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Reflection of U3 Multimodal Project

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Reflection

I chose to make Twitter threads as a genre to share my research on the topic of why humans create so much harm to animals because it is an effective way to reach my audience. Twitter is a well-known social media platform that many different types of people use. The audience I'm trying to reach ranges from ages 18 through 50. I know that's a long range but elderly people don't use Twitter as much so I know I'm not targeting them. There are different types of people who use Twitter for different kinds of reasons. Business people use it to know about current events around the world or business things. Teenagers may use it for memes or follow their favorite artists. Some people just have it for no specific reason. Twitter is for informative things going on in the world. I feel like I mostly see Twitter posts when people repost them on other social media platforms. It is an easier way to reach out to a large audience without any costs. People are usually on their phones anyways, so they are most likely to see the posts.

I want to target a mature audience so they can be aware of that issue and prevent it from happening. I chose them because they are most likely to be interested in my topic. They are also able to share it with younger people around them and prevent animal cruelty from continuing. During my research, I found out that people who create harm to animals are usually people who

suffer from past trauma. It's usually around this age range that most cases of animal cruelty occur. I would also like to reach men because in my research I found out that men are most likely to contribute to animal abuse. Men might abuse their pets because they are trying to train them but they should know that there is another better method to train them that is less harsh. Whoever may read my post may be guilty of animal cruelty themselves or contribute to animal cruelty in any form without knowing. Many people support companies that use animals to test their products and they continue to buy from them because they don't know what the company does. Some people might think it's okay to treat animals the way they do because they are just animals and not humans or because it's their job. People may have witnessed animal abuse and decided not to report it because they don't know where to report it. I will provide them with all the information they need like all the brands that use animal testing or animals for clothing. Also an informative article on how to recognize animal cruelty and how to report it.

Twitter is unique to the other genres for many reasons. First, because Twitter is a social media platform. Twitter is so versatile because you can add text, images, videos, and links. Twitter is also more interactive than other genres like open letters, podcasts, and a book. On Twitter, you're allowed to like, comment, and share, which is exactly what I need so my information can be spread around. The downside is that Twitter is limited to 280 characters per post, that's why I'm making threads. I think that it is also an advantage because people don't like reading long texts since it might bore them. To reach out to the people who may be interested in my topic, I can just use hashtags on my post and it will be put with similar topics. This way it will be more likely to be seen.