Multimodal Analysis

One of the requirements that I had to include in this project was multimedia. These pictures and graphs are used in order to invoke certain emotions as well as be supporting evidence for the claim that you are trying to argue. For Project 1 I decided to write about the effect that video games have on reducing stress in college students. I decided to create a tri-fold brochure because college students are typically busy and it was something that I wanted to be able to hand out on a school campus and be easily digestible. These could be handed out in person or set up in a cafeteria or break area for people to grab. I wanted it to grab people’s attention so I put pictures on the front and bold font that seeks attention. This brochure is more informative then most by I made sure to include photos and graphs in order to break up the monotony and for people to just read a wall of text. Each fold includes the different references from the research I compiled and go into some detail as to why playing video games will reduce your stress levels. I also included a paragraph of some conflicting views to show the reader that I am aware of the arguments and that this brochure isn’t just a propaganda piece.

In this project I used ethos for two of my five references. One of the sources come from librarians at the University of Calgary and another is a PHD at East Carolina University in Applied Psychophysiology. Carmen Russoniello is a doctor and studies stress related medical disorders. So I found this source to be credible in that this man knows stress and can be trusted with the conclusion that he arrives at. This is important to include because I am using credible sources to further my argument. I went into detail about the research that Carmen Russoniello conducted and the results in order to strengthen my argument. I also showed how Kim Clarke and Leeanne Morrow show how mental health and stress is significant in schools and that by playing games it reduces stress and teaches how to handle it in the future. Both of these sources also test their theories. All of their claims are backed with data or studies and implementations that provide results. I was using these references in hope that the reader would see that there is scientific evidence to back up my claim. By using quotes and accredited individuals, this shows that I am not the only person with this point of view.

I have appealed to pathos by using my own personal reference. I am encouraging people to go out and have fun, that they have earned and deserve it. I am tapping into their emotion and their self of entitlement. I then tell them how video games have affected me and my stress levels and that they will be able to feel the same way if they were to play games. The included pictures on the front of the brochure were chosen to invoke emotion and curiosity. I have a picture of a man with his head exploding, this image was to give a visual representation of the constant stress that students are going through. Right under that photo in large font and bold it states, “Stressed Out? Don’t Be!” This short phrase asks a questions and then gives an immediate answer. By reading this brochure, what is inside should help you overcome your stress. That title then has another photo underneath of college age people playing games together happy. I have placed this photo there to show how their stress will go away. I have the cause, stress on top, the question in the middle, and then the answer games on the bottom. This is an easy to follow structure that allows the audience to know exactly what they are getting into. I then included another picture of video game controllers, for a couple of reasons. The first reason was to show the reader what I meant by games, the picture can also be interpreted as being that all games are good, and thirdly it was used to help organize the project and be more readable.

Lastly I have appealed to logos by using data from my personal surveys that I conducted. I provided 2 separate pie charts, one that shows the level of stress relief as well as another that shows how often they are stressed. I decided to use these two examples because they both best represent my argument for the project. I then gave percentages and numbers to show and bolster my argument that gaming is a valuable in reducing stress. This data appeals to logic. It is showing the audience that without a doubt I have provided evidence that not only people are stressed but that gaming helps with that stress. Within the two examples I gave for ethos, they also delve into logos. Now am I not only strengthening my point by using credible resources, but I am also providing information that they conducted. This should allow the ready to come to a conclusion that this information is accurate and would be difficult to argue against

After completing this assignment, I see how it is helping me grow as a writer. It has caused me to come out of my comfortable writing zone, use my brain, and come up with new solutions and approaches to argue a case. I like that I had the freedom to pick my way of approach. Instead of just writing an essay, I was able to use my creative muscles to come up with something unique and interesting. This also allows me to not be a one trick pony. This diversifies my portfolio and can be an asset to a future employer. Being familiar with composing different media will make me look more desirable to an employer because not only can I write a paper for them, but I can compose a pamphlet, or do a power point, or make a video, etc. I can apply these skills in school as well as any individual hobbies that I work on. I want to start taking my YouTube channel seriously. In order to do so I need to start writing scripts and getting familiar with using more techniques for multimodal input. Lately I have just been doing voice overs over gameplay. I believe that I can reach a broader audience by implanting more visual cues to emphasize my speech as well as doing more research to better argue what I am talking about.

**References in Project:**

Shutterstock (2017) *Stress* [Photo] Retrieved from https://www.smithsonianmag.com/science-nature/what-happens-your-body-when-youre-stressed-180964357/

Pexels (2017) *Stock Teen Photo [Photo]* Retrieved fromhttps://www.pexels.com/search/teenager/

Reed Jason (2014, Aug 5th). *Console Controllers* [Drawing] Retrieved from http://www.dailydot.com/parsec/game-console-price-comparison-graphic/

Graphs were created using tool inside Microsoft Office using my own data from my survey at www.surveymonkey.com