

Fitness Infographic Example Essay

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Essay Question: How does the interplay of image and text appeal to a particular audience?

The text is an infographic which promotes fitness and encourages its audience, American women who are interested in getting fitter, to exercise. The text provides statistics and facts on the benefits of exercise for women and even busts common misconceptions. The text also contains visually striking visuals such as colour and icons. Thus, it is through the interplay of visuals and text that the infographic appeals to American women who are interested in getting fit but may not currently be exercising enough.

Primarily, through the striking pink colour of feminine symbols and direct mentioning of women, the text effectively appeals to its specific target audience of American women who are considering regular exercise. The primary colours of the infographic are black, white, and pink. Yet the pink, against the black background, is predominantly used to colour the symbols, and becomes quite striking. As pink is a classically feminine colour and is still associated with women and girls, this choice of colour, particularly when juxtaposed with the black background, helps to identify the female target audience and appeals to them. Moreover, the symbols include the feminine sign and female stick figures. It is, however, important to note that the female stick figures have a curved torso area instead of the regular straight lines audiences might recognize on traditional signs. The slightly curved torso of the female stick figures might also appeal to women who could be self conscious of their bodies and wish to lose weight and such curves imply the target audience might be those who are not currently exercising regularly but are considering it or desire to. These visuals work in conjunction with text which specifically mentions women such as the fact that “36.4% of women in America are overweight” and “60% of America’s women are considered obese.” Whilst the use of statistics help to achieve a logical appeal, it is the mention of “America’s women” in relation to weight which directly identifies the target audience. Coupled with the curved torso of the female symbols, such claims of female obesity underscore that the audience is women who might not be currently exercising or exercising enough. “Obese” and “overweight” evoke feelings of guilt and even fear towards those who might not be exercising enough as they present a possible future if one does not begin exercising. As a result of statistics and mentioning of obesity, the tone is direct towards women as it appeals to them to begin exercising. Thus, it is through striking pink symbols and the explicit mentioning of women and weight that the text is able to effectively appeal to American women who are considering more exercise but may not be doing so currently.

In addition, the infographic uses pink dumbbells and busts common misconceptions about weight lifting for women in order to appeal to the target audience of women who might be considering exercise. Pink dumbbells are used in multiple sections of the infographic, whether to emphasise information of strength training or as a visual tool to underscore percentages by only colouring in the corresponding amount. Classically, dumbbells and strength training in general has been considered masculine due to associations between masculinity and strength or dominance and a more passive idea about women. However, by colouring the dumbbells pink, the text challenges such classical ideas and implies that women can also embody strength. Additionally, these pink dumbbells work with the identified myth that “lifting weights will make

[women] bulky like a man” and the following truth that this is not the case because “pack[ing] on pounds of muscle” is due to testosterone. The lexical choice of “bulky” has negative connotations, not necessarily implying lean muscle, and therefore is not desirable for women who seek a healthy yet feminine shape. Placing this word under the bolded and capitalised “MYTH” stresses that this is not the case and, with use of pink dumbbells, points out that strength training can be feminine exercise. Thus, the text effectively appeals to a female audience considering exercise by specifically providing an example which may have previously been overlooked due to the association with weightlifting and men and, therefore, encourages its audience to possibly try new types in order to become fitter and healthier.

Furthermore, the text uses pink and white icons of people performing yoga poses and lists various health benefits associated with physical exercise in order to effectively appeal to American women who aren't doing enough exercise. At the bottom of the infographic, there are four icons of people striking yoga poses that are coloured white or pink in order to represent particular statistics. Although there aren't any specific gender markers for the icons, they are associated with femininity through the colour pink. Additionally, as yoga has become popular in the West, it has typically been marketed towards women. By including these icons, the text appeals to American women by suggesting an exercise with which they are already familiar and associated. Furthermore, the statistics that surround the icons draw attention to general health benefits, such as “improved sleep” and “a drop in BP”, as opposed to statistics about increased athletic performance or muscle growth, which are usually associated with men. Because the text focuses on overall health benefits rather than physical development, it distracts from the common anxiety that women might look more masculine if they workout as a result of muscle growth. What's more, the health benefits, better sleep and cardiovascular health, address issues that are common amongst Americans. As a result, exercising becomes more appealing to American women as it suggests that they could avoid diseases that are prevalent amongst Americans. Finally, both yoga and the statistics concerning sleep and reduced blood pressure are linked to ideas of relaxation and calm. This establishes a soothing mood, implying that exercise doesn't have to be arduous or exhausting. Consequently, it appeals to people who aren't doing enough exercise by suggesting that working out doesn't have to be difficult. Thus, through the interplay of the yoga icons and statistics at the bottom of the infographic, the text appeals to American women who aren't doing enough exercise by suggesting familiar exercises, implying that these exercises aren't strenuous, and highlighting their health benefits.

In conclusion, American women who are interested in getting fit but may not currently be exercising enough are appealed to through the interplay of visuals and text in the infographic. This is achieved by addressing women directly with information that is relevant to them, and indirectly through colours and symbols that are associated with femininity. Additionally, the text also addresses common concerns that women might have with working out, and appeals to issues that are relevant to American women.