A Short Essay for Younger Audience

Today I am going to tell you about one of the many impacts conflict has in our day to day lives. I personally define conflict as a disagreement between two parties or an internal collision that could lead to a negative outcome. Something many of us don’t realize is that we unconsciously support conflict all the time. For example, American taxpayers believe that the USA should go to Afghanistan and Iraq to fight al-Qaida. People in America are aware of the death of many innocent lives from the war, but still support the war, because we are convinced that it’s important we defeat WHO and send the message that USA is always number one. We love to be number one and we root and support the elites. Let me give you a great example of an elitist whose fame came from conflict. American professional boxer Floyd Mayweather has won three Golden Gloves, an Olympics bronze medal, and boasts 38 undefeated bouts is considered the best boxer of his era. He earns millions every match, for which tickets sell out instantly. When he fights, millions are watching and rooting for him to knock out his opponent. When his opponent is finally covered in blood and can’t get up, Mayweather is celebrated. Meanwhile, the boxer who has been knocked out might get some money, but none of our attention or respect, because we label him as the “loser.” Many of you might be feeling like you are not contributing at all to Floyd Mayweather’s success, but I’m here to tell you that you are. By watching his boxing matches, subscribing to his page on social media, talking about him, and creating more followers, you are promoting Floyd Mayweather. So I encourage everyone to think about your impact on the existence of conflict.

For me, this was the weaker half of your SA1, despite what you said in your memo. Here, your genre, audience, and purpose for writing are all incredibly unclear. You say this is an essay, but it read more like a speech one would give aloud. You say your audience is “younger,” which is vague. And finally: your 1 page, double spaced “essay” covers everything from the definition of conflict, American support for the war against Al Qaida, the idea of unconscious conflict, boxing as conflict, and then you ask spectators to stop watching boxing because of the way they are contributing to the glorification of violence. That’s WAY too much!

First: you need to think of who your audience really is. TO my mind, if your topic is boxing and your goal is to ask spectators to stop watching boxing because of the way they are contributing to the glorification of violence, they your audience would naturally be FANS of boxing and Floyd Mayweather specifically. Then, you would need to revise your essay to accommodate this audience and your specific goal more effectively.

I would delete all the vague writing about conflict and Al Qaida. These are gross generalizations that don’t quite work and confusion the issue at hand.

Finally, I’d argue that you are firmly working in the genre of speech writing. You are welcome to write an essay, but I would ask you: why an essay if you are writing to boxing fans? How will they read it, when, and where? Remember: your audience and your purpose should determine the appropriate genre for your job and writing situation. An essay doesn’t really do that for you here.