

Black Rhinoceros On the Brink of Extinction

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CRITICALLY ENDANGERED



I can live up to 50 years!

Black Rhinoceros (*Diceros bicornis*)

Where are they found:

Grazing on grasses in the deserts and grasslands of Africa.

Appearance:

With their distinctive hooked lip and dinosaur-like roar, these chubby unicorns are quite a rare sight weighing about 3,000 lbs (that's the weight of a truck!)

Threats:

Wildlife poachers are the prime suspect for there being no more than 5,000 left today. They are hunted for their two ivory horns, which are sold on the black market and turned into jewelry and home items.

How YOU Can Help:

- Donate and support organizations, like the African Wildlife Foundation
- Adopt a symbolic Rhino through World Wildlife Fund



Audience:

The audience would be the general public attending a zoo, specifically families with kids. The assumption that the readers of this informational panel would have some interest in the Black Rhinoceros because they are at the zoo looking at animals and are taking the time to read the panel. It is also assumed that the audience have little knowledge about this species and their endangered species status. Language is also used to appeal to children, for example referring to this species as a “chubby unicorn” to make them seem magical and grand to motivate them to engage more with the animal and leave a lasting impression. I used comparisons that anyone would be able to visualize, for example “dinosaur roar” and comparing the rhino’s weight to a truck. The information is kept short and simple to allow for an easy read to get the main points across.

Purpose:

The purpose is to inform and motivate change in the audience. People are at the zoo to hopefully not only look at animals, but learn more about them. This panel’s goal is to make people care about the Black Rhinoceros and bring attention to their critical condition. The issue concerning the Black Rhinoceros is they are isolated in Africa, making it difficult for people around the world to relate because they are not personally affected by their loss. Zoos and this informational panel work to bring the issue directly to the public and allow them to see them in all their glory in their hometown. I provide direct actions that people can take by donating to organizations such as the African Wildlife Foundation or symbolically adopting a rhino, which also includes a cute stuffed animal for the kids.

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