



# ECA USC Poster Guidelines



# Cadillac Records: The Not So Historic Biopic

By Alyssa Mendez

### Abstract

- The film seems to be an accurate historical representation of the era, but it ignores important events of the Civil Rights Movement.
- Cadillac Records minimizes the ways in which racial politics at the time negatively and positively impacted that period of music by black artists.
- The film fails to portray the extent to which black musicians were undercompensated for their music at that time and subsequently.

### Literature review

Culicchi, M. (2005). *Spinning loose the past*. New York, NY: St. Martin's Press. <http://www.amazon.com/Spinning-loose-the-past/dp/0312249632>

Davis, N. (2008, November 10). *Cadillac records*. <http://www.cadillacrecords.com/news/08111001>

Lee, M. (2009, Dec 30). *Does anyone other than Leonard Chess record? The search for black blues artists in Southern California, 1940-1960*. <http://www.cadillacrecords.com/news/09123001>

Parsons, J. (2008, November 12). *The true story of Cadillac Records: Part II: The last days of music records: The final record*. <http://www.cadillacrecords.com/news/08111202>

Ward, J. (2010, December 10). *How the blues helped define blues artists*. <http://www.cadillacrecords.com/news/10121001>



Figure 1. Leonard Chess (left) and Etta James (right) never actually had a love affair.

### Cadillac Records (2008, Darnell Martin, USA)

Cadillac Records tells the hidden story of the early black musicians whose race music became Blues and Rock 'n Roll.

Leonard Chess, a young Polish man from Chicago, started the label in 1950 and produced some of the most famous black artists of the time: Muddy Waters, Little Walter, Chuck Berry, Howlin' Wolf, and Etta James.



Figure 2. Cadillac Records had a love affair with jazz and blues.

### Positives

- Film countered racism by showing black artists were as talented as musicians of any race.
- While most artists were not formal "activists" in the Civil Rights Movement, they and the film contributed to struggle for social equality by affirming the talent of black artists to be equal to that of artists of any race.
- Documented that white producers saw the potential and promoted these artists because of their talent.
- Showed that black artists established the foundations of Blues and Rock 'n Roll, which became mainstream music.

### Film Representations – Or Misrepresentations?

- Leonard Chess: Mastermind behind Chess Records. Started by his love of music.
- Etta James: Leonard's love for her helped promote her to stardom – and insured she could keep her home.
- The artists: The story of their music and the Civil Rights Movement intertwined.
- The Cadillacs: Film emphasizes the luxurious cars Chess bought every artist – to compensate for their lack of pay.

### Negatives

- Portrayed (and falsified) romances between white producers and black artists that never occurred – for dramatic purposes.
- Understated (virtually ignored) the degree to which black artists were grossly undercompensated then and later.
- Mythologized Leonard Chess' as motivated only by his love of music rather than business ambitions.
- Ignored and omitted key musicians who had negative experiences with Leonard Chess.

### The Real Story

- Leonard and brother Phil started Chess Records: their motive – mainly money.
- Leonard and Etta never had an affair. Both she and his son confirmed this.
- Only brief moments of the film focus on the Civil Rights Movements, but few of the artists played a role or even sang about the Civil Rights Movement.
- The artists never received pay for their work and music – and due to mismanagement and under-compensation from Chess, they even lost out on their royalties.

### Chronology

- Act I (The Beginning):** Leonard Chess begins Chess Records with artists Muddy Waters, Little Walter – and enjoys success.
- Act II (Chess Records):** Chuck Berry, Chess Records' most successful artist, moves to Chicago and becomes a black crossover success. Leonard Chess becomes mainstream – and enjoys his success.
- Act III (The Downfall):** Leonard Chess disappears and goes to jail. Muddy Waters and other artists to follow.

### Relevance

- Cadillac Records is a rare film that shows black artists in the music industry.
- Film is a rare example of a biopic about a black artist.
- Historical significance of the film.



