



## **Urgency and Direct Address in a Public Health Poster**

[Introduction]

A city health department poster targets daily commuters during a seasonal outbreak. The aim is immediate uptake of vaccination. Through imperative phrasing, temporal compression, and visual contrast, the poster accelerates decision making.

[Body Paragraph 1]

Imperative phrasing appears in the central line, “Get vaccinated today.” The command form removes negotiation. Direct address positions the reader as the agent of action. This reduces deliberation and increases compliance.

[Body Paragraph 2]

Temporal compression intensifies the message. The inclusion of “today” frames delay as risk. By shrinking the decision window, the poster converts intention into action. The reader evaluates timing as part of the choice.

[Body Paragraph 3]

Visual contrast guides attention. High contrast colors isolate the command from supporting text. The layout privileges the action over explanation. In transit settings, this hierarchy supports rapid processing and recall.

[Conclusion]

The poster succeeds through command, urgency, and visual priority. The strategies shorten the path from exposure to action.