

Youth Impact Communication

The Dissemination And Popularization Of Classical Music

Ruopu Huang, Wellington College International Shanghai

Juiling Tsai, Wellington College International Shanghai

Mandy (Xingmeizi) Chen, Wellington College International Shanghai

Yining Cai, Wellington College International Shanghai

Summary

We are all musicians who enjoyed playing our instruments and listening to music, so we want our project to allow more people to understand the charm of music. We all have the same thought that classical music is often viewed as outdated or abstruse, but it can actually inspire studies in other areas or influence our daily life in a beneficial way. Therefore, we chose the topic: The Dissemination and Popularization of Classical Music.

We set up Wechat and Weibo official accounts, named 为乐而生 (Born for Music), to write articles and post audios and interesting pictures to appeal to our readers. We now have 5 articles all on different topics which connect classical music to different aspects with social significance.

As a keen mathematician, Ruopu Huang wrote the first edition on the relations between Chopin's E minor Prelude and high-dimensional geometry. We shared with our readers that as musicians, Chopin had already incorporated the idea of 5-dimensional shapes into the chords he used in the 19th century. The second edition was a special edition on Beethoven's 249th birthday. We discussed Beethoven's life as a person and as a musician, and also left questions in the end for the readers to discuss or think about. We also focused on classical music's influence on the topics which people care about in their daily lives, so the next two editions are on "Does Classical music make you smarter?" and "Stressed, Try Classical music". We expressed our opinions on the "Mozart effect", which states that people can improve their intelligence by listening to Mozart's music. In "Stressed, Try Classical music", Cindy Wang, who has an interest in psychology, combined her knowledge in the 2 areas, and talked about how Classical music can help people relax. In the 5th edition, we discussed Classical musicians in current affairs, and discussed musicians' roles in the society. We also made a promotional video on the project which we are working on, and it included a short video of me playing the violin.

We believe that more people will be intrigued if they understand the stories and implications behind each piece of music and each musician. We want to show music as something that has a crucial impact on civilizations, so we would continue working on the official account.

We have faced the problems of readers saying that they can't understand English, so they stop following our account. When setting up the Weibo account, we

incorporated readers' suggestions, and have the Chinese translation as well as the English original content. We also faced challenges when we need to allocate time to brainstorm and write the articles, do the promotion work, and complete the report guide. Making a plan ahead has helped us managing our time. We usually set a time limit to write an article, and allocate work of promotion, writing the report guide to different team members.

Doing this project is an enjoyable experience, it allowed us to express the opinions which we sincerely want to spread. We challenged ourselves to focus on a topic, work together, and think in our readers' perspective. We are familiarized with different media sites, especially those ones which are commonly used in China, and learnt how to effectively get the message out. When one of our articles get more views than others, we discussed the reasons behind. We found out that promotion is a major aspect. When we repost the articles into big groups chats with large number of musicians, we usually get more views on the articles.

Identify the Topic

| Topic Description

We would like to disseminate the stories and information regarding how classical music provide insights to academic breakthroughs, promote the development of culture and civilization, and realities to our daily lives. As many people now view classical music as distant and abstruse, we would like to introduce more people into understanding it via an engaging way. Classical music has always been 'out of attention' from the public, despite the many children who learn to play the instruments (predominatly piano) from a young age. Therefore, as people who really enjoy classical music, we would like to share our stories and talk about the profound influences of it which aren't acknowledged by the masses. We now have a WeChat official account called 为乐而生 (Born for Music) writing on this topic. Our articles are not ones which will only be understood and seem intriguing to people who already have sufficient background knowledge on classical music, but made so that the people who don't know so much about it will also be fascinated.

Most official account of the theme of classical music focus on a more professional aspect of it: they analyze challenging pieces which were written centuries ago, or go through western music history which only appeal to researchers who study in the field. Our official account aims at a boarder reader base with varied knowledge structure. We include discussions of social/culture issues, development in areas such as Mathematics and Psychology (related to classical music). We also introduce to our readers to how the understanding of classical music would affect them, shape their personality and influence how they view problems in daily lives. This would appeal to readers within a board range of academic backgrounds and interests, they would be able to understand the diversified charm of classical music by reading articles on our official account.

