

Narrowed topic brainstorm:

Idea: Celebrity award shows are boring and a waste

- convince why they are a waste of time?
- Bring up why you shouldn't exclusively believe what the award shows pander
- Focus on single award show?
- What to target exactly?
- Target feeling towards shows or shows themselves?

Narrowed topic: Why award shows are a waste of time and that shouldn't necessarily decide what is the best of any specific kind of media.

Considering audience:

My audience for this interview is my parents.

What they believe: pre interview, it is my assumption that they currently think that's award shows are an entertaining and definitive source of the best media.

Why: I think that they grew up while these award shows were at peak viewers and popularity. Due to this they were exposed to the ideas that the people who were making the decision's around who receives awards are always right and that they recommendation's and nominees are the best in their categories. They then take this fixed mindset into the media they consume with very little attempts to branch out.

How: Because I know my parents very well I have several ideas on how to convince them my points. Obviously I will first conduct the interview and seek out their exact thoughts on this topic. I will try and keep it to a natural conversation instead of a forced interview. I think that this might help me get an idea of what they actually think without giving them some sort of bias by exposing my project to them.

Interview transcript:

Interview reflection:

- What were your goals for the interview? How well did the interview address these goal
- My goals for the interview were to gain a sense of why my audience watches the awards shows I find so useless. My interview was based around finding out this information. Throughout my interview I brought it back to this main idea.
- What did you learn? What surprised you?
- While nothing surprised me to much, I did learn why the audience watches these shows. They think that the certain group of people in charge are the last word in what's good in media. I also learned that their support for these awards shows has definitely been on the decline with a similar trend to the rest of the world. They take everything mentioned in the award shows with a grain of salt as they have gotten older.
- What questions do you have that were not answered by this interview?

- Not many, if at all.
- What helped make this interview successful?
- A thorough and constructive dialogue between myself and the interviewee
- What (if anything) do you wish you had done differently?
- One thing I wish I did differently Was possibly record the audio of the interview so I could go back to exact word choice and phrases used. I think I will conduct a second interview with audio recording and compare their thoughts from a natural conversation to a total interview.
- How did the learning from this interview help you answer need to know questions related to this project? What new need to know questions do you have?
- One new need to know question that I have is;

Thesis: Award shows should not be considered as a reliable source of media recommendation and because of this there is a declining audience.

Outline: persuasive blog post

- introduction to topic
- Make personal connection to targeted audience
- Give three part structured argument based of logos
- Back up points with pathos (due to close relationship with targeted audience I know how to target emotions)
- Summarize argument and offer solutions
- Targeted solutions based on what I know of audience (rely on pathos)
- Conclusion to argument and writing piece
- "That is why you shouldn't..."

Draft #1: Ideas and starts

Hello everyone today I want to convince you, the reader that celebrity award shows are increasingly unpopular, biased, unreliable and an overall waste of time. While right off the bat that sound very harsh and personally biased, I am here to convince you that this is the truth despite what the die hard fan base tells you.

Yes I know that this sort of show has been a tradition for some families for many years. Imagine it's Oscar night and you walk downstairs. On the TV is the worlds biggest film stars. The rare occasion of seeing the best of the best in acting and movies together celebrating the biggest accomplishments in film. Flash forward to today, you now want to see less of celebrities. You see them every day online and they have sort have lost their mythical status. The everyday person doesn't want to listen to out of touch celebrities talk about what they think for hours. This sentiment has been expressed clearly by the declining viewership of these award shows. With this, declining viewership has sent the people in charge into a desperate hunt for viewers. This trend-chasing scramble for views has lead to even more viewers leaving. With the declining viewership the amount of money spent has increased. The gifts, food and locations have gotten increasingly extravagant. With all this waste and dwindling interest why is this still happening?

As I have mentioned before there is a clear downward trend in viewership. There is just no more market for award shows in people lives anymore. As the viewership continues to go down the money spent on these shows are ridiculous. \$40 million dollars were spent on the 2021 Oscar shows. Not to mention the after party with a \$80,000 entry fee per couple, the thousands of dollars in clothes that will only be worn once and the massive gifts that come with a ticket such as \$25,000 dollars worth of home renovation. All this money spent on people who are already millionaires and potentially billionaires just for them to waste it or not even use it. Why is so much spent just to lose millions of viewers each year? Supporting this unnecessary wastefulness is just a waste of time and not the morally correct thing to do.

Point 2: The difference of opinions from people in charge to general public

Point 3: The award shows straying away from original purpose

Argument summary:

Now with these three main points in mind its time for me to offer solutions. Since I mentioned three problems its fitting I offer three solutions. My proposed solution to the problem of waste is to just simply stop watching the show. Stop supporting The waste. When numbers continue to fall the people in charge will have to face the music and stop airing the show or at least scale back the money spent. Solution to problem two is to start looking at what the general public has to say. Instead of taking what the people in charge have to say as the best views, you could possibly look at regular people thoughts on the piece of media. Finally with the last problem in mind we look to the last solution. Seeing how far the shows have strayed from their original purpose is kinda sad. One solution to this is to be vocal about fixing the problem. Communicate with the people in charge that the shows should return back to their former glory.

Thank you very much for reading my argument against award shows. I hope that I have at least partly changed your mind about these event. I only wish that the organizers can get their act back together or face the music and shut down.

Revise idea:

Why does my idea matter? Have I communicated this well: idea good. Add about my personal bias.

What's missing? It originally began as a celebration of art. It's moved away from that

What points do I need to make? Have I placed them in the best order

Change of certain ideas

People

Questions

Key idea

Point to prove

Want you want viewers to think and to do

Feedback for Kaia and Zoe

“Why to become a physiatrist”

Why does my idea matter have I communicated this well: very well communicated with strong points.

Have I balanced attention to each point:

What’s unnecessary:

Women having fun in sport

What’s unnecessary?

Why does my idea matter? Have I communicated this well?

What is the most important thing about my subject?