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This assignment incorporates 3 different media, three different audiences and my argument, which is that Voldemort tries to utilize desire (as a social producer), power (as the type of desire) and group fantasy (a small group sharing the same desire) in order to take control and alter a preexisting social system and while attempting to do so, he develops harmful traits which ultimately cause him to execute cruel acts, such as murder, manipulation, torture etc. and thus his misuse of desire causes harm to others and leads to his destruction. The main points of my argument that I focused on throughout the assignment were that the desire for power can lead to harmful traits if not controlled and therefore it can cause on to harm others. The theme I decided to use for all three media was “Fight the Mutation, Don’t Become a Monster” which referred to the desire for power as an infection or something that was infectious and if not managed could cause negative mutations or otherwise could be positive and cause transformations. I also stated that it was up to the one using the desire for power how it affected them.

The first audience that I decided to appeal to was students at Florida State University. It is always said that my current generation are the future leaders and the ones that will have to solve the current problems that plague society and with that being said it was only appropriate to try and educate them about the effects of power and how to control the desire for it. I aimed for students that were associated with business, political sciences or student organizations because they would be more prone to have high powers in the future. However I didn’t limit it to them

because the desire for power can affect anyone. To appeal to this type of audience I decided to use a double-sided flyer that could be passed out. On one side there would be text stating the main points of my argument by stating my theme as well as comparing how desire affected Voldemort and Dumbledore and links to the other 2 media. The other side had drawings of Voldemort and Dumbledore demonstrating what they did with their desire; there were also words on the sides explaining what the pictures were and the slogan “Don’t Become a Voldemort When You Can Be A Dumbledore” across the top to show who the characters are for those who aren’t familiar with the series. I circulated the medium by handing them out to students around The College of Business, The Student Government and Activities, The Bellamy Building (home to all the political science professors and possibly advisors), The Student Union (a central location), The Integration Statue (another central location) and some places in between. I also placed some on the desks of student organizations in the Student Gov. and Activities and also placed some under a few doors by the Student Government. I chose this medium for this specific audience because it would be easy to administer to exactly who I wanted to and because I’m a student it would be easy for me to come in contact with these individuals. I thought a horror themed flyer with cartoons would attract the young adult college student and not just be informative. Also this medium gave me more space to provide information and unlike flyers that have to be posted that may or may not be seen, with my flyers there was a higher possibility that they would be read. There is also a high level of creative freedom that comes with flyers. The limitations that I had with this medium were that it was limited to the 45-50 individuals that I handed them out to with the hope that it would be shared and because they were placed in certain places and not given directly they might go unnoticed. Personally, I think that overall I used the features of the medium to the fullest. I took advantage of the creative freedom and how it could be circulated,

however the content may have not been as clear and understandable as I would've needed it to be and it was somewhat hard to understand if you weren't familiar with the Harry Potter series. It took a little explanation to fully understand the concept but I overcame this by stating, to those who the flyer was handed out to, that the flyer was about controlling power and how you shouldn't make it affect you and I was told after saying that it was easier to connect the dots when reading the flyer. I also didn't put all the aspects of my argument on the flyer even though stressing the fact the desire can be socially productive should've been incorporated.

My second audience was individuals aged 9-16, pre-teens and adolescents. I decided to appeal to this audience because Voldemort first realized that he wanted power and control when he was younger and he started to develop harmful traits from that time. Therefore I thought it would be important to try to appeal to a younger demographic, who may be exhibiting similar traits to Tom, because they may not know what they're doing might cause them to transform negatively and affect them in the future. The medium I decided to use for this audience was a website. It is a 4 page website with a good amount of pictures and hand drawn cartoons. The website is named after my theme and also incorporates a comparison between Voldemort and Dumbledore by telling their stories through hand drawn cartoons (which include the drawing from the flyer). This medium focuses on all the aspects of my argument but in the simplest way possible so that it can be understood by a younger mind. I used only the required amount of text per page because of the audience I chose. 9-16 year olds are more visual and aren't attracted to or are more turned off by large amounts of text. My audience also affected my background choice because by using something less serious and more animated and fun it immediately attracts this audience. The reason I choose this medium for this audience is because after asking

around I was told that smaller individuals tend to gravitate towards websites rather than blogs, which were the 2 media I was trying to decide between. Like the flyer this medium gives you creative freedom and can accommodate infinite amounts of information, including pictures, text, links, videos and so on; this makes the medium very versatile. The disadvantage that came with this media was circulation. The only place that was appropriate to circulate this medium was on my other 2 media because it was a requirement. By placing this site on most of the social media sites it would start to attract a different audience that it wasn't intended for. This is not necessarily a bad thing but it is a set back because the message doesn't reach who it's supposed to reach. Overall, I think I used all the features that come with a website to my advantage. I used language and visuals that would appeal to audience I was targeting. The only thing that I could've done better was make my hand-written text more understandable and not leave as much empty space around the pictures. Also there isn't any place to leave feedback or to voice opinions but that is a limitation of the medium.

My final audience was 18-25 year olds, because like I stated before, power can affect anyone at any point in time, but 18-25 year olds tend to have more empathy, and by informing them that losing control of power can affect them and cause them to harm people, they might be more likely to take precautions than older generations. Also like the Florida State students, they are the future leaders and need to understand the effects of power and desire. The main points of my argument that I included were the desire for power can change you negatively and needs to be controlled or else there can be detrimental effects and that desire can also be positive and productive. The article I wrote includes a homemade autopsy report for Voldemort and the desire for power is described as an infection that can be helpful or harmful depending on whether or not it's treated and it acts as a breaking news article with a warning attached. I decided to make a

web news article because 18-25 year olds spend a large amount of time on media sites which also include internet gossip sites and they are the ones who are most prone to sharing the latest news. I choose to have an actual autopsy report because it adds visuals and makes the article more interesting and legitimate. Although it wasn't the intention, the article ended up being both informative and humorous. I circulated the article by posting in on social media sites because news spreads mostly through them and these sites are used mostly by my target audience. I posted it on twitter, facebook and asked my friends and family to circulate it as well. This medium allowed me to receive feedback, have creative freedom and have unlimited text space. I could also add other features such as videos, pictures etc., it allowed me to track the traffic, to see how many visits it gets and it can easily be shared through social media. The downfalls of this medium were that it had to be on a certain site called squidoo.com, that didn't allow for background changes, the font is limited and because it's not a site that hosts internet gossip it can't be found easily without a link, therefore it would have to be shared to get publicity. I think this was my most successful medium because it had all the physical features of a real web news article even with the limitations and I managed to have it gain a little attention with the facebook community. It gets the point across in an interesting and peculiar way.

One limitation that I had overall was that because I didn't clearly state my argument and sources directly but rather stated everything though Voldemort, if you weren't familiar with the series then you might not understand everything that is going on. Going through this assignment I think I had a good connection between my media and I changed them successfully so that they appealed to the respective audiences.