

→ data centers being built
south border, they use water.

Created for
efficient travel

HOW did the infrastructure of I-40

through Santa Rosa affect the community?

- LOSS OF ATTRACTION
- Decline in local Business
- LOSS OF income = people migrate

HOW many other small towns were affected
by other large high-ways?

IS the community trying to get its recognition
back?

IS there some type of "social hierarchy?"

Contemporary Cultural
discourse

The history of shoulder pads.

Power, wealth
& Identity

1877* football players were dying.

fashion isn't produced
in a vacuum.

1931 french was powerful. Colonial exposition
suppressing the violence going on.

Thailand dance collection was inspiration.

Joe
Crawford

Hollywood had huge influence on society.

1941 World war II women were encouraged
to dress "unlady like"

1943 Zoo suit's = racist & masojonistic labels.
rebel against

Women
in the
work
force

1980's females looking for respect in white collar
job/political & business setting.
Appropriation from a specific

↓
Power shoulders to display wealth, to make
artistic statements.

Dec 2007
Die down
by 2012

Great Recession = Clubbing, partying, Lying = shoulder
pads

"Resume"

Form	Modality	Content	Audience
Bullet points, 1 Page	Text Images	work, summary, education, skills	Hiring committee

meets the needs of audience

Purpose:

The main purpose of my social commentary is to inform. I plan on creating a quick 10 min video to educate the effects of changes on my small communities. I am going to conduct research about the past of the town so that I can relay the correct information. I also plan on interviewing young & old locals on what they have witnessed.

I plan on taking a casual approach on this since I'm not particularly persuade anyone but to inform people.

I want to include pictures, videos, & possibly even old sources I am able to find.

Something about this piece that is urgent is that if this problem continues we can possibly lose the youth to our community.

I personally believe myself as an author of this project is a person in society who has experienced the after math of the decline.

The message is huge changes can be significantly helpful for some factors but affect others differently.