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### Messages In Multiple Modes Reflection

For my messages in multiple modes assignment, I chose to portray the message that dark chocolate is the best kind of chocolate. To do this, I used an infographic, scientific paper, online recipe, news website, and an online advertisement. To adapt my argument to these different medias, I shifted the argument slightly.

For the infographic, I made it almost like an advertisement, or a PSA. It told people facts about dark chocolate that makes it seem healthier and better for you. If dark chocolate is seen to be better for you physically than other types of chocolates, people would think it is superior to the other types. I found real facts about dark chocolate, like how they contain more minerals, antioxidants, and natural fibers. I also included that they have less ingredients when compared to milk and white chocolate. This is mostly because they are less sweet, and contain more of the actual cocoa bean itself, but by leaving this detail out I make a compelling argument that dark chocolate is better in all ways and tastes just as good!

For my scientific paper, I made it focus less about dark chocolate itself and instead used other people to sway opinions. The main topic of this fake scientific paper was that students prefer dark chocolate compared to other types. I asked my friends which chocolate they liked best and put this into a google sheet. From there I made graphs and skewed them somewhat to make it seem like they liked dark chocolate significantly more than other types. Then I typed up the abstract and the methods. I found this pretty fun, I was able to just make up the way I did this experiment and it was cool to create whatever I wanted. Then in the discussion I honed in on the

message I wanted to get across, saying that most students prefer dark chocolate. I didn't include what demographic of students they were, how many I polled, where they were from, or what brand of chocolate they tasted, all very important factors in a real scientific paper.

Next I created an online recipe. I really liked the idea of doing something like this, and this is actually what drove me to choose the argument of "dark chocolate." I made a chocolate chip cookie recipe like many of the recipes you find online. I wanted to imitate the websites that have the ingredients under pages and pages of someone's life story. I was super inspired by this idea and thought it would be fun to make. I made sure to share the "secrets" of this amazing cookie, the most important one being using dark chocolate chips. I hid the argument that dark chocolate is best by showing how they are the best in cookies. I mentioned how they help to cut through the sweetness and how I wouldn't use anything else in my cookies.

Then I typed up a news website. I was originally going to make an article, but then I thought I would get bored and didn't want to imitate the example too closely. I went on the Washington Post and looked at their website layout and tried my best to imitate it on a google doc. I included different articles all talking about chocolate. I made sure the headlines were persuasive and took inspiration from the video we watched in class about bias in news articles and pictures. I kinda took advantage of that to portray my argument and made sure that dark chocolate was seen in a positive light. I also included my scientific paper in the side column with a little headline and description, pretending that if you clicked on it it would take you to the news article. I also included my cookie recipe which I thought was silly. I thought it turned out really good!

Lastly, I created an online advertisement on canva. I just used the images they had for free and added a cool background and cool text. Then I created a quick caption which

encompassed the message I was trying to get across. It was an advertisement for a new dark chocolate that is said to be better than all other brands.

By adapting my argument slightly each time I was able to portray the same message many different ways. The overarching theme I chose was pretty broad, being that dark chocolate was the best, and this allowed me to manipulate it many different ways and transform it into 5 individual smaller arguments. The impacts of each individual piece would have been slightly different, by convincing people to want to buy a specific types of chocolate, telling people which chocolate to use in a cookie recipe, informing people on the health benefits of dark chocolate, telling them that the public likes chocolate more, and then putting all these minor arguments into a “news website” I was able to achieve a common theme and establish my argument from many different points. I think they are all pretty effective in different ways and achieve a different audience. For example the online recipe speaks to bakers and people who enjoy sweet treats, while the scientific paper is more geared towards scientists. In all of these I change my language to fit who my audience is, which also allows them to fit in with the genre and media they are portraying. I thought this project was enjoyable and I loved how much freedom we had with it. Being able to see how different modes of a single message can differ and be better for specific audiences was really interesting. Seeing how you can often warp and change things slightly to help persuade audiences was also eye opening, and showed me how much of what we read and listen to is also probably skewed to one side.