

Re: EW - ARTD6000 Research Paper Proposal Form

Dodds, Nick <nick.dodds@cumbria.ac.uk>

Wed 30/06/2021 16:41

To: ELLIOT MATTHEW WATSON <S1804318@uni.cumbria.ac.uk>

Hi Elliot,

I hope you're managing to enjoy your summer break and that all is well.

In regard to your dissertation proposal — an essay situated within the field of cyberculture, focusing on the vogue for VTubers and the deployment of virtual avatars sounds fascinating. The approach signalled here is suitably formal and the subject appears nicely focused but seeks to apply a number of theoretical frameworks (subcultures in cyberspace, cybercommunities, post-internet, post-modernity and visual culture, semiotics, gender ...).

There is enough here to indicate a **GREEN** light (ie fine to proceed but line of inquiry may need further refinement).

Some suggestions;

Firstly — Approach. Some basic initial questions to ask yourself at this point: What interests you about this theme?, What do you want to find out? What is the argument you want to pursue? How can you approach this subject objectively, critically and analytically?

Secondly — Scope. By setting some restraints on what you will and won't cover, it will make your task easier. Remember that you only have 4000 wds (+/- 10%) at your disposal and must adhere to the word-count. You will need to reduce the number of theoretical lines of inquiry (as you won't have the space to go into sufficient depth).

Start simply by finding out what you can about your subject and how it can be best defined as a contemporary phenomenon. If you can explain what a VTuber is, what the VTuber community (or subculture?) demographic consists of? VTuber Genres? Choice and grouping of case-studies? Then you can begin to look at how to frame and approach the critical aspects of the theme.

Thirdly — primary research. Given the currency of the theme, there may be opportunities here for interviews with performers and/or comparison between VTuber sites (as long as your criteria for analysis is clearly stated). Be careful with surveys — if done well and with a clear purpose, they can be useful. If done badly they can waste time and yield poor results.

Lastly. Key to writing a good essay is knowing your subject. Your proposal mentions some useful critical sources which is a good place to start. Look to expand your reading list in line with your thinking - explore the limits of One Search and Google Scholar and

see what you find out. I take your point about the difficulty of finding material relating directly to your theme, but you may be surprised.

Look to use the next three months to make headway on the research and see what you can find out - use your 'critical' blog as a sounding board and collection point for your findings.

Hope this helps - all the best,

Nick

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From: ELLIOT MATTHEW WATSON <S1804318@uni.cumbria.ac.uk>

Sent: 03 June 2021 10:07

To: Dodds, Nick <nick.dodds@cumbria.ac.uk>

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