cultural aspects of motoring. It emphasizes the slower pace at which the infrastructure develops apart from major cities such as Sydney, Melbourne and Brisbane. Statistics show that EVs make up 7% of new car sales. Furthermore, AI aligns both barriers and opportunities for EV adoption in Australia. It repeatedly stressed the more difficult environment for implementation, pointing in particular to problems resulting from Australia's high reliance on the fossil fuel industry, which might generate opposition, similar to the cultural attachment surrounding ICE high-performance vehicles, which are perceived more car-like. This moves us back to the aspect of car culture as a concept:

Public Perception: Traditional car culture, with its focus on petrol-powered, high-performance vehicles, still **holds strong** in Australia. There's resistance in some quarters to EVs, as they're often seen as less practical or "**less fun**" than conventional cars, [...] (ChatGPT 4o mini).

Tradition and technological legacy of the past is acknowledged in the AI data analysis. Colloquial *less fun* relates to the opinions expressed by stakeholders – those who support or oppose electromobility but partake in it anyway. In the answer, one might feel textual pressure, which might change the opinion of sceptics:

Australians **are expected** to transition to electric mobility more rapidly. (ChatGpt 4o mini)

AI projections envisage the integration of EV solutions with higher range and improved battery capacity, alongside the coexistence of shared transport, autonomous vehicles, and improved public transport, all while encouraging a reduction in car ownership. These analyses omit ICE vehicles and even PHEVs, which might sound surprising.

Conclusions

Context is crucial in discourse analysis because it reflects the social situation and employs different types of language use, e.g. newspaper discourse, advertising discourse, legal or administrative discourse. (Fairclough (2011, 3).⁶ The research sample, however, has to be narrowed down to show one aspect or a few in order to demonstrate the status of knowledge on the subject or show the style in which knowledge is conveyed to the recipients or at least to initiate a change in thinking. Australian EV-themed discursive samples can be categorized into three, partly overlapping, groups.

Relationality

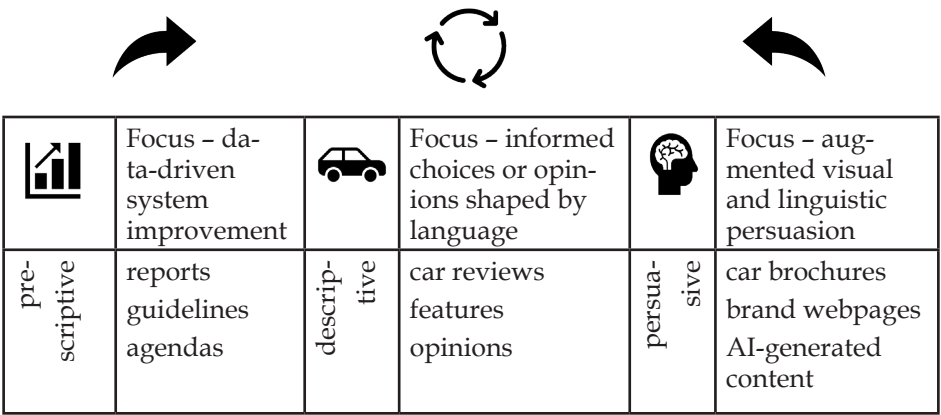


Table 1. Categorisation of EV-themed discourse relational samples

6 Cf. Bax (2011, 20) on the identification of discursive genres.

The first group includes all the official texts which depict the factual state of affairs, including reports, statistics, guidelines, visuals, and agendas prepared by authorities or regulatory bodies. While these documents contain discursive strands, their circulation among the general public is limited; they are intended for decision-makers and policymakers. They do not exert direct influence on non-specialist stakeholders or those who actively participate in the market mechanisms for buyers or users. Strategies and surveys maintain a certain distance from the practical EV narrative. Documents with compiled data use practical language tools for expressing predictability of certain phenomena or agency for the future (*might, will*). Based on the data presented, policymakers can introduce corrections and adjustments. Descriptive texts, in turn, present “things as they are” in a multi-strand reality, equipped with rich attributiveness and references to the non-motoring world of culture or politics. Their readers, who play the most vital role on the market because they make decisions, either decode the multi-layered structure of discourse or fish for the information they find interesting, including performance measurements or broader geographical contexts where test drives are made. Sometimes they follow the views of their favourite staff writers who can shape the perception of trends or give biased opinions on products, narrativized drive reports, features in car magazines or car tests penned by professional reviewers available online or in car magazines. Ultimately, the persuasive group used to include car brochures in their extensive, narrativized and hyper-visual form some time ago, but today, when they have all but vanished, AI-generated content might take over as a linguistic tool for textual persuasion. When compiled skillfully and fed with appropriate input, AI has the potential to influence readers, thus making them change their purchasing choices in line with the AI content fed by pressure groups. It seems that both descriptive and persuasive discourses will dynamically shape the Australian landscape of electromobility.

Discursive categories appear to have been inter-relational. With generative AI textual input, the discourse of electromobility in Australia will get even more diversified in the posthuman era of motoring. It should be the common effort of all the EV stakeholders, however, that the concept of zero emission mobility does not become distorted by AI. Relationality as a concept and model, presented on the prescriptive, descriptive and persuasive model in the contemporary motoring may be adopted in different discursive areas affected by posthumanism.

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Received: 2025-09-23; reviewed 2025-11-06; accepted 2026-02-16
DOI: doi.org/10.64867/pjes.25435981.26.121.0905
