In-Class/Group Discussion
Bring to class a set of printed instructions from a memo, sales letter, or brochure. In your groups, please discuss how well the printed material answers the following questions:

a) Who is the audience?
b) Why was the material written?
c) What is the message?
d) Are the style and tone appropriate for the audience, the purpose, and the message? Why or Why not?
e) Discuss the use of color in the document. How does color (or the lack of it) affect an audience’s response to the message?