COGNITIVE THEORY PROJECT – PART 1

Target Audience Description:

My target audience will be middle school girls in the 6th through 8th grade. These girls are living in the United States. For this particular poster, the target audience will include Smart and Preppy girls (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2441540/)

Message Summary:

The message of my poster is to persuade my audience that there is help when you feel down and suicide is not the answer to your problems. I would like to incorporate the information of Heart & Sole program into the poster as one source on where to find help. Other sources will include the local Suicide help line, school counselors, etc.

Research/Development – Mental Processes*:*

Memory—how do you plan to connect your visuals with any memories the target audience may have?

I want my target audience to see the hurtful words and remember if and when they have felt like those words. I also want them to remember if they have a friend who felt the same way.

Recognition—which company, cause, or concept will your audience be able to recognize inside your visual?

The company I am going to use is Girls On The Run (GOTR), specifically targeting the middle school program called Heart & Sole. I am working with the Piedmont district director to get information on suicide prevention they are going to teach the GOTR coaches this fall. I will use the Heart & Sole logo along with their colors and fonts that will tie it all back to the parent company.

Comparison—what do you want your target audience to compare this advertisement to? How will you accomplish this?

I want my target audience to compare the words on the poster to the feelings they encounter when using social media. To accomplish this, I will use a picture of a girl looking at an iPhone. There is a picture of her brain with the social media app icons as a base with hurtful words floating in her brain.

Salience/Relevance—what visual and/or textual plans do you have in place to make your project relevant to your target audience?

I plan on making this relevant to my target audience by using a picture of a real iPhone. Studies explain that girls in middle school are constantly on their cell phones and this will draw their attention to the poster. Per several local middle school students, iPhones are the most popular brand of phone in this area. I will also use icons of popular social media apps.

Association—do you plan to design your project in such a way that the audience would associate the visual with an event or activity? What is your plan for this?

There will be an icon of the Heart & Sole program. These programs are currently in several schools in the area and are rolling out to more middle schools in the Piedmont region. The logo will be associated with a new program and will be relatable to the girls.

Analysis—what distinct elements do you want your target audience to identify?

I want my target audience to identify with both the cell phone and the social media apps. The Heart & Sole app will be recognizable, too.

Interpretation—how are you trying to persuade the audience? Note: This is not of WHAT you are trying to persuade the audience, but rather how the content of your project will persuade your audience.

I hope the bully-type words will connect with the target audience. Studies show that girls in middle school are exposed to cyber bullying more than ever. I want those girls that are having thoughts of suicide to reach out to the information on the poster and get help.

Research/Development – Mental Activities:

Habituation

Usually pictures in schools are of happy people and fun events. This picture of a crying girl will be out of the ordinary and will draw the attention of my audience.

Salience

After looking at the poster, I hope when my target audience experiences these emotions or knows a friend who is experiencing these emotions, they can remember the poster and the information.

Words

I am counting on the words used in the brain picture of my poster to be an effective way to draw on the emotions of my target audience.