

Public Relations 535: Infographic

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PR 535: Persuasive Writing

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The infographic will feature a color palette of dark reds and blues, with clear text and differentiation between topics.

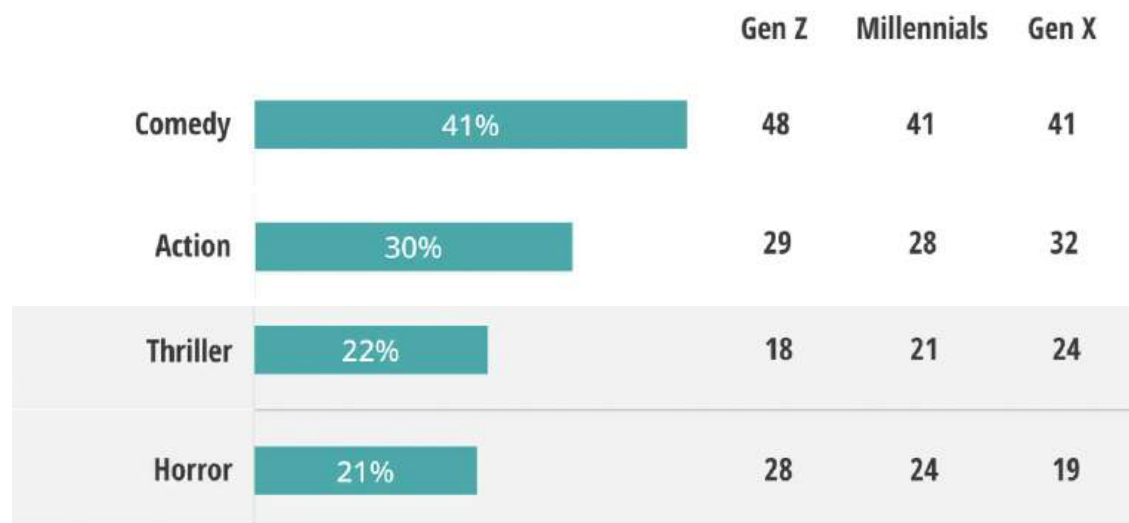
Infographic Title: “Horror’s Most Powerful Fans and A Rising Star in the Genre”

Smaller Text beneath title: Mia Goth to Star in New Horror Flick *In My Skin*

Subtitle Page 1: Gen Z and Millennials Top Movie Genres

Text: Comedy is the most beloved movie genre amongst Gen Z (48%), with action ranking second (29%) and horror right behind (28%).

Example graph:



- Millennials: 21% preference for thriller, 24% horror
- Gen X: 24% preference for thriller, 19% horror

Text below bullets: Americans who grew up in the 1980s, older Millennials, are among the most fervent fans of the horror genre.

Subtitle Page 2: Mia Goth: The New Face of Modern Horror

Text: Fearless, hypnotic and unpredictable, Mia Goth has redefined what it means to be a scream queen in modern horror. From *X* to *Pearl* and *Infinity Pool*, she brings raw vulnerability and explosive intensity to every role.

Image:



Text below image:

Today's horror fans crave emotional complexity, psychological depth and boundary-pushing performances. Mia Goth delivers exactly that, making her the perfect anchor for a film exploring obsession, identity and bodily autonomy.

Text (list of Goth's achievements):

- One of the most-discussed modern horror actors across Reddit, TikTok and Letterboxd
- Her films consistently outperform expectations with cult-level engagement
- Fans praise her commitment to transformative, unflinching roles
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See Mia Goth star in new horror flick from Director Coralie Fargeat, "In My Skin". Coming 2026.

The bottom of the infographic will include a link back to the movie's website inmyskinmovie.com for more information on the film and its release.

References

Arkenberg, C. (2025, July 3). *Halloween Horror: Feeding Audiences' Appetites for Cheap and Bloody Thrills*. Deloitte Insights. <https://www.deloitte.com/us/en/insights/industry/technology/horror-movie-audience-statistics.html>

Orth, T. (2022, October 18). *No Film Genre Divides Americans Like Horror Does*. YouGov. <https://today.yougov.com/entertainment/articles/44107-no-film-genre-divides-americans-like-horror-does>