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Professor Ellen Fallon September 19, 2020

Homework Due September 22, 2020

* **The readers and their characteristics**: Students (young, open, understanding, optimistic, encouraging, compassionate, determined), citizens (considerate, helpful, attentive, humble, busy, serious)
* **The stakeholders and the ways they might be affected by the communication**: Citizens/community. The community is the main stakeholder since the funds come directly from fundraisers and donations. If we were to say something negative or false, the stakeholders could withhold the funds that the AHA requires to research.
* **The final result the writer desires**: More publicity to receive donations to further the research on cardiovascular disease.
* **What the communication must do to be useful to its readers**: engage with the readers and make them feel the need to take better care of their body and health
* **What the communication must do to be persuasive to its readers**: use statistics and facts given by the AHA. By tapping into the emotions of the readers, it will make them want to take action and spread the news and support.