
Abbey Irodistan
In collaboration with Dr. Frank

Chatty Abbey

A Podcast for the People

Pop culture surrounds our everyday life, but how can we make sure that we are not spreading or consuming harmful stereotypes or misinformation? This podcast can provide teens and young adults with the framework needed to critically analyze the world around them.



WHAT?

The goal of Chatty Abbey is to increase media literacy among younger generations, specifically Generation Z-ers and teens, in an approachable way. Through Chatty Abbey, and with Dr. Frank's support, I would research what scholars today are discussing about a topic (class, race, gender, etc.) and summarize their arguments in a digestible way, hence the podcast format. I would also find an aspect of today's society (music, films and TV, celebrities, etc.) and relate the topic to this aspect, making it relevant to people my age and younger, whose lives are surrounded by technology and media. Through this format, the person is learning more about the issue and also applying it to their own lives.

Potential topics I plan to expand upon could be Rap & Resistance, Mental Health and Social Media, Identity Formation and Movie Representation, Fetishizing Capitalism through Celebrities, Workers' Rights & Video Games, and Sexism and Female Comedy/Comedians. For each of these topics, I would do the academic research of the first half by reading relevant academic articles, documentaries, interviews, etc. I would then take the second half of the topic and plug in theories or concepts through lyric analysis, examination of trends and patterns, scene/dialogue analysis, etc.

The goal is to release two podcast episodes a quarter: Week 5 and Week 10. This gives me enough time to do the research, write my script, and record/edit the episode. I do plan on including "expert" guests (a professor of a certain subject, or a friend who knows a lot about rap), so each episode should range from 30 to 45 minutes. Ideally, I would reserve the first half for my own research, and the second half for the person I interviewed. The podcast would be released as audio only on iTunes and Spotify, but I would also have a website to host the visual aspect of the podcast. The visual aspect would be a time-lapse of me creating an art piece that is relevant to the topic. If you would like to see an example of this work, feel free to visit:

<https://airodistan.wixsite.com/chattyabbey/videos>. At the end of the year, I would present a summary of my project and what each podcast entailed. I would also analyze the data of who

listened to my podcast, their age range, and if possible, any reviews they might have. I plan to talk about marketing strategies that I took to increase my reach, how I synthesized my research, and the tone and language I use to turn these academic debates into everyday conversations.

WHY?

This project is something I thought about as I took WRIT 105M with Dr. Frank, and it helped me realize the disconnect between people pursuing higher education and others who are not. There is a lot of misinformation that exists today, and additionally, a lot of perspectives that clash. My initial assignment was to advocate for one argument in this class, and I chose whether or not sex in pop music was objectifying or empowering for women. But, as I conducted my research for this topic, I realized that there are many relevant social issues that are prevalent in today's pop culture, and there are no right or wrong answers. It is not a matter of whether sex in pop music is good or bad, it is a matter of how the artist perceives it, and how we perceive the artist. This nuance inspired me to think more about media literacy, and how we consume modern media. If we as a society are more conscious of what we consume and how we consume it, there might be less toxicity in pop culture and more understanding.

This is relevant to my own education because it is something tangible that I can do to better my generation. As a Sociology major, I am exposed to so many pressing and important issues that more people need to know about. I am lucky to be taught how to think critically and learn for myself, but there are a lot of people who do not get this privilege. This podcast would be my own contribution to people my age, and also to the academic conversations already being held. This is also a fairly new format of writing that will continue to grow in popularity, and this is a great opportunity to see the lengths of which this genre can make an impact. My end goal is to provide myself with the framework to continue this podcast beyond my UCSB career and see how I can continue to expand the reach of multimedia writing.

TIMELINE

Week 1	<ul style="list-style-type: none">❖ Finalize episode topic and begin collecting academic essays and papers to read❖ If a guest is relevant to the topic, start searching for someone to interview
Week 2	<ul style="list-style-type: none">❖ Read through the research❖ Schedule time to record with person (does not have to be at the same time I record the whole podcast)
Week 3	<ul style="list-style-type: none">❖ Start writing the script for the episode❖ Ideally, this is when I would record with the person

Week 4	<ul style="list-style-type: none">❖ Record full podcast❖ Edit podcast❖ Upload to hosting site and submit to iTunes, Spotify, Soundcloud, YouTube for review
Week 5	<ul style="list-style-type: none">❖ Ensure podcast is ready to publish❖ Market the podcast (website, social media, etc.)

POTENTIAL COSTS

***This project could potentially be free, but in order to increase the quality of the overall podcast:

- ❖ Microphone (Can range from \$70-\$200 depending on the quality)
- ❖ Audio Editing Software (Free -- Audacity)
- ❖ Website (Free -- Wix, can be charged more if I want a custom domain name)
- ❖ RSS Feed for hosting podcast (Free through Podomatic, up to \$9.99 a month on other sources)
- ❖ Adobe Software (I currently am paying the student price for it out of my own pocket, but I could allocate the budget to cover the costs that I am already paying. -- \$19.99/month)
- ❖ Art Supplies (paint, canvas, materials, etc. -- \$50-\$75)