

MEMO

TO: Kris Lotier
FROM: Joshua Almeida
DATE: July 8, 2014
SUBJECT: Rhetorical Analysis of MS Brochure

Basic Rhetorical Analysis

In this memo I will be analyzing the MS Brochure. I will evaluate and examine the content to determine whether it addresses particular readers, helps readers solve problems, and reflects the organization's goals and culture. Collaborative production is another aspect I will evaluate as well, along with use of design to increase readability, and finally, whether the document consists of words or graphics or both.

Particular Readers

You can tell the author of this article, National Multiple Sclerosis Society, had the correct audience in mind when designing and writing this brochure. One clear example of this is in imagery used to illustrate the information the author is presenting. It can also be seen in an opening quote. It is used so the reader can make an ethos connection with the tool.

“My name is michael. My mom has multiple sclerosis (MS for short). At first I didn't understand it. I just knew it was a disease that doesn't go away.”

Lastly, the level of the vocabulary used is low enough that anyone that is at least eleven years of age can read and understand the information being presented to them. With the author having a clear idea of who the audience is it makes the tool more efficient in helping the user.

Helping the User

This brochure was made to help the reader understand what they or their loved ones are going through and guiding them through it. The brochure does this nicely by sectioning off different topics so that the user can just skip to the information that they need to know or skip over anything they may already know. Clear examples of this are when they mention talking to your doctor about getting a more detailed explanation of Multiple Sclerosis. The tool also helps with providing other tools to the user. For example, “Timmy's Journey to Understanding MS — A 15-minute animated cartoon that follows a boy's journey to learning about Ms”. These other tools back its current goals and cultural that the brochure is trying to establish.

Goals and Culture

The goal of the National Multiple Sclerosis Society is to help society, as a whole, to not only understand Multiple Sclerosis, but also to deal with Multiple Sclerosis more effectively than before reading the brochure.

Increase Readability

The readability of this brochure printed out is easy and flows natural, but on a screen like a computer is a bit harder to read and know where start and finish. The reading level and simple

pictures make it ideal for the audience targeted and guides them through each topic quite smoothly. The headings are well labeled and helps the user build logos for the author of this tool since a well-structured tool is more likely to be used compared to a better tool that simply harder to handle.