

Names \_\_\_\_\_

List of names of brochures your group reviewed:

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1. What is/are the purpose(s) of brochures? What is the tone? What word choices and phrasings contribute to the tone?
  
2. What is the intended audience like? That is, what characteristics do they have?
  
3. What kind of content is found in brochures?

How does this kind of content fit with the purpose of a brochure?

How does this kind of content fit with the audience of a brochure?

4. How is the text organized in brochures?

How do these aspects of organization fit with the purpose of a brochure?

How do they fit with the audience?

5. What aspects of formatting do you notice? How do these connect to the purpose and audience characteristics?