

The theme of exercise benefits on the body is often overlooked and goes unnoticed by the majority of the world. While there are many different articles and compositions that explain, to society, the results of exercise and physical activity, many still do not understand how unbelievably helpful these processes are both mentally and physically. There are many different types of compositions that portray these messages as well. Whether it be an infographic, a video, or a news article, compositions all have a common idea in getting a message across to a specific audience. To curate the theme of exercise benefits, there were a few compositions that seemed to portray the message very well, using an informative genre in most cases to do so. An infographic, *50 Reasons to Exercise*, a blog, *Inactivity: Why Exercise is More Important Than Ever*, and a TED-Talk video, *High-Intensity Physical Exercise Will Boost Your Health*, are three compositions which have a common informative genre. However, the song *Phenomenal*, by Eminem, uses a more persuasive genre to curate the theme of exercise benefit, and while it does not directly use the idea of exercise benefits in its message, it does provide a sort of motivation, something very important in the idea of beginning an exercise regimen as an individual.

The first composition mentioned refers to the infographic, *50 Reasons to Exercise*. This composition uses a multi-modal aspect, along with a digital media to reach its audience. That multi-modal idea includes both a visual and text-based mode to reach its intended audience. The audience that is continually referred to is anyone with internet access, specifically those who exercise or are considering doing so. The style and design of the page really help the composition get its message across. The page is all black and white and is organized into a two-column list, displaying the fifty reasons directly and straight forward, some of which include, [“improves joint function, sharpens memory, and strengthens the heart.”](#) This aspect gives a great deal of simplicity to the page which is extremely attractive in nature as many people want to be

able to scan articles over to get the idea. The composition also pictures a pair of shoes and two dumbbells which could symbolize the idea that not much is needed, as far as equipment, to workout. Referring back to the genres of compositions, the informative genre of this infographic depicts its importance in how it conforms to the conventions of the overall theme by stating a huge variety of how physical activity and exercise can benefit humans both physically and mentally.

Secondly, in a longer composition that included a bit more factual data and some credible citations, the blog, *Inactivity: Why Exercise is More Important Than Ever*, uses more appeal to logos and ethos to inform the audience compared to the more pathos and logos driven appeals of the infographic. While there was some difference in that aspect, *Inactivity* does have some similarity to the infographic with its mode and media. This blog also uses a multi-modal media including visual and text-based ideals along with a digital media to address an audience who again has access to the internet and is generally aspiring to exercise or has already begun to do so. The style and design of this composition brings in subtitles, graphs and data, and some credible references such as, “[Researchers at Wayne State University School of Medicine](#),” which seem to own the purpose of keeping organization, giving some visual representation to the benefits of exercise, and leaving an idea of trustworthiness with the reader. Finally, in analyzation of this article, the informative genre once more conforms to the standards of the theme, and it seems to be the most effective of the compositions in doing so. The reason for this comes from how all the information is backed up with sources and the graphs and diagrams that make the blog much easier to understand.

The third of the compositions to be analyzed, a song written by hip hop artist, Eminem, is titled *Phenomenal*. The mode of this composition is audial differing from what has been seen so

far, but the media remains digital. The audience of the song is really anyone with access to music whether it be a phone, an iPod, or anything of the sort. The style and design is somewhat peculiar for songs when compared to other compositions which tend to be visual. The punctuation and announcement of certain lines bring emphasis, and the rhythm of the song brings enjoyability to the listener, which is a huge appeal to pathos. This idea is most likely the purpose. As stated in the introduction, the song itself is not directly meant to explain any benefits of exercise or physical activity. Rather, it provides motivation to the listener with lines such as “[However long that it takes, I’ll go to whatever lengths.](#)” and this also seems to be a purpose of the design. The genre of this composition is persuasive, which somewhat subverts the principles of the theme because it’s not informational.

The fourth and final article used in the curation of this theme is the TEDx video, *High-Intensity Physical Exercise Will Boost Your Health*. Because this is a video, it does have a multi-modal aspect, but the visual side would really not mean much without the audial part, so it can be argued that this is simply an audial mode as well. The media of the video is digital, the same as the rest of the compositions have been. The audience dives just deeper than the rest, as it reaches out to those with internet access on devices that can play sound and video, and the video itself is of a talk in front of a crowd, most likely a group of professionals trying to learn about benefits of physical exercise or just general citizens trying to learn about the same. The video gave a lot of good points and threw in some factual evidence. One statement that stood out explained, “[physical inactivity kills five million people globally each year and that is as much as smoking.](#)” The style and design of the video isn’t really existent when just speaking about the internet version because it’s just a video on Youtube, but the event itself that the video shows has some great purpose. The use of a speaker can be very influential because of the ways someone can

portray an idea with their words, tone, and body language. The speaker, Oivind Rognmo, talks with great confidence and calmness, showing some serious credibility and knowledge of the subject. The purpose of this style and design gives more appeal to logic and ethics, as the combination of factual evidence along with a knowledgeable, certain speaker so often does. The reoccurring informative genre appears in this TEDx video as well. This composition is also quite strong in its ability to conform and back up the curation of the theme of beneficial results of physical activity and exercise. The only reason this one isn't the strongest in its conformity to the conventions of the theme is its lack of information accessibility. The blog, with its text-based mode, allows the reader to easily find statements, graphs, and data to read and go back to consistently, while the TEDx video leaves the reader with a bit more difficult time finding information because one would have to watch and listen to the video all the way through once again to find specific information.

In conclusion, each of these very different compositions added to the theme of exercise being beneficial in their own way. Most were similar in this aspect as the blog, the TEDx video, and the infographic were all informational, with the song being more persuasive in genre. Overall, the theme was strongly curated as the three informational pieces do a very good job of providing factual evidence of the advantages of physical activity and working out as well as providing credible sources to back up those ideas along with aspects that might have been more observational rather than factual. On the topic of exercise, half the battle is truly beginning the battle. There are so many ways to exercise whether it be running, weight, or even yoga, but getting into a routine can be tough for people. This theme gives plenty of reason to start exercising and to continue to do so, because being in shape and being healthy both physically and mentally are so important especially in today's society. Not much is needed to exercise

either. Going for a run or doing yoga takes nothing but some time and some motivation. Then, when the idea of exercise truly gets established, one can take that time and motivation and add weights and other equipment if need be. The bottom line is, this is one of those areas in life where it really doesn't take much to gain a lot. Physical and mental health are extremely important to humans, and if something as simple as exercise can bring that, then it's surely worth starting.