

For this analysis, I would like you to consider the menu you borrowed from your partner in class. (If you missed class, simply use a menu you found yourself). Consider the following questions as you write your mini-analysis. Keep in mind that you aren't simply writing answers to these questions, but should be writing a paragraph that hangs together, i.e. it should read like a concise, articulated argument about the menu's rhetorical stance/tools. See the *A&B Guide* sections on visual analysis and audience/purpose/genre, as well as the "language of menus" BB posting, for additional background.

This mini-analysis should be at least 500 words to sufficiently cover the material.

1. What immediately strikes you about the menu when you look at it? Why do you think that is?
2. Does it use any visual elements (i.e. pictures, layout, etc.) to influence how you "read" it?
3. How would you describe the language being used (such as Simple? Elegant? Complex? Difficult?) Give specific examples to back up your analysis.
4. Who do you think the "audience" for this menu is? Why do you think that?
5. What do you think the "purpose" of the menu is?
6. Would you eat here based on your conclusions about the restaurant drawn from the menu? Why or why not? (don't just tell me "no, because I don't like ____." You should tie this determination to your analysis in some way.)