

# [Free critical thinking about rhetorical analysis of mike mccallister’s article: "...](https://assignbuster.com/free-critical-thinking-about-rhetorical-analysis-of-mike-mccallisters-article-adobe-robohelp-10-review/)

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Nowadays, computer users face many issues related to the computer application. Major computer applications have their inbuilt support facility but it is almost helpless in offline mode. The built in software help option gets updated as soon as the application gets internet access. Further, the current scenario is marked by Smartphone and palmtops privileged with easy access to internet (McCallister). This has laid the foundation of a ready to use application trouble-shooter, accessible online and built to cater computer application issues for all genres of devices. The article reviews over the utility of the newly launched RoboHelp 10, the online help application for addressing any specific requirement of software. The author has used modern examples to explain the extent of utility and the range of hardware, to which the newly launched product might prove useful. In his article, Mike McCallister has used his technically sound convincing skills to address and resolve the need of current computer and Smartphone application users by successfully reviewing the newly launched RoboHelp 10 product, to be availed as online solution for sorting out the contingent software help requirements.   
The target audience in this technical communication intended in this article are obviated to address the application users, associated with computer and Smartphone applications usage. The article has been published in an online technical magazine, Techwirl. com, which also caters to the latest technology launches and subsequent reviews by experts. The audience’ demography may range from professional to personal users of computer applications and across all open segments of the Smartphone users, who keep encountering the various application lag and malfunction issues. Still, the desired audience targeted in the article are very neatly communicated via use of precise knowledge by the author and his expertise in reviewing the various aspects of a new product.   
The article has focussed communication over how the RoboHelp will be solving problems of the targeted audience. He has explained the utility by explaining over how the software will address the requirements of different Screen layouts, varying from personal computers to those of Smartphone. Also, the example quoted for the product being enabled with a wide range of layouts, available to match with the compatibility requirements with those of government and pharmaceutical applications.   
The two organizations behind the RoboHelp 10 launch, Microsoft and Adobe, are neatly explicated in terms of their goals and objectives to facilitate ease of operations for the targeted audience (McCallister). Author has reviewed Microsoft’s expertise in developing the most user-friendly Operating System, MS Windows and Adobe’s adept over creating web and HTML based help formats. Hence the motif behind the current product is to enhance the vision and goals of both.   
The article’s usage of words, its design and setup are all aligned to ensure maximum readability and easy perception for the target audience. Very simple vocabulary is used to enable maximum insights from the article. Even the use of technical terminologies is very limited. The flow of article is meant to create a gradual awareness of the advent, causes behind invention, organizational motif and possible scope of utility and application. Separate verbal illustrations are given for the personal computer users and the Smartphone users, so as to avoid any chances of ambiguity over product application.   
The use of logical explanation has laid the background for explain the yield from the newly launched product. Again, logical appeal to gain attention from targeted audience is done via unanimously availed access to internet and concerned applications, which require help, specifically for layman and inexperienced users. The clarity in the review article is very neatly enabled by drawing examples from the various real life uses like those of routine access to software help issues.   
Accuracy and precision in communication is maintained by the author’s deployment of examples from routine exposure, thus explaining how the recently launched product will ease of the access to solution, customizing the interface to meet the graphic layout requirement for various sizes of device displays. Comprehensiveness of the communication is maintained by optimum focus on only the product features and not moving away to the vast world of computer applications and new launches in same field.   
The article is accessible online, as a free source under the readily reachable pages of the Techwirl portal. The professional appearance is decent in this article, as it follows strategic top-down approach to explain the product and its range of applicability for resolving the help requirements. The concision of the overall structure of the review article is well established by drawing cause-effect relationship examples, over the scope of application for the product.   
Concluding, we can say that McCallister has used directly relating problem resolving logic, behind the advent and application of the product reviewed. He has further explicated the scope and scenario of the product application to enhance the strengths of RoboHelp 10, over those of conventionally availed solutions to the requirement of software help. Thus, we can validate the overall communication value of the article to be efficient in conveying the intended message.

## Works Cited

Mike , McCallister. Adobe RoboHelp 10 Review: TechWhirl First Look. 2012. Web. 24 July 2012. < http://techwhirl. com/techwhirl-first-look-adobe-robohelp-10/ >.   
(McCallister)