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SUBJECT: Brief Rhetorical Analysis

PCMag.com has a solid webpage that has good examples of the six characteristics of technical communication. Through unit one, I learned that technical communication documents should have six characteristics:

- Audience-centered
- Problem-solving
- Professional
- Collaborative
- Design-centered
- Ethical

I came across the webpage while looking for a desktop computer to purchase, and this site was eye-catching with their design and use of colors. The site is also very informative. In this memo, I will break down how this site fits the six characteristics and how it does not and could be improved.

Audience-centered

The webpage I am examining from PCMag, "The Best Desktop Computers for 2023," focuses on an audience of people looking to make a smart purchase of a desktop computer in 2023 that matches the attributes that they are looking for. This page demonstrates that it is audience-focused well by having a large, bold title that says exactly what is on the site: The Best Desktop Computers for 2023. A paragraph just below the title explains that the page includes desktops that are neater and more valuable than desktops from previous years. The webpage also provides detailed reviews and shopping advice to help you find the desktop computer you need. Where this website could be improved in terms of being audience-centered is by making the webpage easier to read for people who are less technical and including easier-to-understand descriptions other than listing parts like the Intel Core i3 GPU. Overall, I believe this site is very audience-centered and did an excellent job of it.

Problem-solving

This webpage has a purpose, and that purpose is to help people solve their problem of finding a good desktop computer in 2023 for their money that does what they want it to do. This website excels at problem-solving because it offers a wide range of computers to meet a variety of needs, whether it's a low-cost desktop or a high-end gaming desktop. Each desktop reviewed on this webpage has specs listed as well as pros and cons. The webpage and the pros and cons sections are useful when people are looking to solve their problem of finding a desktop online

because they provide information that they may have to search for on other desktops otherwise. One aspect of the problem-solving characteristic of this webpage that I feel could be improved is to have more options of desktops under each category they have listed for the best desktop. This webpage is very useful, and I would send it to my friends struggling to find a good, valuable desktop computer.

Professional

The Best Desktop Computers for 2023 webpage doesn't showcase the professional characteristics very well. At the bottom of the page, PCMag.com has a small snippet saying that they are "a leading authority on technology, delivering lab-based, independent reviews of the latest products and services." "Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology." According to PCMag.com, they also "support Group Black and its mission to increase greater diversity in media voices and ownerships. "These snippets show their goal is to problem-solve for you by providing solutions to find the best technology to buy. I feel the professional characteristic could be improved a lot by providing the goals of PCMag.com and showing the culture of the organization. I cannot gather any information about the culture of the organization from this webpage. Unless their goals and culture are listed on another page, this is a trait they could greatly improve.

Collaborative

When it comes to the collaborative characteristic, this website is intriguing. The webpage gives credit to one individual, but it is obvious that the design and webpage have a lot of thought behind them. The title and design of the webpage look like a template for different webpages that was built by someone else. Tom Brant did a good job with his coworkers to write this webpage and provide all of the information on the best desktops in 2023. PCMag.com has a team that reviews hundreds of PCs every year. This webpage shows that multiple people worked well together to make this webpage to help people solve their problems when it comes to buying desktop computers in 2023.

Design-centered

This webpage is very well designed. The first thing that catches my eye is the big, bold title and the beginning. The webpage has an overview at the top for people who don't have a lot of time to read the entire page. The red and images stand out and make the page visually appealing. The page is written in one column, like a newspaper article, so it's easy to read and not lose your place. There are pro and con sections for each desktop that is reviewed. Links and prices are provided so that you can check out the desktops on the sites where they are available to purchase. The one change I would make is to add more color and get rid of some of the whitespace so that the page is even more interesting and easy to look at. This webpage did a very good job of being designed so that it was easy to get the most out of it.

Ethical

This example of technical communication is ethical. The first thing that comes to mind when I see the different desktops reviewed is that they reviewed multiple different brands. They are not biased towards any particular brand by reviewing different brands. The links to the different computers also go to different places to buy them.

Attachments: https://www.pcmag.com/picks/the-best-desktop-computers?test_uuid=05n7gTzbSo0Sh5pVEDljnCi&test_variant=a