

ENG1101

Reflection of Unit 3 Multimodal Project

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In my u3 assignment I chose PSA as my genre. Public service announcement(PSA)A public service announcement is a communication in the public interest that is freely distributed by the media in an attempt to change behavior and increase public awareness. I discovered that a PSA was appropriate for my topic because it focuses on removing Asian-hatred, educating people about the issue, dispelling common misconceptions, stopping people from blaming Asians for Covid, and suggesting some strategies to do so. In my PSA I can cover all of these points and be able to educate people and also tell them more about the situation and ways to reduce the hate towards them. In my PSA, I began by providing background information about covid, including when and where it first appeared. I then discussed the misconceptions surrounding it, where they originated, and how to dispel them before moving on to provide strategies for reducing hate toward it. My choice of PSA is fitting for my audience Because my audience is diverse in terms of ethnicity, age, and demographics It's people who don't know enough or people who are willing to learn and willing to know how to help. Being out in public, on the train, in the streets, and elsewhere encourages reading among all demographic groups, regardless of age, race, or group membership.

I have a few different types of audience that I have to reach with my PSA. I want to share this with a wide audience, including those who believe Asians should be held responsible for COVID, those who lack knowledge about the situation, those who believe that Asians should be blamed for Covid, and those who just followed Donald Trump and based their opinions and knowledge on him while he was president when everything started and took place and also people who are willing to make a change and help Asian people feel more safe and reduce the hate towards them. I chose those who are uninformed of this subject because I want them to understand what is actually happening because it is a major issue and also because having knowledge of it would prevent them from hearing other things that are false and believing them. Additionally, I chose those who think that Asians are responsible for covid because they need to be made aware that they had nothing to do with it, it was only first sighted there. People often overlook the fact that the issue was one that affected all of humanity, including Asians, who also had to deal with it. I also picked those who listened to Donald Trump and took his words at face value. He failed to defend his Asian citizens while being president and laid the blame at their feet, using terms like "Chinese virus" or "Kung-fu" to describe Covid-19. His behavior during the epidemic was disgusting because he normalized blaming Asians for covid and promoted hate against them, due to his position as president at the time he had a significant impact on the people which made it seem like it was okay for everyone to do it. Finally, I selected those who wish to make Asians feel more secure and lessen racial prejudice because every problem has a solution, and since the issue is people-related, people are also the ones who can solve it and improve the situation. Everyone, in my opinion, is aware of what COVID is, its signs and

symptoms, and the fundamentals of it. Some people are also aware of how it originated, and how Asians are frequently targeted for violence because of it, and how this has bred animosity against them. Some people might think they caused it and some people know they had nothing to do with it.

In a PSA the message is understandable and straightforward. The Information on the problem backs up the message. It should be written so the audience can empathize with people who are impacted by the problem. And Demand for action, every effective PSA has a call to action to try to fix the problem. A PSA can be in many forms, as a video, poster etc.