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Reflection 4: Ignite Our Stories

Starting when we were young children, we tended to gather our stuffed animals and talk to them as if they were people, collect them to have tea parties hold a general election of teddy bears, or perform puppet shows for our parents. We have audiences from when we are old enough to organize and set the groundwork of information for a general group of individuals and lay out our ideas for those willing to listen, that is the core of what an audience is.

The current project we are working on entails that we create a video analysis, and we are learning how to cater our video and sources to a specific audience, and that audience is for us to choose. We need to select an audience, state what we know about the said audience, how much this audience knows about our video analysis topic, and what the best ways to appeal to them.

My video analysis is on the New York Times article named “Heirlooms Redefined”, which is an article that uses pictures to detail family heirlooms that were passed down through the family, such as a quilt that each generation makes a new addition to or photos of older family members in their younger years. Heirlooms are a source of age-old storytelling used by the elders of a certain group, and some of these stories create a beacon to others in that

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community to seek out their ancient stories, and that is what this author was trying to achieve through this article, and this gives us, as the reader some insight of the implied audience.

One idea that I had for an audience was families with a long, long history, some that most younger generations of that family, or even that demographic, might not know about, such as Immigrant Populations, and African American populations. Both demographics have something in common in that both of them, in America, more specifically, have historically been oppressed by the white majority within this country, African American populations in particular have a dark past of being kidnapped, enslaved, and seen as property rather than people. Those dark times have left deep scars within the community that are still here to this day.

African Americans, myself included, are painfully well aware of our history of being mistreated, often because they had to fight for centuries to receive the same rights as their Caucasian counterparts. To this day, African Americans are still fighting the oppression and racism that runs deep into America's Core. More recently, they have had to fight for their history to be taught accurately within education systems because those in power want to whitewash black history to a point where slavery will be seen as a good job opportunity (It very much wasn't).

One way I could appeal to this audience is to use our ailing history to convey a sense of urgency, to invoke emotion, and spark a desire for more information. Heirlooms are the strongest buffer to ignorance higher-ups are trying to perpetuate; Heirlooms have a history that cannot be altered or diminished in any way, and revealing this fact to my audience will ignite a need for knowledge of that audience member's history and family, all the struggles that their family and

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ethnicity have endured and overcome over the long, grueling years of oppression, and through that spark of emotion, there can be born new hope.

Our heirlooms are sources of the most invaluable form of truth. A detailed and documented encyclopedia of our history and our stories of the past, these stories are weathering under the tests of time and often need to shine through the clouds of ignorance and lies. It is essential to bring these stories to light to not be forgotten because knowledge is the greatest enemy of ignorance.