Alyssa Mendez



## The Revenge of Men: The Return of Kings Or a Cry for Help?

Sean J. Borger  
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### ABSTRACT

This poster explores the virtual blog *Return of Kings* and its relation to the Masculinity Movement, or Masculinism, which calls for a complete return to traditional masculine presentation. The representation of men as depicted by *Return of Kings* was juxtaposed with scholarly work on the consequences of hegemonic masculinity. *Return of Kings* was determined to be representative of Masculinism, as well as harmful for the healthy development of masculinity.

### INTRODUCTION

The internet provides a space where people can either support or deconstruct gender ideology. It also offers a space where social movements can gain support, especially with the rising popularity of social media. One movement that has risen in part with the help of the media is the Masculinist Movement. The blog *Return of Kings* represents this movement and calls for a formal return to traditional gender performance, which has consequences for men.

### METHOD

Masculinism was studied in-depth since it calls for a return to traditional gender performance. The virtual blog, *Return of Kings*, was explored in relation to the Movement for it conveys a similar idea. To further study Masculinism and Feminism, research done on masculinity and the antifeminist countermovement was explored. To provide a larger context of masculinity, work done by masculinity scholars Dr. Michael Kimmel and Dr. Michael Kaufman was explored and juxtaposed with the missions of *Return of Kings* and Masculinism.

### DISCUSSION

In the modern, *Return of Kings* serves as a safe space for men since it is an environment in which they do not need to compete with women for status. Upon close examination, however, men on the blog need to remain vigilant about status with each other. They must continue to uphold the rigid representations of men as hyper-masculine in order to compete with one another. *Return of Kings*, therefore, highlights the crisis faced by men today. It only provides them with another battleground for the ongoing male status war.

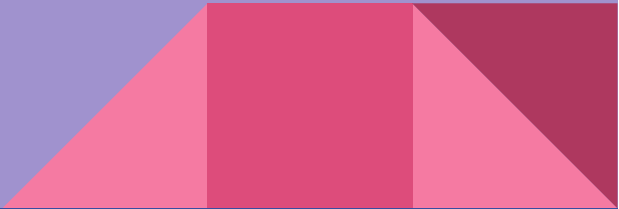
### REFERENCES

Blair, M. & Shaver, D. L. (2012). Masculinity and the postmodern countermovement. *Social Movement Studies*, 11(2), 21-34. doi: 10.1080/14747607.2012.681472

Kimmel, M. (1994). *Masculinity as Ideology: From Obama and Clinton to the construction of gender identity*. In *Constructing Masculinity: Sage Publications*.

*Return of Kings*. (Web log, accessed, Retrieved 1/20/13)

# Your Research Poster should...

- ❖ Stand out
  - ❖ Grab attention
  - ❖ Clearly explain *your* research in a clear, simple and straightforward way
- 

# Poster Sections

❖ Introductions

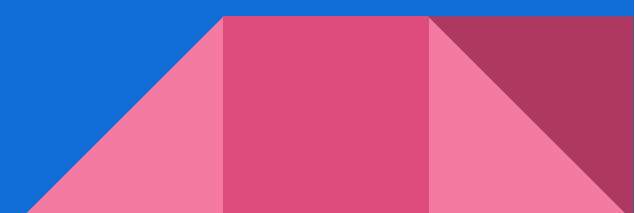
❖ Objectives

❖ Methods

❖ Results

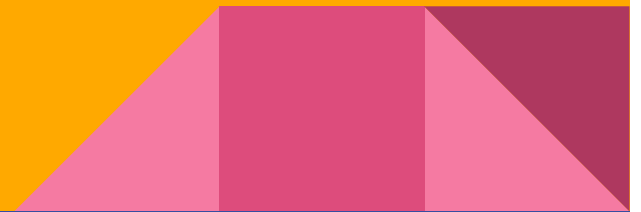
❖ Conclusion

\*It is suggested, to save space on your poster, so not display your references on the poster, but to have them readily available for anyone who asks to see them.



