

ACADEMIC SKILLS

Week Six

Analysis Refresher Seminar I

Dr. Richard Nowell

Agenda

Structure

Analysis vs. Description

Snoop goes to the Olympics

Targeted Learning Outcome

Sharpening our Analytical Skills

Position + Evidence = Analysis

Analysis can be considered a concerted and focused effort to uncover the meanings or the significance of something under examination

Analysis is often contrasted to “description”; descriptive work is often deemed because it is limited to conveying surface meanings

In other words, description stops short at saying what something is, whereas analysis posits why and how something might be the way it is

Description is therefore the first step toward analysis, but not the last: it is the evidence that we cite in order to support a position we are making

As we see in two weeks time, frontloading our work with a position or a thesis statement transforms description into evidence of our argument

My Imaginary Research Paper

Focus: The Mediation of Snoop at the Olympics

Research Question: What meanings did the mediation of Snoop Dogg at the 2024 Olympics generate?

Primary Sources: Access Hollywood, “Snoop & Martha”
Vogues, “What’s in Snoop’s Olympic Bag”
People, “Snoop’s Nine Rules to Live By”
Early-90s Snoop “Gangsta Rap” branding

Secondary Sources: Dyer, “Stars as Specific Images”
Vermealen et. al. “Metamodernism”
Dale et. al. “Cuteness”
Work on aging black American celebrities

Questions

1. What type of person does Snoop come across as?
2. What values does it suggest he holds?
3. How does the video make you feel sharing time with Snoop?
4. How do demographics like age, race, gender, nationality factor into the impression you get of Snoop?

Video 1: Access Hollywood Snoop & Martha

<https://www.youtube.com/watch?v=if99mPSng7k>

Video 2: “Snoop’s Nine Rules to Live By”

This video - taken from the female-oriented celebrity website www.people.com – represents a direct form of personal branding

To what extent do you think it supports or undermines the personal branding taking place in the first video?

<https://www.youtube.com/watch?v=DMXOMS0MRbk>

MY NOTES:

Snoop – The Good American (Abroad)

The video presents Snoop as a multifaceted persona based around...

Mr. Cosmopolitan: A blue-collar American fitting in Elite Culture

Mr. Humble: Grateful to learn from others experiences and skills

Mr. Giving: Lifting up athletes, Martha Stewart, and audiences!

Mr. Pluralism: Crossing racial, national, class, gender boundaries

Mr. Female-Friendly: Friends w/ Martha, respects mom, designer

Mr. Innocent: Likes youthful things; sweets, weed, “tang”, clothes



PROVISIONAL HYPOTHESIS: **Snoop – Sincere-Ironic Man of the Hour**

These videos posit a multifaceted brand image intended to appeal to multiple audiences beyond the teen boys associated with Snoop of old

This objective is driven by framing Snoop in ways that counter an initial persona as violent, misogynistic, drug-dealing West coast thug

The newer brand counters these traits with opposites, framing Snoop as caring, female-friendly, cosmopolitan, weed-smoking, entrepreneur

These traits rehabilitate Snoop, presenting him as a sincere, harmless, cute, cartoonish “angel” bringing wonder, awe, and joy to the world

But Snoop’s weed-smoking, body-language, and voice suggest the street-tough gangsta lives on; poking fun at white-world pretensions

A Rather Different Vision of Calvin Brodus



CELEBRITY

Snoop Dogg and Cookie Monster surprise Martha Stewart with birthday cake at Olympics: 'It's all cookies!'

Stewart, who called Cookie "gorgeous," turns 83 this weekend.

By [Emlyn Travis](#) Published on August 3, 2024 02:10PM EDT



[Cookie Monster](#) and [Snoop Dogg](#) made sure that [Martha Stewart](#) had an extra-sweet birthday while attending the [2024 Paris Olympics](#).

The [Sesame Street](#) star and "Drop It Like It's Hot" rapper joined forces with [Access Hollywood](#) host [Scott Evans](#) to surprise Stewart with a colorful macaron tower in honor of her 83rd birthday on Saturday.

"I know that you have a birthday coming up... so, to help celebrate your birthday, Snoop and I planned a bit of a surprise," Evans revealed in a [TikTok posted on Friday](#). "We had a friend travel in from Sesame who wanted to say something to you."

"Oh, Martha!" Cookie Monster cheered, popping up and causing Stewart to spin around.

"Oh! How are you?!" she replied.

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Snoop Dogg, Cookie Monster, Martha Stewart. PHOTO: JOE SCARBRO/GETTY; NATHAN CONGLETON/NBC/NCU PHOTO BANK VIA GETTY; JAMIE MCCARTHY/GETTY

FURTHER THOUGHTS: Snoop Froggy Frogg:

<https://www.youtube.com/watch?v=VxsG7kImgn4>

The recent incarnation of Snoop exemplifies a current media trend of metamodernism, wherein irony and sincerity coexist within media texts

But we may recall in his earliest, most culturally resonant, incarnation, Snoop was already a metamodern figure: the “School-Boy-Gangsta”

It is unsurprising Snoop became the subject of a prevalent metamodern practice of having Kermit the Frog cover non-child-friendly music

This practice began in the 2000s, pairing already Metamodern Kermit with serious songs to create superficially ironic but touching renditions

So, (the outwardly ridiculous) Snoop Frog’s mournful tone underscores the sad desperate themes underpinning lyrics to Snoop’s “Gin & Juice”

Take-Aways

Once we have a viable topic, research question, primary sources, and secondary sources, the next step is to analyze our primary sources

Whereas description stops short at discussing what something is, analysis also tries to explain why and how something is what it is

This situation reminds us of the importance of **frontloading** our work with an assertion of our position (also known as a thesis statement)

Once we start with a thesis statement – what we concluded about why something is the way it is – description is transformed into evidence

The mediation of Snoop at the Olympics suggests a continuation of an ironic-sincere branding pitching black maleness to white audiences

Next Time

Date: 31 October

Instructor: Sarka

Topic: Work-in-Progress Seminar 1

Outcome: The Strengths and Potential Issues of Our Provisional Research Projects

Preparation: Prepare a **brief** overview, to be delivered in class, of the current state of your research project.