Thesis Statement:

The original thesis need to be more specific too. You can instead play on the fact that these components (blogs, videos, and white paper) provide different aspects in understanding facial recognition technology.

Developing the Video Scripts:

Improve the scripts for better interest and information, add more illustrations and examples to describe ideas. Adopt a casual vocabulary that will attract diverse readers into understanding elaborate subjects.

Blog Series on Technical and Ethical Aspects:

Discuss the complex issues related to the ethics around this technology, as well. Add real life stories & personal thoughts in order to get readers involved in the book.

Policy White Paper Recommendations:

Enhance the argument with recent researches and cases studies. Focus on making recommendations centering around specific policies derived from the analysis.

Connecting the Parts:

Each individual part should support all other parts to convey one united story through out the project. Highlighting how important a blog is compared to a video and that of a formal report to blog.

Contrast and Synergies:

Highlight the disparities amongst elements with respect to intent, readers and tone. Demonstrate how they interrelate and enhance one another.

Revising for Cohesion and Clarity:

Go through your overall project again ensuring it's all joined up well and flows seamlessly throughout all elements.

Strive for clarity when articulating complex concepts to enhance the inclusiveness of the project.

Conclusion and Call to Action:

Finally, summarize the important elements of each part and restate the main thesis in the concluding paragraph.

Provide an invitation urging readers/viewers to address this issue within their own settings.