 [为乐而生](#)

| Why it is important

Classical music actually has a significant impact on our modern achievements. It is highly related to mathematics (see our 为乐而生 WeChat official account), and

influenced the development of jazz, anime, and even literature and some social events. Hence, it is important for one to have a basic understanding about classical music in order to view the world and consider issues from multiple perspectives. Classical music can be described as our early emotional manipulator as it can control our emotions and feelings. Understanding the nature of the art form can help people understand themselves, understand how they think and how they react to the subtle feelings which can't be expressed by languages. These understandings would then promote achievements: people who are aware of the impacts of classical music can combine their knowledge in other areas with it. This would allow the development of art forms which contribute to a richer culture, the establishment of a mode of thinking which could be more efficient, or even the advancement in technology with more of a humanistic nature.

The positive aspects which relate to the dissemination of classical music is that we would inherit and renovate our cultures. There were amazing musical pieces written and delicate notations invented in thousands of years ago. These pieces might evoke feelings or ideas in musicians as well as people who study religion, politics or sciences. Classical music represents a previous history of mankind which we should secure and remember. More importantly, we can learn from this history, diversify our art forms inspired by ancient composers. When we can study how the emotions of civilians changed during social renovations by listening to the music in specific time periods; we can add our understandings into the music while playing or listening to it. This would break through the boundaries of time, make attempts for the communications of wisdom and sentiments between people in different eras. The original history and creative renovation would record and aid the development of our civilizations.

The negative aspect of introducing classical music to more people is that it might lose its professionalism. It would be inefficient to use technical terms which need constant explanations. The analogy used might not be accurate, so the information received by non-musicians could be different from that received by professional musicians. We will try to counter this problem by using relatively simple language to explain the gist of each edition of articles. We would make sure that all readers fully understand the main ideas we are expressing. We would also include stories and draw correlations to current news facts. When we need to use technical terms, we would try to explain it in a straightforward way and use pictures and videos to support our points.

| **Project Objective**

Seeing that classical music is not getting much recognition these days, our objective is to raise awareness towards it, whilst expunging the stereotypical views that regard classical music as abstruse, tedious and can only be understood by one with a professional background. We aim to introduce classical music to the public by unique and enjoyable ways. Although trying our best to change people's perceptions about classical music for the better, we don't see the change as being obligatory, instead, we're just offering another pair of lenses which people can use to view the world.

We also want to introduce aspects of classical music to the public regarding its application in real life and its contributions to the modern society. It could be used in nursing, training one's logical reasoning ability, and enriching our cultures. We would keep researching and sharing information with our readers which could give them inspiration and related knowledge in a range of academic fields.

Identify the Target Audience

| Who Are They?

Identity: Senior school students & college students who studies in China or a English speaking country

Explanation: Wechat is the most common social media teenage students and college students use in China nowadays. By introducing Classical Music on Wechat Official Account, we can attract both Chinese and English speakers because this is a Chinese platform and our articles are written in English.

Identity: Social workers in urban China and cities of English speaking countries.

Explanation: Classical Music is strongly related to our society, for example, bring relaxation, allow you to be concentrated on work, broaden your horizons and have a better understanding of the world. Therefore, introducing Classical Music to social workers can help them to deal with work, relationships and life better.

Identity: People who don't play instruments or do not take music as one of their primary hobbies.

Explanation: We want to introduce Classical Music to people with only few or no understandings of it. Our goal is to popularize Classical Music so we need to have a bigger population of people who know, understand, and enjoy Classical Music. It is our job to introduce this to people who don't take music to let them know how important Classical Music is, and what impacts it has on our lives.

Identity: People who are in our sphere of influence.

Explanation: In this part of our target audience, we have people who already have an understanding of Music or Classical Music. Therefore, it's much easier for us to introduce this to them because we can exchange our knowledge and experiences of Classical Music, and we discuss how important Classical Music is in our lives and to our society.

| Why Are They?

Senior school students & college students who studies in China or a English speaking country:

Students are constantly acquiring knowledge and shaping their perceptions of the world. Introducing classical music to them might inspire them to pick up an instrument as hobby or even deciding to pursue a future career in it. It is also crucial for students to have a basic understanding of classical music, so they would not have a misconception about it thinking that it is out of date or abstruse. If more people in the younger generation could see the charm of classical music, it is more likely that classical music would be welcomed by the public in the future. Classical music might also give insight to other fields such as Math or Sociology, and it is important for learners to be eclectic in order to be creative. We mainly target students who studies in China or in English speaking countries is because our articles are written in English, and we are publishing it on WeChat which is a popular app in China. We believe the student group who read our articles are mainly Chinese students in international high schools or US and UK colleges. The global educational trend now focus on humanities and liberal arts education, so students can apply what we include in our articles into their academic studies.

