



National University of
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Technical & Business Writing

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Analysis of Askari Bank Internship Pamphlet

The pamphlet of Askari Bank regarding the "Emerge Summer Internship Program" is primarily targeted to all young graduates and students who are keen on gaining some exposure. The main intent is recruitment and it captures its audience especially final-year university students and recent graduates, particularly encouraging more female candidates to apply.

Three of the business principles with regard to writing are present here. First: the mentioning of rules-online application, test requirement, shortlisting, stipend information for being clear. Secondly, by making a shortlist of application procedure points instead of bulks, brevity can be achieved. Thirdly, the audience-targeted aspect can be found here in the motivational headline "Secure Your Spot and Unlock Your Potential," thereby appealing to ambition but giving an assurance of including women-folk.

The comparisons with academic writing draw sharp contrasts. Academic writing would have informed the internship outcomes through evidence from career readiness studies, data, references, and theoretical considerations. The pamphlet rather sacrifices such depth for persuasion and easy comprehension. Immediate application is urged not through deepening critical reflection.

The design components also add to the effect. The bold headline draws immediate attention, while a visual of a calendar with a deadline shows urgency. Icons (briefcase, checklist) promote professional connotations. While a dark blue background adds gravity to the corporate concept, orange accents convey urgency and direction. The planner is a good mix of being visually appealing and reader-friendly, although the lack of details on program structure and length may dampen applicants' expectations.

In conclusion, it has impeccable clarity, conciseness, and user-centered designs in pamphlet form; strong visuals read, compel, and heighten urgency. Though not quite as rigorous as its academic counterpart, it cuts sharply into the very essence of recruiting.



SECURE YOUR SPOT

AND UNLOCK YOUR
POTENTIAL

GUIDELINES:

- Applications will only be received through online portal.
- You will be required to attempt a 30 - minute online test once you submit your application.
- Only shortlisted candidates will be called for further assessments.
- Attractive stipend.
- Female candidates are highly encouraged to apply.
- Askari Bank reserves the right to accept or reject any application at its discretion.



Apply on the **link in the caption**

