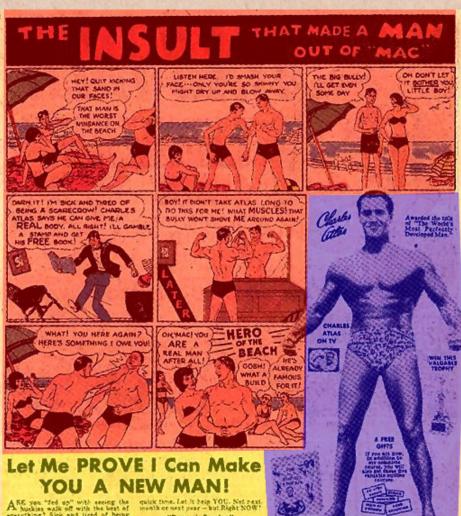
TEXT AND IMAGE RHETORICAL ANALYSIS OF JUNE 9, 2008 THAT MADE A MAN THE OUT OF MAC UKE MORGAN

THE DESIGN CHOICES OF THE ARTIFACT ARE IN-TENTIONAL EFFORTS TO PRESENT THESE IDEAS TO A SPECIFIC GROUP. Ev-ERYTHING INCLUDING THE LAYOUT AND VISUAL HIER-ARCHY OF THE ELEMENTS, THE COLOR, AND THE TY-POGRAPHY ARE CONSCIOUS-LY DESIGNED TO IMPLE-MENT THE MARKETING GOAL OF THE ARTIFACT.

THE ARTIFACT IS BRO-KEN 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



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