Social workers in urban China and cities of English speaking countries:

Classical music is undeniably a significant part of our world's history. The music within each era could reflect the condition of the society. For example, during the middle ages, there were no secular music, so all the hymns were written for church; they had diatonic melodies. Similarly, the serialism and expressionism which appeared in the 20th century reflect a sense of renovation in the society, abandoning the conventional rules and forms. We can see how people's opinions on social issues are being presented in classical music; therefore it could be a valuable study source for people working in the fields which have substantial impact on society. Private company workers could get inspiration from our articles of enriching their corporate cultures. Historians and sociologist might want to read our opinions on social issues from a musician's point of view in order to make their studies more comprehensive.

Young people who don't play instruments or do not take music as one of their primary hobbies:

One of our objectives is to draw attention towards classical music and allow more people to be interested and involved. Our articles are also suitable for beginners or people who just enjoy listening to music. We would attach the audios of relevant musical sources to each of our article edition, so that our followers could read the content while listening to the music. This might allow more listeners to have resonating feelings with the stories that are told through the music. We introduce to young people a potential hobby which could accompany them for their life time. Talking form our experience, learning how to play instruments and how to compose have trained our stamina and logical thinking skills. Having a general knowledge of classical music and help young people become more all-rounded which would benefit them in terms of their social and academic lives in the future.

People who are in our sphere of influence:

Due to the coronavirus, we cancelled the plan of using off-line media like posters or leaflets to spread our message. On the internet, we usually first influence the people who are closer to us in terms of relationship, for example, families and friends.

Those people will then spread our message or repost our articles on their platforms to influence their acquaintances. In this way, we would try to broaden our sphere of influence, but there would be a limited number of people whom would receive our messages. Those people who we influence indirectly through reposts are less likely to keep reposting than those who we directly influence.

| What is your scope?

People who have access to the internet: We publish our articles digitally, so it can only be read on the internet.

People who use WeChat regularly as a social media: This might include most people living in China. People can repost our article in the own moments or advice them to their friends so we can have a broader base of audiences.

People who studies or work in Shanghai, Beijing in China, and in major cities of English speaking countries.

Students who are fluent in English, including those attend international schools or public schools in China, or high schools and universities in other countries.

People who work in field which are highly related to the cultural, social, technological or economical aspects of a country .

| How to reach them?

Our target audience might be people who like to go on the internet and read all kind of articles for learning or entertainment objectives. To draw their attention to our account, we use distinct titles and themes to tell them what we are discussing. We also use engaging photos and humorous expression images which the readers could feel related to. We use simple and succinct language to make sure that all readers would understand the points we are making. We would include real life examples, analogies and anecdotes in the articles to make reading more enjoyable.

Students and people working in cities might like to go on WeChat design break times to read short articles. Our articles can help them relax from the heavy workload while providing knowledge and fun fact regarding classical music. Will

attaches audio files according depending on the theme of each edition. The background and style of the pieces will be made clear so the readers can choose to listen to them for personal interests, art appreciation or learning objectives.

We will also post our articles in WeChat moments and ask friends and families to repost for us. This will help us to gain a wide reader base since people usually like to go on their moments, share their daily lives, and scroll through the messages and pictures shared by others. WeChat moments provide a relaxing atmosphere to us to include an introduction or a slogan when posting the messages. This would attract readers to click into the article

Identify the Key Message

| The Key Message

FACTORS OF CIVILIZATION: GUNS, GERMS, STEEL AND MUSIC.

Jared Diamond wrote a book called "Guns, Germs and Steel". The message conveyed in the book can still be confirmed today. Guns, representing wars; germs, representing virus; and steel, representing technology development are three main factors which indicate significant changes in civilizations. We have added "Music" here to say that music has the same function as the other three. During Nazi Germany, Jazz was banned, and only music from the western cultures was allowed to be played. After World War 2, an atmosphere of renovation was developed and was shown through music of the time. Avant-garde music starts to feature, represented by 4 mins 33 composed by John Cage. The change in music can also indicate changes in a civilization or society, so we added it into the "factors of civilization".

| The Tactics Behind

Appeal to emotion:

Generally, people like reading about something that is practical, applicable and influential to them in real life. We would link our theme of classical music with big social events. For example, we are planning to publish an article regarding the effectiveness of classical music in helping to mitigate mental stress. Currently, the coronavirus epidemic in China is having an immense affect on the society. Many physicians has gone to work in Wuhan in order to support the patients there. We are investigating if music could act as a mental 'tranquilizer' which could mitigate the mental stress of doctors, patients or even people who's daily lives are bring influenced by this event.

