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Genre Analysis

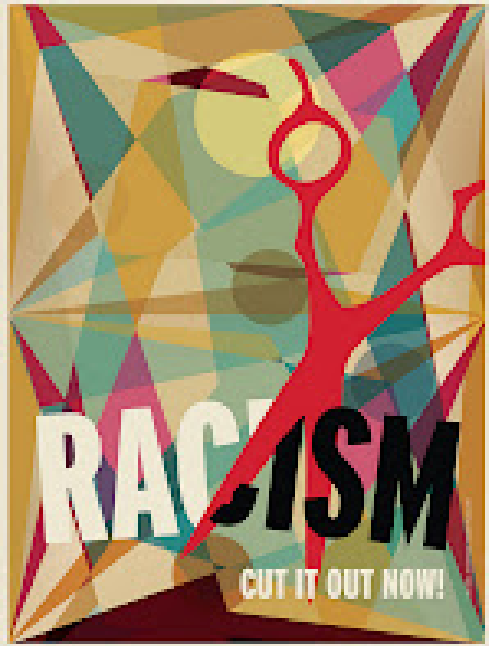
Putting posters and flyers throughout college campuses has a very effective way to grab students' attention to pressing issues. Cuny's are known for their affordability and accessibility to lower class people from the city. It gives people with less resources and abilities to fulfill their future goals. That's why it's so important to avoid future tuition hikes. Tuition hikes would greatly affect cuny students. What better audience to choose than the ones who will be impacted the most. Student debt has always been an issue. However, many students depend on scholarships and aid. Around 244,000 students have a household income of less than 20,000. Which is around 42% of all cuny students. Even with scholarships, like the Excelsior scholarship. Only 3% of students obtain it and meet the tiresome requirements. With the majority of students returning to campuses after the pandemic. Once inflation is also taken into account and other expenses, it's becoming progressively difficult for students. Posters are a great way to inform students about issues that might affect them and their education.

Colors are a great way to grab students' attention. With so many posters and other stuff going on, being a centerpoint is important. Green would be a very fitting color for this type of issue. A bright green grabs attention and is studied and is said to improve concentration. It keeps students reeled in. Green is also closely associated with money. You think of green, you are most likely thinking of cash. Giving students an idea on what to expect and getting their attention sewed on.



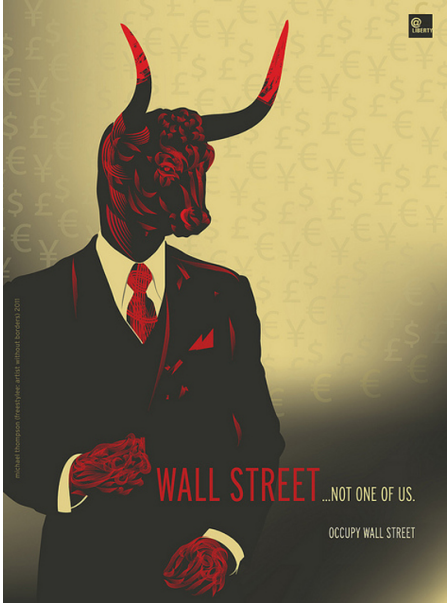
A poster I found online by an artist Micheal Thompson who speaks about political and social issues.

Tone	The tone of this poster is serious
Diction	There's not much diction besides a few sentences and words but it's formal.
Content	The poster is focusing on the silencing of women. How that silence is driven by fear of repercussions but we should not let that stop us and that's no longer an option. Fear is written on a red, what seems to be tape, along her mouth. Covered in "fear".
Style/Format	The poster has very minimal sentences. Only two short sentences that convey a strong message.
Medium of Genre	This poster was created by Michael thompson. It appears online and talked about on many websites.
Audience	He is trying to reach an audience of women, possibly older women who have access to the internet and can see this poster.
Purpose	The purpose is to help women feel empowered and not be scared to speak up. That fear should not drive us to be silent and that speaking up is extremely important.



Tone	The tone is serious
Diction	The diction is more informal as there is only phrase that speaks to the audience to motivate.
Content	The poster has extremely popping and different colors typically used in the artist's work. There is a single pair of scissors being used to cut "RACISM". Racism is the only content in the poster to use the color black and white evenly split along the cutting of the scissor.
Style/Format	There is only one sentence with an exclamation point. Only other word is racism in a big font along the poster making it the most striking feature besides the usage of colors. With such few words the message comes across clearly.
Medium of Genre	The genre appears online. It was created by Micheal Thompson who bases his ideas of posters from Cuban artwork and big political issues across the globe.
Audience	The audience is social media users. I think this topic and message affects all ages and all genders. It's also a very simple and powerful message that I think young kids can

	even understand.
Purpose	The purpose is to help educate people about the pressing issues of racism across the globe. That racism is still a prevalent issue even in our time. That online readers will bring more attention to racism and dissolve the issues.

	
Tone	The tone of this poster is serious
Diction	The diction is informal and very conversational. Only three sentences within the poster that speak a loud message.
Content	The poster demonstrates the evil within wall street. The background has different symbols of cash and money types, showing that this poster is talking about the rich. There is a bull with a suit designed with an antagonizing red. Wall street is typed in that same color showing that they're evil. That wealthy businessmen are corrupt and don't seek the best intentions.
Style/Format	It has short sentences to convey the message. There is a pause between “wall street” and “not one of us” to show the importance and seriousness. The sentences

	are short and appropriate as the graphic and sentences convey the message.
Medium of Genre	This genre appears online. Created by Micheal Thompson. It can be found through websites.
Audience	The audience speaks more to adults and people in the middle and lower classes. It speaks to people who want to raise awareness and concern for the wealthy and how they are money hungry and don't help people who suffer from money issues.
Purpose	The purpose is to raise issues among the 1%. Not specifically the one percent of wealthy billionaires but rich businessmen who occupy wall street. With no right intentions and not here to help us but to satisfy their own greed. The poster helps people see the importance in stopping them and to take action.

## References

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