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The genre I chose was a podcast. The reason I chose this genre was because it would appeal to my audience. My targeted audience was young teens and young adults. These days podcasts are very popular. People listen to them on the way to work, school, or in their free time. Many teens like to listen to podcasts to motivate themselves or just to have something to listen to. I thought that maybe this would be one way that I could enlighten some to have an understanding of what smartphone addiction is and the effects it has. One of the reasons as to why I chose young teens and young adults was because I know that this specific group are the ones that use smartphones most often. Especially nowadays where some need to use their smartphones in school for class work, homework etc. My topic was about smartphone addiction and its effects. I would definitely know that my audience already knows what smartphones are and what an addiction is. What I wanted them to know was the consequences or the effects that come with it. I wanted my audience to understand that we need to get away from our smartphones and start to have a “normal” life. By that I mean living a life without technology interrupting us. I feel like audience concerns would be about the negative effects that smartphone addiction has on us. I know that it might seem like a lot to find out about the effects that it brings and even might now recognize it. One of the reasons why I chose this genre was because I know that young teens and young adults would rather listen to something than read it. Five traits that are unique to the genre I chose are that you can listen wherever and whenever you want, not have to be formal, they are engaging, and overall easy to access. There are many types of podcasts, ones that are solo, others that interview people, and some that just have a group of friends talk about a topic. A podcast can be very fun and easy to get someone to know more about a certain topic. It's one easy way to get at least a group of people to listen and learn.