

Proposal

My multi-genre project focuses on why the United States of America has a higher rate of obesity than other western nations and what action we can take to reverse this trend. I will communicate my findings through an Advice column, Neighborhood Flyers, a Healthy Home Menu, a letter to self, and a Persuasive essay. I have chosen these genres because I feel they communicate to the audiences I am targeting in an effective manner. My main audience is American adults but some of my genre do have family or children as a focus.

The Advice Column will be targeted towards Adults and parents living in America. The Columns goal will be to give helpful hints on how to eat a healthy diet and other advice that will help make people more active. The column will also give hints at how to get children of all ages off the couch and moving. I feel that this column will help people make slight changes that they feel they can accomplish that when compounded together will help them live a healthier life. I believe that many Americans with obesity do not feel that they need to make any changes because there are often little to no effects from obesity until it is too late to make any major changes. The goal of this is to encourage adults to lose weight before they have serious health problems like diabetes, heart attacks, or stroke. The research that backs the advice column up is based off statistical data that shows obese individuals being more prone to heart attacks, diabetes, strokes, and other disease that are known to shorten life expectancy.

The Neighborhood Flyers will be to encourage members of the community to come to a free group exercise to help make a fit community. The Flyers would be for all members of the community. Obesity is not something only people who already are in poor health need to be worried about because good health is something that must be a constant effort. Targeting the everyone in the community as an audience is effective because it communicates that obesity is a

disease that everyone needs to concern themselves with. Obesity is easier to prevent than it is to treat. The research that backs demonstrates how important working out is when it comes to managing weight. This is also like the current methods implemented locally to manage obesity in America.

The Menu I will create will give several healthy ideas that are both simple and delicious. Americans have a habit of eating unhealthy fast food and a healthy menu that offers simple and tasty meals at home will be a good start to breaking that habit. The menu will feature proper portion sizes and healthy dishes. The research that supports the menu comes from the data that shows how vital a proper diet is to be healthy.

The letter will be a commitment to oneself telling the reasons why to become healthy. When making the lifestyle change to lose weight writing down the reasons to become healthy can be a good motivational piece when becoming discouraged. The letter will tell what reasons an individual wants to lose weight. The audience for this genre will be any individual who is afflicted by obesity. This can work for children as young as 4 or 5 and individuals in their later years of life. The research to back this genre will need to demonstrate how many individuals do not complete their diets and how effective a letter to oneself can be

The persuasive essay will be an effective genre for my multi-genre project because it will allow me to convince the American public why maintaining a healthy weight by committing to regular exercise and eating a healthy diet is vital to leading a long and happy life. The audience for this piece will be American adults. This piece will be written towards individuals who are obese and those who are not. The reason I think this is the most effective medium to communicate my research through is because I feel that Americans do not understand how important maintaining a healthy weight is to every other aspect of their life. The research for this

piece will need to include cost of being obese, monetary cost, and statistics on mental health of obese people.

My multi-genre project takes advantage of the strengths of each of my different genres to effectively communicate to the audience I am targeting. I think that the obituary will effectively communicate the seriousness of obesity to adults who have developed a comfort with their unhealthy lifestyle. I think the neighborhood flyer will give the adults, as well as the whole family, a good place to exercise and meet the rest of the community. The graph will make everyone in the community realize the seriousness of obesity and how important it is to reverse the trend in America. The letter to self will help keep obese individuals determined to lose weight because it will serve as a reminder as to why they started losing weight to begin with. The persuasive essay will convince the American public that reversing the obesity epidemic is a mission vital to the success and health of our nation.