**SUBMISSION SHEET – Lifestyle & Consumer module**

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**• ARTICLE/ITEM STYLE** (please check relevant box)

Written  Multimedia  Audio  Video 

If multimedia state URL of article: https://jessj7.github.io/Lifestyle/

If audio or video state location of item: . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

**• ARTICLE/ITEM TARGET PUBLICATION, WEBSITE OR PROGRAMME**

Briefly state the name of the target your article/item is created for and explain why.

I have targeted this article at BuzzFeed as they regularly post stories about TV Shows, particularly ones like Orange is the New Black whose readers share a similar demographic to their own. I have tried to emulate their writing style, how it is quite casual and engaging. By using a variety of different images such as GIFs it breaks up the article and makes it visually quite interesting. By creating an opinion poll on google forms and spreading it around fan websites such as Reddit and circulating it with the twitter hashtag I managed to get 447 unique responses to two simple questions to incorporate as sides in the recap article. Although I haven’t seen this done in a BuzzFeed article, they post a lot of quizzes as they are engaging and so I think it is very relevant to them.

I took on advice giving and diverted my story away from a more fact heavy looking at the way prisons are run, to directing the focus to the TV show with only a couple of asides. I think this is more reflective of the BuzzFeed style and to the hook of the story which is the story recap for the 23rd.