Reasoning:

Some people that we have encountered have a misconception towards classical music and musicians. They think that classical music is too abstruse or tedious and that to them, classical music is more like a soporific 'lullaby' than anything else. We

hope to spread fascinating anecdotes and knowledge about classical music, as an attempt to change their perceptions. This is also to support the musicians working in this particular field and encouraging aspirational prospective musicians. With more people understanding classical music, more people would appreciate it and see its importance in influencing all aspects of our lives.

Choose the Platform

| The Platform Chosen

Our primary platform is through our Wechat official account, "Born For Music". We aim to disseminate the stories and implications of classical music via numerous articles with engaging photos to attract our target audience. Wechat is currently one of the largest social media with over 1 billion active users monthly in both China and internationally. The user age is relatively diverse, which is a great advantage for us to reach wider range of audiences from different age groups. Through our Wechat Official Account, audience can comment on our articles or ask questions at the bottom of each article. If the readers find that they like our articles, they can follow our account and receive each article automatically. They can also clicking the "reading" button at the bottom of the article to let their friends see that they appreciate it. Our friends and families also repost our articles in their WeChat moments, adding comments and their own understanding of our content when introducing the articles to more people.

| The Alternative Platforms

Firstly, apart from using Wechat Official Account to disseminate and popularize Classical Music, we are also considering other online platforms such as QQ, Weibo, Twitter, Facebook, and our own website. Similar to Wechat, we can set up an account on QQ to promote our articles. QQ users are mostly teenagers, which suit our target audience. Weibo is the largest on-line community in china the user population reach 0.43 billion. This benefits us to share our Classical Music articles as we have a..... , therefore more people will be attracted. Moreover, Facebook and Twitter have similar functions compare to Weibo, and they have more western users this means we publicize our project more internationally.

Secondly, we consider to introduce Classical Music to school life as well, such as arranging school assemblies and putting up posters around house rooms, class rooms, sports hall, boarding house, music department, canteens, and etc. When doing school assemblies, we will make power points and do a presentation to give our students a brief information about what impacts Classical Music has to the society, and perhaps, perform Classical Music to allow them to feel the melodies. This will give more people an impression of what we are doing to popularize Classical Music and want more and more people to have this longing of learning more Classical Music stories. Moreover, putting up posters is a very easy method, but it allows more people to know about Classical Music, and they can scan the QR code to follow our Wechat Official Account on the poster as well.

In addition, we are making videos to promote Classical Music via online platforms, such as Bilibili, Youtube, etc. This is a great platform as videos can be visual and colourful, which can attract more audiences, especially teenagers.

| The Criteria to Evaluate

We want to use "popularity" to check all the platforms we use, such as Wechat Official Account, Weibo, QQ, Twitter, etc. We will check how many likes or WOWs they get respectively, or how many comments they get.

We want to consider "cost" as well. For example, making printed copies of our article would be more expensive than making digital versions.

Another one is "preparation time" - we can store our materials at any time on the account and edit them when we need. WeChat is convenient in this way, all members in the group have access to the account.

Availability of the information we need: For some of the topics, for example, "How can classical music shape one's personality?" we can readily find resources online with musicians talking about their personal experience. We can gather the opinions and facts from a large number of people in different regions of the world. However, for topics like "how classical music gave insight into the development of modern geometry?" we can only gather information from academic letters and research papers. They are not mainly people who have researched in the field, so we also have to do some primary research ourselves, including analyzing the chord structure of a piece of music and relate it to geometry.

| The Rating Sheet

Our main online platform is Wechat Official Account. Our articles currently have over 1000+ views. We have 300+ followers and approximately 30+ WOWs per articles. Overall, we find out that articles like "Does Classical Music Make You Smarter" and "Translation Between Music Theory and Advanced Geometry" are the most popular topics. Readers usually like topics that are more related to our daily lives, such as Study and Math.

