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ENG1101

December 7, 2022

Reflection of U3 Multimodal Project

Word Count: 601

Reflection

Human trafficking is an issue that has been in society since the early 1500s. Dating back all the way to the introduction of slavery to the Americas, it has evolved into a much more secretive, but still as dangerous issue. Human trafficking is, according to the US Department of Justice, a crime that involves the coercion of a person to do services that would normally not consent to. Recently human trafficking has not become just a nationwide problem, but a worldwide problem. I decided to choose this topic for my project because of its dangers to society and the influence it has on the younger generation.

For my topic, there were several different genres I could have chosen from to present my information such as infographics, podcasts, posters, and Twitter threads. In the end, I chose to convey my information through a PSA, otherwise known as a Public Service Announcement. I chose to convey my topic through a PSA because the overall tone of a PSA is much more serious compared to other genres. When an audience looks at a media that is labeled as a PSA, they tend to take the information they are hearing with more attention. A PSA can be a piece of media in video or poster form. For the project, I personally chose poster form. A PSA also aims to change a person's attitude towards a topic and use emotion to do so.

The audience I am aiming to bring my information to are preteens and teens in the age range of 13-17. The reason why I chose this age range for my project is that the topic directly affects people like them. Human trafficking is an issue that has heavily targeted preteens and teens because of their adolescence and for other despicable reasons. Although human trafficking heavily affects preteens and teens it also affects vulnerable people of all age ranges, but the aim of my PSA is to provide knowledge to the latter group. I believe my audience knows very little about the topic, probably knowing only ways that prevent human trafficking that their parents taught them that they probably don't even realize are used for that reason. One such saying that parents tell their children is to not talk to or to take anything from strangers.

Keeping things simple is very important in a PSA. Keeping information simple was important for my project because it would be easier for my audience to understand it. Keeping the colorway of the PSA was also important. Making the PSA with neutral color as white and black and contrasting it with a bright red for certain parts highlights the tone of the project. Using symbols that were easy to differentiate like a computer and a pinky promise between two hands also kept the topic relatable to the audience, with most preteens and teens knowing what most, if not all, of the symbols are. Ending the PSA with data on how big of an actual issue human trafficking is around the world is a way to keep the target audience from thinking the issue is small.

Knowing my target audience and choosing the best genre for my topic were all important for my project. Knowing the target audience directly correlates with choosing the best genre, with the genre of the project depending on the audience. In the end, the whole point of my PSA is to bring awareness to an issue that affects the youth of our society. Them knowing more about this topic and its dangers can lead to them being safer and more aware of their surroundings.