

Project 2 Proposal

Topic:

I am re-purposing a paper I wrote in the Fall 2013 semester for Communications 445: Music and Mediated Identities. The paper is titled "Music Festivals in the 21st Century: Self-Constructed Cool through Social Media and Commodity Purchases." I include my thesis to provide an understanding of the essay:

"In today's world, music festivals are not just events at which people can listen to live music. They are often used as tools by attendees to construct an identity of cool. Individuals later prove their attendance through commodity purchases and social media, thus reinforcing the image of cool. The problem with this is that identifying oneself through commodity purchases takes away from a person's individuality. Additionally, the focus on proving festival attendance –rather than living in the moment –takes away from the musicking process and music's intended effect."

I plan to write a short fiction story about a group of friends who consider attending Coachella music festival, and the pressures they feel to fit in. Characters may experience setbacks in their efforts (financial issues, particularly), but feel compelled to attend and get themselves into the "cool" group.

Audience:

My target audience is readers roughly between the ages 15-25, who may be able to relate to the pressures of society to conform to the mainstream in order to feel cool. But it will be readable by men and women all nearly any age.

Medium:

I will publish it in short story format, perhaps in a little booklet.

Sources:

Most of my research I may require for the assignment has already been conducted prior to writing the original essay. I will look more into music festival numbers for the past year (number of attendees, purchases, etc.). Additionally, I'll research the average age of festival attendees and look into their psychology.