

To: Teresa Cook
From: Caleb Taylor
Date: 3/6/23
Subject: Comic Book Infographic

Memo

Overview

Professor Cook I am sending you this Infographic on a Comic Book event happening at TUC on March 5th. I am sending this to complete our document 6 analysis assignment. The document uses a large picture of comic book characters in the background to draw attention and give context. It is very informational, it provides the details of the event. It explains that Will Eisner is the main person being celebrated this Comic Book week with a little more context as to who he is. The document was produced by the University of Cincinnati to advertise it to others as well as draw the attention of English students who could really benefit from attending. The document is meant to be informative as it tells the exact date, location, time, and the exact activities that are planned for this event.

Rhetorical Analysis

The document's intended audience is UC students, probably specifically English majors. This event appeals to English students because it is something many of them are wanting to do with their degree. The document successfully uses logos and ethos. The logos comes from just having the exact information of where and when this event is taking place. The ethos is knowing that this message came from Laura Wilson of the English Department and the title by her name in the email shows it was from an official source at the University. There is a lot of pictures of comic book characters behind the text as well and I think it is really effective at drawing attention it is very bright, plus it adds a bit of context as to what this infographic is about.

Conclusion

From this infographic I think a professional writer can learn about writing quick informative things. Yeah there is not a lot to this, but it still contained important information that people needed to hear. It shows how to effectively spread information as well as how to format it.