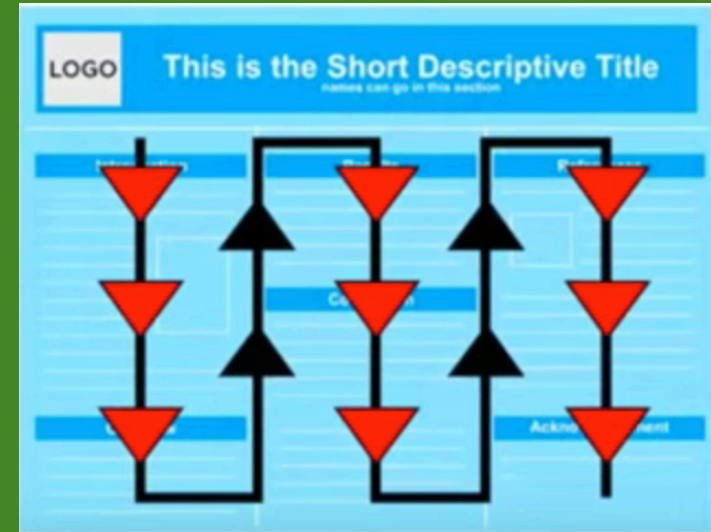
# The “Elevator Pitch”

- ❖ Explain key points of your research
- ❖ Engage Conversation
- ❖ Make eye contact
- ❖ Use Poster to emphasize key points



# Poster Flow

- ❖ Design it in a way that is easy to follow
- ❖ Clearly label each section
- ❖ To avoid confusion



**Interactive Narrative Dinosaur Library**  
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#### Motivation

Interactive story telling requires a computer engine pattern to act as the medium for generated stories. This research is based on discovering techniques to model and animate 2D dinosaurs in Autodesk Maya and export those models to work within the Unreal Tournament 3 (UT3) Game Engine. Furthermore, the research also explores coding the A.I. scripts and agents so that these 3D characters can be used for interactive story telling purposes. Specifically, I am designing 2D dinosaurs and importing them into an interactive dinosaur library. This project has moved towards accomplishing this task by thoroughly researching Maya modeling and animation, as well as modification of the UT3 Engine.

Currently, we have discovered the pipeline to create fully customizable models with their own animations within the engine and have also discovered how to give these models their own customizable properties for further manipulation. Further research will allow these models to be manipulated within an interactive environment in this case a library, which is the end overall goal.

This project will provide a valuable reference tool for working in the Unreal Engine with non-humans (such as AI) as well as code that is easier to deal with than existing code. The end product needs to provide easy maintainability as well as an aesthetically design.

#### Process

Explanation of Figure 1  
 Autodesk Maya 2008 was used to model, animate, and export dinosaurs before the dinosaur model (Figure 5).  
 Models were imported into the Unreal Tournament 3 Editor (UT3 ED). Here, the model was placed in its own package that included information about materials, textures, and animations.  
 Configuration files and scripts written in UnrealScript, UT3's own file programming language, were created to script the package to work within the UT3 Game Engine.  
 UT3 ED also was used to create custom layout environments for the dinosaur to populate.  
 A.I. scripts converted the dinosaurs to actors with basic navigation ability. These A.I. scripts will later be replaced with A.I. scripts generated outside of UT3.  
 The scripts and actors combine together to create a custom modification for UT3. This modification lays the foundation for an interactive narrative dinosaur library.  
 The methods for creating and importing dinosaurs into UT3 has successfully been established. The current state of the system runs a basic simulation on 3D dinosaurs when loaded. Interactions, and for modification walk around and display using interaction with UnrealScript (Figure 2). Currently, the A.I. is generated by simple behavioral scripts. Specific dinosaur animations and behaviors has also been established in some of the later models developed, such as in the tyrannosaurus (Figure 4).

