

TaKara Gilbert

Professor DeSpain

CODE 121

10/3/2023

### Reflection #5: Audience Evaluation of “Heirlooms, Redefined”

When conducting an audience evaluation, to analyze the multimedia journalism piece “Heirlooms, Redefined” by Tina Miles and Michelle May-Curry I must consider what kind of audience will view my critical analysis. To accurately assess who my audience is I must consider who the intended audience for the piece was. Specifically, in “Heirlooms, Redefined” their audience is black families along with both traditional and non-traditional families. Based on the argument that family heirlooms are not always “practical tools” instead they are everyday items that are passed down from generation to generation. Another perspective audience that may be called to attention to are New Yorkers. This piece being published by *The New York Times*, emphasizes the fact that they may want to intentionally reach New Yorkers or be publicized on a notably popular platform. I also took into consideration that this piece of journalism was published on Juneteenth which is a day that celebrates the commemoration of the ending of slavery. In honor of Juneteenth, this piece of journalism may appeal to the black community because of their ability to commemorate ancestral history. Knowing Miles and May-Curry's intended audience allows me to understand what audience that may view my critical analysis video.

When thinking about my audience, I must also take into consideration what my audience may already know about family heirlooms and how generationally significant they can be. If they already have this prior understanding, they will be able to appreciate my critical analysis

video of the piece of multimedia journalism more. In agreeance with the intended audience of Miles and May-Curry, my targeted audience will be the black community along with traditional and non-traditional families to acknowledge that family heirlooms carry generational significance beyond their practical functioning. The best way for me to appeal to my audience is to highlight the importance of Juneteenth, considering black communities on Instagram and TikTok and use various hashtags that pertain more to black communities. Doing this I would be able to reach my targeted audience better through their own personal algorithms aligned with my video. In my video I need to be specific about the importance of family heirlooms and how they make us who we are. I then also be more sensitive to the fact that it is okay to not have a family heirloom. I wouldn't necessarily use a particular language to reach them, I would be my most authentic self and trust that whoever views it will be the intended audience.