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| What do you see? Be as concrete as possible. |
| What symbols (if any) are used in the poster? |
| If a symbol is used is it clear and easy to interpret? Why do you think it was used? |
| What is the relationship between the text and the visual image? |
| Who do you think is the intended audience for the poster? |

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| What does the Government hope the audience will do? |
| What social constructions (race, gender, religion, ethnicity, etc.) are used in the poster? Why are these constructions used?  |
| What would you envision the impact of these images if they were used today?  |