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Reflection of U3 Multimodal Project

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## Reflection

Information can be displayed in various ways. Some information is best understood in certain genres. However, people of all ages like information to be displayed in a manner in which its quite simple to understand. Simplicity is best preferred when it comes to difficult types of information, such as in this case statistics. When displaying statistics, it can be quite stressful on the reader when paragraphs of unnecessary information is accompanied by the data. For this reason, I've chosen the genre of Public Service Announcements (PSA). Public Service Announcements are used to give information in a way in which the reader can quickly glance over the information and understand it. Opposed to other genres Public Service Announcements don't require paragraphs of information in order to convey their point. In addition, to the simplicity of Public Service Announcements they can also be shared in various formats. Two of the main formats being a flyer which can be given out to people walking on sidewalks or posting that same flyer on a social media page in order to reach massive amounts of audiences.

As said previously, Public Service Announcements can be posted on social media where it'll reach massive amounts of audiences or give out flyers to people on the sidewalks. This opens the doors to the desired audience for this project. Which would be adults that reside in the

City of New York. More specifically adults 18 and older who are able to vote since they have the power to actually make a change. Currently, New Yorkers have been expressing their frustrations over the lack of effort made by politicians to combat crime in the city. It has been seen everywhere in New York City, crimes happening in broad daylight as if no consequences will be given to the criminal. For this reason, New Yorkers would need some type of evidence to prove their points. As with any argument if you don't present any facts or evidence then it's quite hard for your point to be taken seriously. The Public Service Announcement for this project displays the evidence New Yorkers need in order to prove their points. It has been displayed in a simplified way where young children could understand what is being shown.

Public Service Announcements seems best fitting for this type of information. There are 5 main features which makes the Public Service Announcement the best option. The most important feature being that the messages displayed are clear and easy to understand. Going back to simplicity and how it doesn't require much effort in order to fully grasp the point being made by the Public Service Announcement. Another feature is the message is supported by facts about the issue. Whenever, you are trying to inform or convey a point, facts are necessary in order to be credible. A great feature about Public Service Announcements is the ability to gain the audience attention. Public Service Announcements do this by specifically calling on the audience by saying calling on them out or just saying "you" in order to create a reference to the audience. Another unique trait are the various formats in which a Public Service Announcement can be shown in. This ranges from videos, flyers, images, music, text, etc. All these formats have the same intent which is to reach as much of the audience as possible by providing various way to view the information. The last great feature is being able to incorporate very effective messages

that the reader will remember. Such as a slogan or an acronym which summarizes the information displayed, this can later be retained in the readers head making it an effective way to memorize information.