Darian Church

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Remix Analysis

The rhetorical situation I chose for my remix was the grand opening of a new fancy restaurant. The author for the new rhetorical situation is not that of a student, instead, it is that of the owner of a new restaurant. Presenting the situation as a business owner changes the tone because it goes from analyzing a topic to marketing an experience. Due to this tone, the author must look and sound credible, professional, and reliable in order to convince people to come to the new restaurant. The audience for the situation would be the local and potentially further communities, catering more towards people who are into upscale dining, middle to high class, and people who like to try out new restaurants. This could include couples looking for new date night ideas, people who love food and would like to try new dish options, and locals who want to support new businesses. Unlike the audience of the research paper, who were people looking to be informed and looking for evidence and analysis. The current audience is people who are looking to see what makes this new restaurant special or stand out from the competition, in addition to seeing if it matches their food preferences. The primary purpose of my remix is to inform the community and potential customers about the grand opening of the new restaurant. The main goal is to tell people the time and date that restaurant will be opening, as well as the location of where it will be. The secondary objective of the remix is to persuade people in the community/potential customers to come to the opening. This makes it so that posters try to attract customers, build excitement, and try to convince people that attending the grand opening will be worth their time. The genre I picked for the situation is a promotional flyer. This genre relies heavily on having good visual appearance, persuasive appeal, and concise wording. Unlike the essay, the flyer must be eye-catching and easy to read quickly. It must use bold font, good color schemes, and quality images of food to gather customer attention and interest. Meaning that instead of trying to get analysis from people the flying is supposed to build excitement. Finally, the context of the remix is a modern, local, community setting. The flyer would show up online, on social media or as an ad, or be displayed physically around the town, like on billboards or paper, leading up to the opening of the restaurant. This would transform the rhetorical situation contrary from the research paper, from an analysis of a topic to a public message aimed at trying to persuade a real-world audience.

The design choices I made to remix the situation were generally to make the design less appealing and attractive, also to make the poster sound as unprofessional and uninviting as possible. The first design choice I made was the background. Although the background features a fancy dining area, I heavily lowered the transparency on it. This makes the poster as a whole stand out less to people, creates a sort of discrepancy with the other design choices on the poster, and makes some of the words blend in with the page making it harder to read. It can be improved by heightening the transparency more to make it compatible with the entire design. The second design choice I made was to reduce the quality of the images of food I presented on the poster. Doing this prevents customers from getting a good look at the food the restaurant has to offer. It can also make the food seem less appealing because it mushes together all of the ingredients on it. I can improve this by upgrading the quality so customers can truly see what the dishes look like. The third design choice I made was the messages written on the page. The messages are made to be unprofessional, in addition to being misinformative. When customers see these, they will not be attracted to the restaurant and even then, not be able to get correct information about it. I can do this better by creating more inviting wording and providing the correct information about the location, time, and date of the opening of the restaurant. The fourth design choice I made was the inconsistency of the font, color, and size of the words. Making the “Grand Opening” phrase the same size as the other words eliminates the attention getting factor the poster is supposed to have. This makes the poster less visual appealing along with making it harder to read. Combined with the background some words are barely visible to the reader. This also makes customers not want to read the poster at all. This can be enhanced by making the fonts consistent throughout the poster. Moreover, by changing the word colors to make it more aesthetically pleasing, it will be better able to attract and keep the attention of viewers. The final design choice I made was to include unwanted coupons attached to the poster. As well as making the color of the coupon a differing color from the page. Although, this doesn’t do much as customers could just not use the coupon. It still throws potential customers off as they don’t want to dine at a restaurant that tries to charge them more money. I can correct this by giving customers an actual discount that motivates them to come by charging them less for their first time there.