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ENG 1101

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Unit 3 Reflection

The genre I chose was the script for Ted Talk. I decided on the Ted Talk script because it was the most effective and appropriate way of showing my research to my audience compared to other genres. With Ted Talk, I can converse with the audience while providing relevant information based on my topic. The different genres don't target the audience that I am aiming for. For example, podcasts and brochures do not fit the demographics I am targeting, and the examples I just mentioned are targeted toward other groups.

My topic is about cyberbullying. The audience I am targeting is adolescents and adults. The reason why I chose adolescents was that they are the most vulnerable when it comes to cyberbullying. And with how we live in a digital world, most pre-teens and teens are consumed by social media, apps, and the internet. And when they are the victims of cyberbullying, they don't necessarily know what to do and what actions they should take. I want to help adolescents who might be struggling with cyberbullying. I also want to help raise awareness of this issue as I believe it is a topic that should be taken seriously. I also chose adults because they should take action, whether it is their child, younger sibling, niece, or nephew. The information I provided in my Ted Talk script can prevent a disaster and help if the damage is already done.

Adolescents might know some side effects caused by cyberbullying, such as depression and insomnia. The adults might not necessarily see the side effects of cyberbullying but might know why their loved ones aren't telling them if they're cyberbullying victims. Some concerns

adolescents might have if the damage done to them is everlasting. They might feel trapped and not know what to do when they are the victims of cyberbullying.

An assumption from some adolescents might be that cyberbullying might not be a big deal and not take the issue seriously. Another assumption that some adolescents might think is that the adults, whether parents or guardians, might take away their privilege and their freedom, thus not wanting to tell an adult. A concern from adults might be the side effects of cyberbullying since the adults might not fully know what kind of damage cyberbullying can cause. An assumption from some adults might be that cyberbullying is the same as bullying. The effects and how a victim is bullied are entirely different than bullying. Bullying tends to happen during school hours while cyberbullying can happen anywhere, day or night.

One trait unique to the script of Ted Talk is the pacing. Pacing is notable as the creator can slow down to provide the audience with profound information and allow them to absorb the information given. The author can also speed up by using fewer words and keeping it simple. Another unique trait is the questions. Not all genres can ask questions directly to the audience, but with Ted Talk scripts, you can ask any questions related to the topic to anyone in the audience.

Another unique thing is the audience. The age range in an actual Ted Talk is vast. However, the script for Ted Talk can target a specific audience which can be presented to a wide variety of people. Word Choice is another trait that is unique as it allows the authors to choose words that are simple to digest. Word Choice can also help target a specific demographic to understand much more straightforwardly. Lastly, the takeaway is unique to the script for Ted Talk. Takeaways are crucial as it provides the audience at the end of your Ted Talk with something to remember you and your topic by. Takeaways are usually kept simple yet

profundity. Even if the audience only retains some of the information given, if the takeaway is good, then most of the audience will remember you and your topic by it.