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Genre Analysis

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To expose important information, it's ideal to catch the receptors' attention. But how that can be done in a fast-paced environment, where the flux of people takes place in hallways, cafeterias, and classrooms?

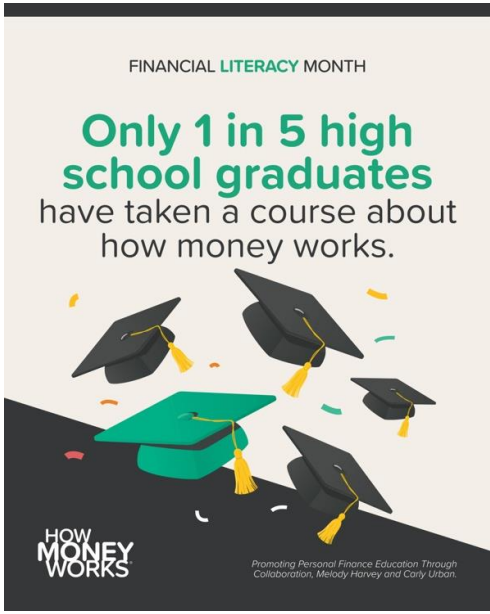
Posters are an efficient way to communicate ideas concisely, in a simple way and in just a glimpse. Usually, bright colors, big letters, and creative visual resources are the components of a great poster. They can inform the audience directly, or they can be the bridge to a bigger source of important information.

One of the best things about posters is that mostly everything can be communicated through colors, font, and pictures. This is a powerful characteristic because humans have certain perception towards the mentioned components. How do you communicate urgency without writing it? RED! Or economics related stuff? Upward-sloping charts and dollar signs.

In this specific project the objective is to use a poster to expose stats and resources about how students can contribute to their financial future by using CCNY's financial education resources.

And with simple design in a piece of paper, it will make more accessible an aspect of education that it's not quite emphasized. Students will see the poster, and some will eventually develop curiosity.

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<p>Poster</p>  <p>(Fairey, 2022)</p>	
<p>Tone</p>	<p>The tone is neutral. It doesn't communicate anything about what the author is thinking or feeling.</p>
<p>Diction</p>	<p>It uses simple and concise language.</p>
<p>Content</p>	<p>The poster exposes factual statistical information of high school graduates.</p>
<p>Style/ Format</p>	<p>It displays medium sized letters and mortarboards illustrations to indicate the context.</p>
<p>Expected medium of genre</p>	<p>These posters are used in digital and physical spaces such as social media, school hallways, etc.</p>
<p>Audience</p>	<p>The audience for this poster is English-speaking people, that is interested on high school students' finances.</p>
<p>Purpose</p>	<p>The purpose is to bring awareness to a problem affecting high school students.</p>

Poster
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(Editor, 2017)

Tone	This poster has an optimistic and sincere tone. Because it refers to decisions and future in a positive but straightforward way.
Diction	The diction is simple. It doesn't use any sophisticated words.
Content	It discusses a topic about finance: budgeting
Style/ Format	It uses letters and a bright illustration. It displays a person grabbing interacting with money, which relates to the topic of budgeting.
Expected medium of genre	It can be used in digital and physical spaces.
Audience	English speaking people that have interest in finance topics or are aware of their financial situation.
Purpose	The purpose of this poster is to call the attention of the viewer and inform about the importance of budgeting for the future.



(Unknown, n.d.)

Tone	This has a semi-formal and serious tone because it was issued by the government and talks about highly protected social group: infants and adolescents.
Diction	The diction is simple. But it has a considerable amount of information.
Content	It exposes the financial conditions of certain people by age.
Style/ Format	It uses bright colors; different people silhouettes and a big title to spark curiosity.
Expected medium of genre	It can be used in a physical and digital medium.
Audience	The audience is English-speaking people, who are interested on financial topics such as finances in early ages.
Purpose	The purpose of this poster is to expose the financial opportunities of infants and adolescents so they can take advantage of resources offered by the government and develop money managing skills.

Reference List

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