

Undergraduate Research Conference Spring 2020 College of Fine Arts and Communication

MACY BARTELS

College of Fine Arts and Communication

Music as Protest for Equality During the 1960s and Present-Day Society

Abstract:

This poster will display the use of music as a protest against inequalities and racism, focusing on two artists from the civil movement and the present day. Childish Gambino and his song “This Is America” (2018) and Nina Simone with her song “Mississippi Goddam” (1964). Multiple scholarly articles exist on each music composition and its interpretations, yet no research compares these two particular pieces and the significance of their similarities. In “Mississippi Goddam” (1964), written during the Civil Rights era, Nina Simone expresses her discontent with the events and mistreatment of African Americans in the United States. Similarly, Childish Gambino’s song “This Is America” (2018) displays racial issues of modern society. The similarities between the songs will be used to display not only how African American artists use their music to protest mistreatment but to also emphasize how these specific songs exhibit the continuation of inequality in society from the 1960s to now. My research reveals the consistent unwillingness of American Society to become equal and prejudice-free. Additionally, it shows how both artists used their lyrics to display to the audience what it was like living in society as an African American during the time the song was written. Regardless of a more than a 50-year difference between the two songs, the racial issues in “Mississippi Goddam” are similar to racial issues seen in “This Is America”.

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JADA DAVIS

College of Fine Arts and Communication

An Analysis of J. Cole's Commentary On The Situation of Black Americans

Abstract:

J. Cole is known for being a classic artist who refuses to follow trends and stays true to his perceived purpose, which is to rap about things that actually matter. He sheds the guise of being rich and famous and has made it clear he is content without the spotlight. Instead, he wants to spread awareness and knowledge of the struggles of being black in America. This poster will highlight my findings on J. Cole's commentary on the situation of black Americans regarding violence in predominantly black communities, negative stereotypes and their effects, teen pregnancy, and intense scrutinization of black women. There are some existing articles on J. Cole that touch on his commentary on social issues and male fragility, but my research covers a broader scope. I meticulously examined lyrics from a specific album that cover narration exclusively regarding black Americans. I mainly utilized J. Cole's fourth album titled 4 Your Eyez Only as well as interviews of the rapper where he states his inspiration and purpose for his riveting lyrics.

DAPHNE CHANG

Communication Design

Second: Redesigning The Textile Recycling Experience Using A Circular Economy

Abstract:

Environmental concerns have been growing within recent years, and actions to remedy the effects of human waste has sparked conversations across the globe. One factor that many often overlook is

the environmental impact of the clothing industry, or fast fashion to be specific. According to Merriam-Webster, fast fashion refers to “an approach to the design, creation, and marketing of clothing fashions that emphasizes making fashion trends quickly and cheaply available to consumers” (2019). The rise of fast fashion has had detrimental effects on the environment along with fueling American consumerism due to its make-and-dispose business model. This thesis focuses on developing a circular economy in the fashion industry that challenges the make-and-dispose model and reexamines the textile recycling experience. The Ellen MacArthur Foundation defines that, “a circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems (2017).” Big fashion brands such as H&M and Levi Strauss & Co. have begun employing clothing recycling methods into their business models, such as having clothing donation bins in stores. For this project, a textile drop-off donation bin and circular brand experience was prototyped to investigate the viability and sustainability of a circular business model in the fashion industry.

MORGEN AMALBERT

Department of Theatre and Dance

Cultural Implications of the Influence of African-Americans On the Birth of Country Music

Abstract:

The topic of African-Americans in the roots of country music has already been researched and so has the topic of modern-day black country performers. For example, Andrew R. Chow just published an article on how “Old-Town Road” (2019) is returning country music to its originally diverse roots. However, this poster will take this research a step further and explore the topic of how music gives demographics a sense of identity. Country has historically appealed to Caucasian-American audiences. How would this narrative change if more people knew African-Americans potentially established the roots of modern day country? This poster will contain information about the roots of country, the segregative evolution of country, the social identity of country, and the results of a survey. I am personally conducting this survey to gather public opinion regarding the outcome of my research. This poster is not meant to encourage every African-American to listen to country music. The goal of this poster is to reconsider the lines drawn between cultures in America. I believe these results have the potential to blur the ideas of music taste and start an important conversation about cultural identity.

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PAIGE ARD

Honors College

The K-Pop Timeline Report Which Details its Origin, History, Development, Expansion, Controversial Contracts, and Idol Interviews

Abstract:

One popular modern music genre which has gained a lot of traction globally is Korean pop, aka K-pop. This exciting sound has captured the interest of many young individuals from different parts of the world in recent years; however, many fans are ignorant of K-pop history and what it means to be an idol. Some scholarly and non-scholarly writings detail different sections of K-pop, but only a few works detail the timeline of K-pop, starting from its roots to modern controversies. This poster intends to inform about the history of K-pop and how it originated from the Kayo Era or traditional 1950s K-pop (Oh & Lee, 2014), transformed in the 1990s due to Singer Seo Taiji (Korea Herald 2012), dispersed globally through the Korean Wave (Kim, 2015), and discuss some of the modern K-pop controversies. Some questionable topics this poster encompasses are issues regarding unfair company contracts (Sang-hee, 2009), idol training (Asian Boss, 2019), harsh treatment within the industry (Girls' Generation-SNSD 2016), and the intense pressure to maintain perfection (Waitt, 2016). By analyzing articles, examining scholarly research, interpreting contracts, evaluating quotes stated from idols, and extracting information from interviews, this poster will give reliable information and educate readers. Furthermore, by including many unpleasant aspects surrounding K-pop, this poster intends to make onlookers question if music outweighs morality.