#### Discussion

The project that has been primarily about discovering the process needed to successfully import and manipulate dinosaurs into the UT3 Engine. The discovery of the process came with a great deal of problems to overcome, such as resources to game modeling and animation, as well as the UT3 Engine. The final attempts to get the first dinosaur into the engine took well over five months of intensive hours concerning the UT3 Engine, modeling, animating, texturing, and rigging. At the end of the project, making a new dinosaur and getting it to work within UT3 has led to a big goal. The increased speed of the process will allow the dinosaur library to easily be expanded.

The current A.I. system is temporary. Basic scripts about the dinosaurs to script and engage in basic interactions within the environment. The hope was that as the project expands, for example.

#### Research Objectives

Discovering techniques in modeling, texturing, animating, and rigging for the UT3 game engine.

Understanding how to import custom material into the UT3 Engine.

Creating interactive A.I. for narrative controlling possibilities within the game engine, in this case, for an interactive narrative dinosaur library.

#### Results

#### Future Research

This research project is far from completion, as it is currently in the framework development phase. Further research will be applied to researching dinosaur behaviors and applying them to A.I. agents to allow the dinosaurs to interact with the environment. These agents need to allow the user to interact with the narrative set up by the computer generated stories based on the A.I. or the dinosaur characters. These A.I. agents will be created outside of the UT3 Engine, to avoid scripting, the current technique being employed.

Future work will also consist of creating more realistic looking dinosaurs, better models, textures, and animations have become evident as the team's experience with the project increases.

#### Acknowledgements

This research was funded by Mark Riedl and the research team. I would like to thank our reviewers (John Hernandez, Brandon Bracy, Scott Brown, and Amy Johnston) for their comments on this work. I would like to thank all the members of the UT3 community and the Maya community.

# Your Poster as a Marketing Tool

❖ Your title should...

- Grab your viewers attentions
- Lead viewers into poster; getting them to read the first subtitle





# Poster Flow cont.





# The Examination of Mobile Phone Usage by Caregivers of Children

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### 1. Summary

The smart phone has become ubiquitous in modern life, and is now often a component of the interactions between caregiver and child.

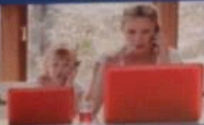
• Cross-talk and social interaction models are analyzed in the caregiver-child interaction in public settings.

• Interaction adaption theory and mindfulness theory are applied to this interaction.



### 2. Objective

Evaluate caregiver-child interaction when the caregiver is watching their child in public and using their mobile phone at the same time



### 3. Theoretical Framing

**Interaction Adaption Theory** offers an explanation about how individuals respond to communication in either a matching or a complementary manner. There are three conditions for this interaction to happen: requirement, expectation and desire (RED). (Burgoom et al., 1995).

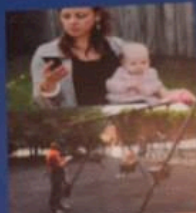
**Mindfulness** has been defined as a process of bringing certain quality of attention to moment-by-moment experience (Kabat-Zinn 1990).

**Cross Talk** is a conversation where one member of a With momentarily sustains exclusive talk with someone who is not in the With.

There are two types of individuals in public spaces, "Singles" and "Withs" (Goffman, 1971).

A "Single" is a person who is alone and a "With" is a person who is accompanied by another.

**Social Interaction model** highlights the importance of adult-child interaction in terms of learning and cognitive development (Meyrowitz, 1985).



### 4. Theoretical Implications

• Interacting with a mobile phone while we are watching a child is a challenge.

• Different behaviors of the caregivers can be examined using the interaction adaption theory (IAT) and mindfulness.

• Mobile phones function as a barrier between the caregiver and child.

• Mindfulness determines the quality of the caregiver presence.

### 5. Practical Implications

• This study will help to understand caregiver behavior when watching their child. This can help caregivers understand the effects of mobile phone use on social interaction.

• Finding the causes for mobile phone use can help caregivers make better decisions for the child's development.

• This is a new area of research that requires more studies.







# Your Target Audience

- ❖ Will your poster be appealing to the reviewer?
- ❖ Put yourself in their shoes, look at your poster from their point of view



# For more information...

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