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The Repurposing Process

When the professor had brought up the idea of repurposing I thought of it as just turning the essay into a different form. So I just used parts of my essay and put it in the website. As I worked on my website, I realized repurposing was about using your purpose and sharing it to a targeted audience so they can relate to it as well and understand your message. This is when I knew I had to explain the purpose throughout the website and not just put a bunch of evidence. Using my genre which was the societal impact on rap made it easy to repurpose knowing that my audience listened to this genre of music and was familiar with the artist I used as an example of.

Some things I had to change in my website is to not write so much and make the message straightforward so the audience does not get bored reading it. What stayed the same with the website and the general and focused analysis essay is the evidence I had used for both. According to the peer reviews I have received, I was pretty content with the feedback seeing that my message has been very clear and easy to notice. After my first round of peer review the only thing I really had to work on was creating a page for why I created the website and making the design of the website look more appealing and not boring. With my second peer review, I noticed that my purpose for creating the website was clear to understand. I was relieved when the only thing I had to work on was explaining my website design.

My initial plan for this website was to share awareness of the positive social impact of rap that the media does not share and what people were not aware of. When people hear rap they just think about the artist and their music and not what they do for society besides just making music. Also I wanted the audience to understand that these artist does not make music just to talk about gangs, drugs and sex. I created the website to show that these artists rap about these topics to show the reality of society and their story brings a lot of awareness of those topics. I used popular rap artists that I know my audience would be familiar with or listen to so it made them interested to learn about an artist they listen to and understand why they rap about certain things.

After doing these projects, it made me realize that I really like sociology and strongly believe that this is the major I want to study. Being able to use a genre and turn it into something I enjoy talking about which is society and giving a purpose to it made me realize I will be great in this field of study. The only thing I would do differently is the design of the website, looking at my peers' website their design looked appealing and some of them had a purpose of the design too. For example, one of my peers' topic was basketball and they designed their website like the NBA logo which I thought was very cool and creative. All I really did was just add color to my website, it didn't really have any purpose but to just look appealing.