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For many individuals health is their main priority and concern. To ensure their health is always in check vaccines are one of the typical routes one takes. Ironically, many individuals take vaccines to remain healthy however, other individuals refuse to take vaccines to remain healthy as well; these two different stances making vaccines a very controversial topic.

Progranda is a popular form of advertising that reaches a wide audience. Malaysian Universal College, is a college in Malaysia created a poster with the intended purpose to inform their targetted audience, it's students and/or faculty/staff, of the importance of taking a vaccine and hiring the rates of one immediately getting/wanting a vaccine. While the Mayalsian poster to very direct and simple which allows for a "non strictted" audience range nor does it allow any confusion on what the poster is conveying, it does not properly provide enough information for the viewers if they wanted/needed more information. Therefore, the informational poster does not successfully inform/educate -to a full extend- to its desired audience being the lack of information and credible facts present.

Vaccines are a weakened minimum amount of the germ/disease that encourages the immune system to fabricate antibodies the same way the immune system would if it were to actually come into contact with that germ/disease. Therefore, if one *were* to come into contact with that germ/disease the immune system has already recognized the germ/disease and then release the antibodies giving the individual a much greater chance to quickly recover from that germ/disease. The poster wraps around the idea of this rhetorical situation. While the authors of

the poster, most likely individuals who attend the Malaysian Universal College, want to convey the purpose of the vaccine and the importance of it by showing a simplistic cartoon of one side showing the benefit of getting a vaccine: staying happy and healthy with the words “Vaccinate”. On the other side of the poster, showing the cartoon green with red freckled spots all over its face with a high thermometer, a frown, and eye closed with the phrase “Don’t wait” demonstrating what one would look like if they did not get the vaccine.

The general over-view/purpose of the poster is to show its targeted audience, the students who attend or faculty/staff, the importance of a vaccine and a foreshadow between what one could look like with the vaccine and what one could look like without it. The simplistic poster leaves it up to the audience hands on which side they would prefer to choose from which makes it successful in a way to inform the audience that our health is our concern and one shouldn't wait for the bad to happen; rather plan ahead to get the vaccine to avoid looking like the side of the cartoon who is sick. However, if the viewers (audience) were to understand the message and would want to receive more information on where to get the vaccine, who to contact, or either what vaccine the poster is referring to the audience would not be able to get any additional information nor higher the chances of one immediately getting/wanting a vaccine.

The poster is successful enough to get a message across to an audience being a simple illustration and phrases such as “Don’t wait” “Vaccinate” aid the viewers to understand with quick, simple diction/language. However, the poster does not *fully* get the message across to its full extent being the lack of other features. The poster does a good *enough* job to spark someone’s interest on what the differences on could look like with a vaccine and what one could look like without it, however, the audience's interest would quickly fade because of the lack of any additional information. A completely successful poster would grab the audience's attention

and provide facts/visuals of the intended message, inform the audience and provide additional information for the audience to fully act on whatever the poster is demonstrating. However, this poster does not fully display all these aspects, therefore, failing to be an informational poster; a poster can not act as an information poster if it lacks information.

The Malaysian Univerisal College poster effectfully conveys the posters purpose to inform its intended audience whether it be the students who attend or faculty/staff of the importance of the vaccine and what one could look like without/with a vaccine. While the simplicity of the poster compliments the variety of audience- allowing this poster to be viewed by any audience on both the illustration and diction/langauge used, the poster as a whole fails to completely inform the viewers to the full extend. The lack of information and additional information limits the audiences ability to stay interested in this serious rhetorical situation and limits the chances of one immediately getting/wanting a vaccine- which is the whole purpose of this poster.



Malaysian Universal College poster