

Artist

1. Christian organization trying to get more people into believing in God
2. Uses a straightforward approach
3. Uses bible verse (which attracts the audience into going out to look in a bible to figure out what that verse is/ means), huge letters and baby picture
4. The work is meant to make you question your doubts about God's existence and author makes it extremely accessible to “find the truth” about God's existence by providing a number people can’t reach out to
5. Uses pathos by providing “evidence” because it makes them question their beliefs and triggers their *curiosity* into wanting to know what that evidence is
6. Author's motivation is religion. This Christian organization actually does more than getting people into believing God’s existence, but they also help out orphans and Christian families that are facing poverty by providing them with food, clothes, medicine, etc... from donations
7. They start fundraisers for natural disasters in the US
8. They are located in Ohio but now have multiple locations in different countries such as Haiti and Kenya.

Context

1. Most likely to be seen near church’s or religious worshipping places and in highways
2. Can be relevant at anytime but especially when people are doubting God's existence
3. Targeted audience are atheist
4. Location wouldn’t make sense near a Casino, makes sense near a church though because more people would attend church to figure out more
5. Strong religious beliefs that inspire them into converting people into believers of God
6. Christian Aid ministries

Text

1. Bold bright white letters
2. Underlined IS in red in order to emphasize it
3. Used a babies picture (on the left side) to create “sympathy” or to draw attention to the billboard
4. Black background
5. Words located in the center (little to the left tho) of the board

Reader

1. Readers are drawn to the billboard because it makes them question their beliefs (if they are non believers) and they’d be drawn to this “claim” and would want to call the number to see what the evidence is
2. Being a believer in God myself, it instantly draws my attention
3. Depending on whether you’re a believer or not, you’ll either feel proud or annoyed that this is being “forced” upon you
4. Trying to convince you that God is real, you’d have to call the number or go to church to figure out the evidence in either to know what if it convinces you
5. Church organization made this