

Chapter 2 exercise 3

At first glance we can notice that both flyers have the same layout. Both flyers appear to say the same thing if we don't actually read its content. However, one contains pictures of kids and family; the other of a business handshake and adult hands. Both of the flyers contain the same information but it has been worded to target a specific audience. The flyer directed towards parents uses wording such as "For kids, washing hands can be a fun and entertaining activity." While the flyer aiming at workers says "Hand washing gives people the opportunity to take an active role in their own health". Here we can see how the difference in wording affect the intention behind the flyer. We see how one is motivating parents to educate their children into hand washing, while the other flyer is trying to convince workers to wash hands for their own benefit. It is hard to know exactly what I would change in the flyer since it would depend on how it will be presented to an audience. If I received this flyer as a parent, I would most likely only read the top part of the flyer. It is well known that washing hands prevents germs and helps prevent diseases. Instead of telling parents why kids should wash their hands, it should focus on how to teach your kids to like washing their hands. A parent should find it interesting and actually practice it with their children to motivate health. In the work environment flyer, I would change the fact that it states that there is not much research focused around hand washing in the workspace. This statement just takes a lot of credibility out of the flyer. I feel like statistics focused around money saved from hospital bills and medicine as well as lost wages would also appeal more towards a working person.