Set the Agenda

| Set the Agenda

We are planning to publish a new article every 2-3 weeks, based around the theme of classical music and its influence on society

potential topics include:

Does the success as a classical musician relate to ethnicity?

- classical music is originated from Europe, so do non-European musicians have a disadvantage learning it?
- discuss experience of non-European virtuosos.
- give advice to students who grow up in a non-European background but want to pursue a career in classical music.
- discuss current public attention and support towards non-European musicians.

How can learning classical music shape one's personality?

- learning music theory could make a person more rigorous and logical
- practicing an instrument can challenge one's stamina
- learning to appreciate musical work could also make one more emphatic and sentimental
- discuss experience and inspirations of musicians when composing

Can classical music be used to cure mental illnesses?

- could listening to classical music or playing an instrument help to mitigate stress?
- research evidence of classical music being applied to cure illnesses like anxiety or depression.
- Discuss future uses and broader implication of classical music related to health.

Design the Packages

 [Official account article 1](#)

 [Official account article 2](#)

 [Official account article 3](#)

 [Official account article 4](#)

 [Official account article 5](#)

 [PPT](#)

 [video](#)

Create and Track the Impact

| The Execution Plan

WeChat official account

Responsible team members and time range:

Yining Cai: "Stressed? Try Classical Music" 25th Feb.2020

Ruopu Huang: "E Minor Prelude - Frédéric Chopin" 27th Nov.2019

"Special Edition For Ludwig Beethoven's Birthday" 20th Dec. 2019

"Does Classical Music Make You Smarter?" 26th Jan.2020

"The Musicians We Know" 23rd March 2020

We plan to publish one article per 2-3 week (from November 15th to March 23rd), discussing topics that are related to our daily life, such as the relationship between music and psychology, mathematics and people's IQ. We also published two articles about famous composers. When talking about topics that requires a lot of thinking (mathematics and music theory), we illustrate pictures to explain visually so it is easier for our readers to understand. And the sound tracks added into each of our article are carefully chosen to suit our theme, and allowing audiences to enjoy reading.

Weibo account

Responsible team member: Juiling Tsai

Time Range: 6th April-26th April 2020

Power Point

Responsible team member: Yining Cai

Time Range: 22th April 2020

We also set up a Weibo account to reach people that are not in close relationship with us. On April 6th and 26th, we published our articles in both English and Chinese version, so more people will be willing to read. We usually summarize our article in a very concise sentence because in this way, we are able to draw people's attention more quickly, and this is also more appealing to our audiences instead of the lengthy text.

Posters

We plan to put up posters in our school because this is a good way of delivering

messages to people nearby, as lots of people walks around that area so we may have some potential subscribers that can help us to disseminate classical music. Unfortunately, because of the Coronavirus, this cannot be implemented.

Promotional video:

Team member responsible: Mandy (Xingmeizi) Chen

Time Range: April 12th-25th

Mandy (Xingmeizi) Chen is putting together a promotional video for our project, and the rest of us are giving suggestions on how to organize the information. We plan to present stereotypical views about classical music, and outline how our project is going to introduce classical music in an interesting way.

PPT promoting our project:

Team member responsible: Yining Cai

Time Range: April 12th-25th

| Impact Statistics

We have already published 5 articles via our WeChat official account. The results show that 3499 people have read our articles, and 184 people liked them. We write about topics that the public may be interested in, or some true facts which only a few people know about. To support our articles, as well as drawing more attentions, the pictures (memes) we used are specially selected and edited. We believe that these pictures will make our articles more interesting to read, rather than just few paragraphs of lengthy text

Here are parts of the statistics:

Total Subscribers: 378

Total Reads: 3499

Total Likes: 184

 [E Minor Prelude](#)

 [Ludwig Beethoven](#)

 [Does Classical Music Make You Smarter?](#)

 [Stressed? Try Classical Music](#)

 [The Musicians We Know](#)

| Collect Feedback

Reader Yinwei: "I like the idea that you guys are promoting. I barely listen to classical music before reading your articles. But I like the music audio you have in each edition. I can enjoy the music having understood the context."

Reader Ye Wang: "I like the pictures, reading your articles make me relax. You guys are special that you can talk about a serious topic in a humorous way and make people enjoy it. I think it would be better if you can have Chinese translation along the English content, so you would be able to get more readers, since your articles are on Wechat."

