

# Technology product launch

## *Rhetorical situation 1*

## *Rhetorical situation 2*

Genre of communication: Press release

### High Competition Market

- **Purpose:** To distinguish the product in a market flooded with similar software.
- **Audience:** Industry specialists, tech journalists

### Niche Market Entry

- **Purpose:** To introduce the software as a pioneering solution in a niche market.
- **Audience:** Niche tech bloggers, potential users within a specialized field.

## *Rhetorical situation 3*

## *Rhetorical situation 4*

Genre of communication: Social Media Post

### Engaging a Young Audience

- **Purpose:** To create excitement among a younger, tech-savvy demographic.
- **Audience:** Millennials and Gen Zers who value innovation.

### Business-to-Business (B2B) Focus

- **Purpose:** To generate leads among business clients for a software solution.
- **Audience:** Decision-makers in businesses.