

The Proposal

Subject: This should clearly name the subject area you wish to focus on and the major question or provocation you wish to explore.

Social media reinforces existing inequalities in musical theatre rather than dismantle them

1. Overview of aims: This should state your beliefs and goal for your subject and how you will aim to realize the project in general. Who could benefit – who is the target audience?

- The aim of my dissertation is to explore how performers use social media to gain visibility and access professional opportunities, while exploring whether these platforms truly offer equal access to success. It aims to recognise how social media algorithms, access to resources, and existing networks can reinforce inequalities within the performing arts industry, often favouring those who already have visibility or privilege. My overall aim is to challenge the idea that social media operates as a entirely accessible platform for performers, highlighting the embedded inequalities that continue to affect who benefit the most from online exposure.

2. I wish to propose.../I am of the belief that

My aim or goal will be to...

My independent project will investigate the role of social media in shaping opportunities within the musical theatre industry. Although these platforms are as accessible spaces that let performers highlight talent this dissertation will be exploring whether these platforms instead reinforce existing social and economic issues.

To achieve these aims I will be writing a dissertation

My target audience will be.....

- Performing arts students
- Emerging performers
- Educators
- Industry Professionals
- Anyone interested in the arts

Research Methods -

- Case Studies
- Musical theatre content on all platforms on all platforms
- Comparative Analysis
- Limitations
- Surveys, Interviews

Outcome –

The outcome of my independent project is a written analysis that explores the complexities of social media as both an opportunity and a barrier within musical theatre. Raise awareness of how inequality can persist in digital spaces and encourage fairer access to visibility and opportunities in the industry.

Ideas To Write about -

- Access to technology, time, and training
- Inequalities within musical theatre
- Disability, Race, economic inequality, Gender
- How visibility is achieved online
- Role of social media in shaping opportunity
- Pressure to adapt content to platform demands
- Importance of networking and industry recognition
- Expectation for performers to be marketable
- Casting directors' engagement in social media
- Impact of unequal exposure
- Stereotyping and typecasting in online content
- Barriers that performers from lower social economic backgrounds face
- Performers who have gained performance opportunities through social media
- Comparison between viral performers and equally skilled but less visible ones
- Social media successes
- Industry reliance of follower counts / popularity

- Opportunities outside traditional casting route
- Short term visibility vs long term career stability
- Pressure to create content constantly