

RHETORICAL ANALYSIS OF

THE INSULT THAT MADE A MAN OUT OF "MAC"

BY LUKE MORGAN

THE DESIGN CHOICES OF THE ARTIFACT ARE INTENTIONAL EFFORTS TO PRESENT THESE IDEAS TO A SPECIFIC GROUP. EVERYTHING INCLUDING THE LAYOUT AND VISUAL HIERARCHY OF THE ELEMENTS, THE COLOR, AND THE TYPOGRAPHY ARE CONSCIOUSLY DESIGNED TO IMPLEMENT THE MARKETING GOAL OF THE ARTIFACT.

THE ARTIFACT IS BROKEN DOWN INTO THREE MAJOR ELEMENTS THAT SERVE THREE DIFFERENT FUNCTIONS. THE FIRST IS THE COMIC AND ITS HEADER, THE SECOND IS THE LARGE PHOTOGRAPH OF CHARLES ATLAS, AND THE LAST IS THE HEADER AND ITS BLOCK OF SMALL TEXT ON THE BOTTOM OF THE PAGE.

THE INSULT THAT MADE A MAN OUT OF "MAC"

HEY! QUIT KICKING THAT SAND IN OUR FACES!
THAT MAN IS THE WORST NUISANCE ON THE BEACH

LISTEN HERE. I'D SMASH YOUR FACE... ONLY YOU'RE SO SKINNY YOU MIGHT DRY UP AND BLOW AWAY.

THE BIG BULLY! I'LL GET EVEN SOME DAY

OH! DON'T LET IT BOTHER YOU LITTLE BOY!

DARN IT! I'M SICK AND TIRED OF BEING A SCARECROW! CHARLES ATLAS SAYS HE CAN GIVE ME A REAL BODY. ALL RIGHT! I'LL GAMBLE A STAMP AND GET HIS FREE BOOK!

BOY! IT DIDN'T TAKE ATLAS LONG TO DO THIS FOR ME! WHAT MUSCLES! THAT BULLY WON'T SHOVE ME AROUND AGAIN!

WHAT! YOU HERE AGAIN? HERE'S SOMETHING I OWE YOU!

OH, "MAC" YOU ARE A REAL MAN AFTER ALL!

HERO OF THE BEACH
GOSH! WHAT A BUILD
HE'S ALREADY FAMOUS FOR IT!

Charles Atlas
Awarded the title of "The World's Most Perfectly Developed Man."

CHARLES ATLAS ON TV

WIN THIS VALUABLE TROPHY

Let Me PROVE I Can Make YOU A NEW MAN!

ARE you "fed up" with seeing the huskies walk off with the best of everything? Sick and tired of being soft, frail, skinny or flabby - only HALF ALIVE? I know just how you feel. Because I myself was once a puny 97-pound "runt." And I was so ashamed of my scrawny frame that I dreaded being seen in a swim suit.

The Secret of How I Got My Build

Then I discovered a wonderful way to develop my body fast. It worked wonders for me - changed me from the scrawny "runt" I was at 17, into "The World's Most Perfectly Developed Man." And I can build up YOUR body the very same natural way - without weights, springs or pulleys. Only 15 minutes a day of pleasant practice - in the privacy of your room.

My "Dynamic Tension" method has already helped thousands of other fellows become real he-men in double-

quick time. Let it help YOU. Not next month or next year - but RIGHT NOW!

"Dynamic-Tension" Builds Muscles FAST!

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