

Reflection on Street Art as a Genre for Exploring the Impact of Inflation on Purchasing Power

I chose street art as the genre to explore the effects of inflation on people's purchasing power because it connects deeply with the interests and experiences of the community, especially those in middle school. Street art, like the kind found on walls, alleys, and public spaces, is vibrant, expressive, and accessible to everyone. It's a form of art that speaks to the youth, resonating with their creativity and often addressing social issues.

The specific audience I aim to engage with comprises middle school students and young individuals. I picked this group because they are part of a community that's starting to grasp economic concepts but might not fully understand how inflation impacts their lives. This research connects with them because it directly affects their families' ability to afford goods and services. My audience might know the basic idea of inflation, but they might not realize its real-life consequences on their purchasing power. They might assume that inflation just means prices go up, without fully understanding its broader implications on their daily lives and choices.

Five unique traits of street art that make it an excellent choice for presenting this research include:

- Accessibility: Street art is visible to everyone, regardless of background or age. Similarly, the impacts of inflation on purchasing power affect everyone, making it relatable to diverse audiences.
- Engagement: Street art often tells a story or conveys a message. Similarly, my research aims to engage the audience by narrating the story of inflation and how it affects their ability to buy things they need or want.
- Visual Appeal: Street art uses vibrant colors and bold designs. Likewise, I plan to incorporate visual aids like graphs, charts, and illustrations to explain complex economic concepts in an engaging manner.
- Community Connection: Street art often reflects local culture, values, and concerns. Inflation's impact on purchasing power is a real concern within communities, making street art an ideal medium to discuss these shared concerns.
- Unconventional Approach: Street art challenges traditional art spaces and norms. Similarly, I hope to challenge traditional learning methods by presenting economic concepts in a creative, non-traditional manner, making it more accessible and engaging for my audience.

In conclusion, street art serves as a powerful medium to communicate the complex topic of inflation's impact on purchasing power to middle school students. Its accessibility, engagement, visual appeal, community connection, and unconventional approach make it an ideal genre for reaching and educating this audience about this significant economic concept. Through this unique presentation, I aim to foster a better understanding among young minds about how inflation affects their everyday lives and choices.