

## Analysis Paper 1: *Life*: Closed Book Analysis

Only looking at your Biology textbook's exterior, write a 2-3 page analysis of the book's rhetorical strategies. How is it getting its message across?

Think about how the book presents itself. Every element was a choice by the book's designers – fonts, graphics, arrangement, colors, information, size, etc. What do these choices do to contribute to your perception of what might be inside the book? Could the book have been designed differently? Better?

As always the minimum length of your response is 2-3 double spaced pages. Use MLA format. See the syllabus for more details.

