**Caroline Arena: Visual Argument Sources**

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<https://unsplash.com/photos/ATjKK56IUS0> by Lisanto **李奕良**

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Visual Argument Intro

I wanted to do a visual argument related to COVID-19, and I thought I could focus on the issue of struggling small businesses during the pandemic. I used four pictures to show four examples of businesses that might have been struggling due to restrictions, lack of staff, or lack of funds. This image is supposed to remind people rather than inform people to support small business. Most people know that businesses are struggling, but they often chose ones like Amazon, or McDonald’s because they are cheaper and faster. The target audience is everyone, but specifically people who normally buy from large corporations for all of their needs. I know it is almost impossible to only buy from small businesses, but hopefully this image will remind people to change their takeout purchase for the night from a local restaurant rather than a fast food chain. I used a simple design because I wanted to focus on the actual business owners, and hopefully create an emotional level to convince people to shop small.