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UWP 1V
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Reflection Letter

The message that I decided on for this assignment was to inform the audience about the various effects that secondhand smoke has on people. The genres that I chose to convey this message were an informative article, infographic, and a social media post, more specifically an Instagram post.

❖ Why did you choose your specific genres?

I selected these genres specifically since they allowed me to clearly present my message by being tailored to inform people about a certain subject. For my first genre I chose an informative article to present information regarding the different types of effects of secondhand smoke and where it may occur. I selected this genre as it fits well due to helping the reader find info they want quickly from how the layout and style is overall organized. Then the second genre I chose was an infographic that listed five different facts about secondhand smoke. It conveys the same message by listing the most important facts and statistics that stress the negative effects of it alongside a visual aid. Finally, for my third genre I decided to have an Instagram post that displays three facts, where each fact is expanded on each page. I chose this genre because it helps the viewer consume the same information, but in a more concise and readable format.

❖ How do these genres differ from one another? And why do these differentiations matter?

These genres differ from each other from the way they are formatted and the different styles used to form them. In the first genre, it was mainly focused on delivering information to the reader with the use of citational evidence and additional commentary. This genre differs from the infographic because it lacks the use of a visual aid. Additionally, the infographic utilizes both the help of visuals along with a corresponding text to further emphasize the main parts of the message found in the informational article. Furthermore, the social media post also uses a different approach than both of the other genres as it is formatted to include several bullet points about a specific statement on each page. The Instagram post also does not rely as much on the images used, unlike the infographic, to help convey the message, but it is also not excluded altogether like the article. In other words, the visuals are rather used to appeal to the viewer by capturing their initial attention and interest to further read about the information that is present.

❖ Did you feel there were some genres you chose that were too closely related? How would you have changed this?

I feel that the genres I chose were not too similar to each other and had unique characteristics found in them. The most related genres that I can think of can be the infographic and the social media post. I feel that they can be somewhat related because they both did not contain a whole chunk of text as the informative article had to convey the same message. Additionally, both of them made use of images and other visuals that went along with the information that was presented. I think that instead of having facts on each page on the social media post, I could have included images that appeal to the viewer's emotion that demonstrates the negative effects of secondhand smoke. Changing to this approach would then make the infographic and social media post more distinct from each other since one would appeal to the logical side while the other would lean towards the emotional side of the audience.

❖ How did the impact of your message change from genre to genre? What was the most vs. least impactful message? Why?

The most impactful message that can be found among the different genres would have to be the informative article. I believe that this is the most impactful compared to the rest because it makes use of multiple sources throughout the entire text. The use of citational evidence within a text can make the readers more inclined to consume the information since the info displayed is relevant and correct. Additionally, the sources used mainly consist of government organizations which then again builds on this credibility of information. The next most impactful genre for me would then have to be the Instagram post. I think this because it condenses the material from the article and splits it up into their own separate sections. The social media post also contains the list of sources used to back up the information and tagged relevant accounts that allows the readers to seek more information if they choose to. Finally, I think the least impactful would be the infographic. This would be the least impactful because it relies on the use of only five statistics and as a result may not be too convincing when compared to the Instagram post. Also, the infographic has little interaction that can limit the amount of impactful information that is getting across from the use of this genre.

❖ What was the biggest challenge in this assignment?

I believe that the biggest challenge of this assignment for me was designing the infographic and Instagram post. Both of these required the use of creativity which is something that I find somewhat challenging and difficult to excel in. Another challenge I experienced was having the informative article not be filled with only statistics and citations. I found myself struggling to find a way to organize the information so that it can flow well with each other.

❖ What was the most significant lesson you learned during this assignment?

The most significant lesson I learned was that a message can be communicated in various ways through genres. This was significant because this assignment challenged me to present the same message through the use of three different genres and allowed me to learn from each one of them. The genres I chose were different enough from each other so that it forced me to think of creative and unique ways of displaying the necessary information that achieves this goal.

❖ How does this assignment differ from others you've done in the past? Was this beneficial? If not, how so?

This assignment differs from the others in the past as it included an option to select a graphic design as a genre. I think this was beneficial, especially to me, as it is not often given as an option for many of my classes and it enabled me to learn to be creative in more than one part. It was also a step outside of my comfort zone which then helped me by gaining experience in this aspect.

❖ If you had more time on this assignment what would you do differently?

If I had more time on this assignment, I would include better illustrations and visuals for my infographic and Instagram post. I would experiment and adjust the colors used for the texts and the images that were included to help further emphasize the message. For example, in my infographic I would change the color palette to include darker colors to make the negative effects of secondhand smoke stand out even more for the viewers. Additionally, I would add more information and sources wherever there may be gaps of knowledge in the article to create a better flow of information.

❖ How will this assignment carry into other classes?

This assignment can carry into my other classes and real life by being able to understand the use of techniques in certain modes to convey information. In particular, I might be asked to provide a graphic illustration and a paper for one of my engineering classes that contains information about a specific topic. I then am able to have a rough idea of how to organize everything from completing this Multiple Genre Assignment.