Max Shi

PIN 183 C

Topic Presentation

1. what is your topic that you hope to convey to the public?

I hope to convey the importance of being aware of antibiotic resistance and the causes and effects of the phenomenon. This includes how it is caused within human and outside human populations, and the kinds of effects it will have on both groups.

2. what avenue of new media do you think is best for this communication?

I believe a Youtube video made on the topic with infographics or cartoon imagery (think Kurzgesagt) will be the best form of communication. This kind of video contains cartoonish graphics giving a visual aid to a voiceover narration presenting information.

3. why?

This is because a Youtube video of this nature can communicate both surface-level and in-depth areas of the topic while keeping viewers engaged the whole time, as well as provide a medium for covering the multiple causes and effects within one video. For example, a ten-minute video can reasonably cover both the human and livestock contributions to causing antibiotic resistance, the possible effects if the phenomenon continues, and the things that people can do to prevent, slow down, or stop antibiotic resistance.