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KONNOR WIDMANN

Music

Procrastination Prevention in College Music Majors

Abstract:

Throughout history, procrastination has plagued school systems around the globe and not only does this mean work is being submitted late, but students are also being deprived of fundamental skills required for daily life. Self-Regulation is one of these essential skills and studies suggest that procrastination is simply a reflection of students' lack of this trait (Iwamoto, 2017). Though studies by Afzal and Jami show many underlying reasons for student procrastination, such as difficulty making decisions, fear of failure, and task aversiveness, studies by Seker state music students' primary cause for procrastination is their belief that the skills they are learning will not be of use to them in the future (2018, 2019).

While many studies have been conducted to determine the best ways to measure procrastination in music students, and to determine its underlying causes, I have undertaken a study that implements behavioral modification methods in order to solve this problem (Saracaloglu 2018) (Seker 2019).

The experiment was conducted at a two-year college with a group of randomly selected 1st year and 2nd year music majors. Using behavioral modification techniques, a token system was introduced to the group as I tracked their grades, and how many days their assignments were turned in early, before and after the token system was introduced to them. My poster will cover my findings, the

effects that the implementation of these methods had on the students, and what future research could be done to help further address this issue.

SAMANTHA CHAPMAN

School of Art and Design

Visualizing the Culture of Beijing, China; Data Collection of Watercolor Drawings

Abstract:

This poster project will display 5 watercolor drawings painted by myself when visiting Beijing, China for study abroad this summer. Data was collected on the five drawings and a final data visualization was made. The poster will explain the process, the illustrations, and the method of data collecting.

ASHLYN CRAMBLIT, ESMERALDA LEIJA, KAMRY NALLE, LUCUS NEWMAN, & KYLE WHELIHAN

School of Journalism and Mass Communication

The Media's Effect on Public Health Emergencies in China

Abstract:

The goal of this study was to find out how media are being used to help manage public health emergencies in China. The authors conducted a literature review on a variety of topics such as the Chinese government's censorship of media during the 2003 SARS outbreak, the use of media for health information by other countries outside of mainland China during SARS, Chinese hospital's use of social media and current Chinese laws regarding NGOs. It was found that countries outside of Mainland China had better utilized media to report on SARS and that online media was useful in other countries for sharing information. The authors then conducted an analysis of the websites of five NGOs based in China to examine how they were aiding with the ongoing coronavirus on their websites and social media. While each of these NGOs were helping with the coronavirus, some were only sharing updates on western social media, some only on social media popular in China and some not on any social media. These NGOs each had their own weaknesses and strengths regarding their size and backgrounds. The authors recommend that these NGOs should share information directly with one another about what they are doing efficiently, should utilize social media better, should have more languages available and should each have a section on their website dedicated to public health emergencies with general information and updates.

SANDRA SADEK, WILLIAM SKEEN, KARINA MEDINA, ASHER SOLOMON, & CARLOS MERCADO

School of Journalism and Mass Communication

Natural Disasters and Social Media's Response to Disasters in Thailand

Abstract:

The goal of this study was to analyze the use of social media to overcome natural disasters in Thailand. The authors analyzed five disaster relief organizations in Thailand and examined past research to conduct the study. Research showed that the country's government has used Facebook to communicate positive messages about itself but lacked the necessary pre-disaster preparations and communications. Instead of covering disaster preparedness and warnings during and before crises, the government uses media to communicate its post-disaster efforts. However, the positive use of

social media was evident in the 2011 Thailand floods. Citizens along with many non-governmental organizations passed along the necessary information on various platforms, therefore bridging the information gap present in those situations. Recommendations were made to improve overall social media presence, especially in times of natural disasters; this includes an increase in support for NGO organizations as it comes to communicating natural disasters, and for the Thai government to reevaluate and construct a viable disaster relief plan to keep citizens informed.

LILY ZIELINSKI

Department of Theatre and Dance

Hays Code Hollywood: How Oppression in Film Led to a Lack of Recognition for Black Musicians

Abstract:

Despite being a well-known force in popular culture, the Hays Code and how it affected the public's perception of non-white races is largely uncovered. My poster will address two consequences that were a result of this restrictive system: the ways in which popular culture, other than film, were affected, and how the recognition of black artists was manipulated by the heavily restrictive and racist policies of the Hays Code. This is a unique topic that demands further research and attention. I was able to utilize the existing research on race relations and the representation of minorities in Hollywood during the 1930's-1960's, and expand into the under-recognition of minority musicians. All of these popular mediums are intrinsically linked. The regulations and standards of one pop culture agency affected not only the public's perception, but other facets of the entertainment industry as well. I will answer the questions: To what degree did the Hays Code affect the public's perception of African Americans? And as a result, what effect did that have on the recognition of black artists in other popular mediums like music? I utilized academic journals and historical information in order to answer my questions. The aim of my poster is to highlight that the music and film industries are in fact linked and that the Hays code stifled the recognition and acceptance of black musicians within both the music industry and the greater public.

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