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ENG 1121

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Discourse Community

To whom it may concern,

I would like to address one of the nation's highest concern at hand known as obesity. Obesity has been a long standing issue in the United States. Although obesity is a major issue in the United States some people have found their niche to address it as more ways to exercise have come available. As this became more available, many discourse communities have formed such as the fitness community. As a community together we have combatted obesity by welcoming all types of people to find their comfortable fitness community. Therefore, I would like to discuss about this community whom I feel very strongly about.

The fitness community has definitely has expanded its horizon throughout the years, especially with main topic of concern, obesity. Obesity has been the main topic of discussion in the United States. Statistically, obesity is one of the leading causes of disease which lead to more severe cardiac diseases. According to Trust for American Health it states "The U.S. adult obesity rate tops 40 percent; highest ever recorded" (TFAH). The way the fitness community is helping with obesity is mainly based off of social media and its influence over time. The community is heavily reliant on communication with one another. They work together and push one another to for a better tomorrow. Many people have reverted towards YouTube videos and social media platforms that have a lot of helpful content for new comers who are trying to get involved in the

healthy living style. They provide people with healthy eating tips, workout plans, and new techniques in doing certain workouts. They also provide people with the right mindset and motivation going in because often that's the hardest part.

The fitness community focuses a lot of their time and resources to social media. Many people are influenced to document their own journey. Promoting fitness has helped influenced people to track their own progress and motivate themselves to continue as they progress. Another platform that has grown popular in this community is Instagram. This allows people and discourse communities such as *RogueFitness* to keep posting different images to motivate people. When viewers scroll through their Instagram and see any of these posts it catches their attention. When coming across the page and viewing the content sometimes it is just enough for somebody to take that life changing step of fighting off obesity.

Many of these platforms in the discourse community are updated daily so they keep the attention of those who have took the leap and make sure they have new content to refer to. Health is one of the most known organizations that continue to support this community every day. They release their own magazines while still offering everything they have for free on their website. Another recognition of this community is that they tend to keep their services inexpensive or rather free. Health and Greatist offer people recipes, motivation videos, workouts, beauty, and so much more. They are making the point of healthy clear and are setting the new norm. The fitness discourse community spreads into several other communities widening its boundaries in communities such as healthy eating, running, and sports. Fitness is well rounded and has become a well-developed community.

One of the most intriguing branches of fitness is weight lifting. Weight lifting has become more popular as it is known to burn more and continue to target unwanted weight while

the body is at rest. The way this branch influences people is to become the stronger person. Every year a variety of competitions such as the ‘Strong Man Competition’ is held in which many influencers come together to show how strong one can be with good health and habits. Mark Rippetoe stated in his blog “You do not need to do many different exercises to get strong - you need to get strong on a very few important exercises, movements that train the whole body as a system, not as a collection of separate body parts. The problem with the programs advocated by all the national exercise organizations is that they fail to recognize this basic principle: the body best adapts *as a whole organism* to stress applied to the whole organism. The more stress that can be applied to *as much of the body at one time* as possible, the more effective and productive the adaptation will be.” One of the reason weightlifting has become more popular for people facing health issues is because it provides the ability to involve the whole body without any sudden movements. This allows people to build up and more frequently displays results rather quicker keeping one more motivated to continue.

Furthermore, the fitness discourse community offers its members different ways to get involved. It offers competitions, blogs, and even personal trainers to make sure you keep yourself on the right track. They have unique ways of attracting new members while keeping their veterans attached and engaged. Even through techniques that require members to step outside of their comfort zone to try new routines and activities. This is one of the key points of this community. Being able to try new things is important in every aspect of life, which is why this community is a good way to practice. How will anyone know if they can do something without trying it? The answer is simply they will not. By openly attracting member’s with a nonjudgmental approach, fitness communities thrive in targeting obesity with welcoming hands.

The most important aspect of all is that this community is extremely diverse. People from all backgrounds, ethnicities and races come together and bond as family. This is one of the most important characteristic this community must have because obesity does not choose or pick by the color of our skin or where we come from, so we as a community shall approach it the same. Many people can share the same path and relate with one another. Some make lifelong friends on their journey and others might find some joy in their life. Fitness community opens various doors such as men or women that were once obese are now working as gym trainers. The possibilities are endless with a slight push as many have combatted their fight with obesity!

The fitness community has tremendously impacted the fight against obesity in the United States through the use of social media. This has motivated people to change their lifestyle and give them various ways to do so. This does not mean the solution to obesity is completely resolved, there are a lot more people that need influencing but through the right support we can avoid losing loved ones to a disease like obesity. This is where you and I come in, let's help this fraction of the populate to their fitness community. I want you to share this letter to people so we can spread the word and benefits of a healthier lifestyle because together we can make an impact in combatting obesity.

Kind Regards,

Jaspreet Singh

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