

For my two genres I chose to use a website, and a blog. My main demographics I am targeting are millennials, as well as Gen-Z Italian Americans. By making the website aesthetically pleasing and interactive I will be able to keep it from seeming drawn out and make it really easy to go through the site and click on various pages to relay more information to the reader. This primarily targets Gen-Z, as most information consumed by the generation is presented in forms like this where you can easily be able to click around and get information fast without having to read through long drawn out articles that are undesirable. Many platforms do this in different manners, but with the same end goal. These include but are not limited to, tik toks, which are short videos which can contain lots of information during that time, as well as videos from political think tanks such as the Gravel Institute, as well as its rival Prager University, which present a lot of information in a short amount of time, while remaining aesthetically pleasing to the viewer. The large images provide something to look at while the text following the images short cuts the details, and relays important information to the reader. To target millennials, I had put in a discussion board speaking about my personal experience, and the shock I had come to receive when I learned the truth about the cuisine giving a personal touch to about my life to help the reader feel more inclined to listen to my story. I kept it short to make sure it would be more of an easy read and something that can be done very quickly while adding a comment section, where I can respond to comments giving the reader a sense of involvement with the website. I purposely skipped out on some smaller details to encourage commenting, and give the reader a reason to come back to the site to see if their comment was responded to, while allowing myself time to create more posts of similar nature. This will create a cycle where the reader comes back, and comments on the article, and comes back for a response, and sees another article waiting for their read. This is set apart from the competition as

it has both a historical perspective, as well as a personal touch, kept separate allowing people to both use the site for information as well as entertainment.