Reader Jessica Chen: "I am more willing to listen to classical music after reading your articles. Those we listen to today are the best music that remained, I also like the audios you included in each edition."

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

We think that the most outstanding part of our project is the WeChat official account "Born for Music". We did put a lot of effort into page design and layout, in order to provide our readers better reading experiences. We also spend time thinking of topics that the public may be interested in, then research and sort out the information we gathered. All photos and musics are carefully selected, this is to let our audience enjoy reading and hence change their mind that classical music isn't actually as tedious as they thought

In addition, we believe that we achieved our goals by letting more people to notice as well as to understand how classical music links to their daily life. We wrote about the relationships between music and people's IQ, maths and psychology to leave people with an impression that music is not distant from them. Via WeChat, we can first influence people in closer relationships, then these people can help us disseminate classical music to a wider sphere. According to the data we collected, the number of subscribers has increased to 378, which shows our success

| What to Improve

Inadequacies:

We should publish our articles in both English and Chinese version so people that don't speak English can also understand what we are trying to spread. And we may get feedbacks on what to improve or what they want us to elaborate on

We need to...

- explore in depth about how involving in classical music can be beneficial

- carry out a plethora of different methods to package and advertise our project
- obtain more elaborate feedback from our audience
- analyse the feedback and use them to improve our project

| Summarize Learnings

First of all, we have learned practical skills related to media field. We know how to add text onto photos and change them into the form we want, how to do page edit to make our articles more organized and more appealing to readers, and how to translate our articles from English to Chinese and publish them on different platforms.

Secondly, by comparing different platforms, we have learned that it is more effective to post on WeChat, to influence people in closer relationships first, so then we can reach a wider sphere. And because these people are in closer relationships with us, it is easier for us to ask for feedbacks and topics that they are interested in. Our posts on Weibo however, is viewed by less people and we got merely no feedback.

Thirdly, we have learned how to allocate tasks evenly and how to work as a team. When publishing an article, each member will do some research, then Ruopu Huang will select and integrate them. This allows us to write about a topic from different perspectives according to the information gathered. Then other members will help with the page edit to make our article look neat.

Team Credits

Ruopu Huang is responsible for organizing regular meetings and communicating with each member. She also plays a major role in deciding the topics of the articles which we have published on the our WeChat official account.

Mandy (Xingmeizi) Chen is responsible for editing a promotional video to create a visual image and to make our project more appealing.

Yining Cai is responsible for making PowerPoint to show our progress over the past few months, and interviewing our teacher.

Juiling Tsai is responsible for posting articles on Weibo account.

Judge Comments

" It's clear this is a meaningful topic to you. I'm intrigued by some of what you're proposing. I'd suggest a narrower focus. I think explaining how classical music influences today's popular music would reach your audience. And researching its impact on math and mental health could be useful. I'd shy away from trying to grow appreciation or measure that. That will come, if you do the other parts successfully. Your audience feels too large, which is going to make messaging and measuring difficult. Perhaps identify one target audience and build a project geared that them. Adding music as a factor of civilization is smart. I think most people would agree that music is foundational. Certainly, we can learn a lot about different cultures and periods in history by studying the music of the people and the time. But I don't think it's necessary to tie this to Diamond's book. It's a clever turn, but it may make your message and your project feel inaccessible for those unfamiliar. You've chosen appropriate platforms based on your target audience. I appreciate that you're trying to extend your reach to western audiences. But again, a more narrow approach may serve you better. Do you have an audience if you're attempting to reach everyone? I love the idea of constructing educational presentations. Sometimes offline materials are more impactful. You have ambitious evaluative goals, indeed. It's great that you established a goal of publishing a new article every couple of weeks. It's good to hold yourself to a schedule. Your agenda appears strong and well thought out. The written pieces are interesting and touch on all the things you hoped to discover during the course of your project. I was fascinated, in particular, by the comparison of classical music to math. A lot of what you wrote is highly academic, and that's fine depending on your audience. But your challenge is reaching young people. You mentioned in your proposal that classical music influences music from all time periods. Perhaps a side-by-side look at classical music structures and pop music structures would be helpful and illustrative. Numbers seem OK. What were you hoping to generate? Are you pleased with the reach of the materials you produced? Some more individual feedback would help, too. This section feels thin. You were incredibly honest in your reflections about where you could've improved your project and what you learned. "