

## How has the commercialization of street dance through social media influenced street dance culture?

Weems, Mickey. "Popular Dance." In *The Fierce Tribe: Masculine Identity and Performance in the Circuit*, 163-83. Logan, Utah: University Press of Colorado, 2008.

This article was specifically focused on how American dance styles have evolved within the Lesbian, Gay, Transgendered, Inter-sexed, and Queer community's history together. It contains information on how dance has changed from partner dance to individual expressionism and how it reflects tensions within the entertainment industry. This article was useful for my research on understanding how dance was formed with the purpose of self expression, and how it has been categorized and labeled by the society today. It was published and written by a dance studio owner who has a degree in dance studies, and is a professional dancer.

Ferriday, Zack. "A View from the Booth: How the New York Club Scene Is Changing." Native Instruments Blog, January 31, 2019. <https://blog.native-instruments.com/a-view-from-the-booth-how-the-new-york-club-scene-is-changing/>

This interview explains the change of New York City club scene through interviewing Eli Escobar, who was a heavyweight DJ in New York for the past two decades. The source mentions club scenes in the past where parties are everywhere. He also mentions about the decline of club scene and moving clubs into Brooklyn, telling about how the crowd's attitude is turning towards drinking instead of dancing within the club, and his personal experience of losing interest of DJing in clubs. Some of his quotes are useful to me to support the ideas of the changing dance scene in modern society. This source is reliable due to the interviewee's first hand experience.

Wolf, Stephanie. "Essay: Hip-hop Dance from the Streets to the Stage." Colorado Public Radio, January 15, 2014. <https://www.cpr.org/news/story/essay-hip-hop-dance-streets-stage>

This source introduced dancers such as Poynton, who was born in Spain as a kid with a spirit of self expression in dance. His popularity demonstrates how street dance has entered the mainstream culture. It shares the concept of how did commercialization of street dance provide work for the dancers, and also, he expresses his preference for free styling before street dance was commercialized into choreography. The source also shows that the commercialization of street dance created new job opportunities for the dancers, which was a useful

resource for me. This source is reliable due to the fact it is a website that was created by an experienced public radio website.

Scott, Anna Beatrice. "Dance." In *Culture Works: The Political Economy of Culture*, edited by Maxwell Richard, 107-30. University of Minnesota Press, 2001. <http://www.jstor.org/stable/10.5749/j.ctts95w.7>.

This source tells how the Popular Dance, which is the commercialization of the Black Dance is used in American Society through technology as a tool of business and marketing instead of historical culture. The author claims that the production of dance disconnected the true dance from their social and historical means, and also made dance as an item instead of a feeling of social interaction and body. This source is useful for me since it tells clearly about how media and technology distorted the means of dance, and it gives clear examples and claims about historical context and the definition of African American Dance as well.

Gebski, Todd. "How Does Technology Impact Your Daily Life?" Motus. November 16, 2017. Accessed March 23, 2019. <https://www.motus.com/how-does-technology-impact-your-daily-life/>.

This source introduces and analyzes the use of technology data between human's private and work life. It questions and explains the means of digital immigrants and digital natives, which are people who were born without and with technology, and also tells a little about the fact that technology may cause anxiety to some people. The last part about anxiety in technology may be my supporting source, since spirituality is to calm yourself, anxiety is the opposite that ruins your identity and mindfulness.

Linda Rabin. "Dance and Spirituality – Linda Rabin." Linda Rabin. Accessed March 23, 2019. <http://lindarabin.com/dance-and-spirituality/>.

This is a bio of Rabin Linda talking about how dance is defined as movement, healing and spiritually to the dancer. She thought of dance in many different forms and thinks all dances are content as one which was movement, and it was the language of the unnerve to her. This source is helpful for talking about the connection between dance and spirituality for me, and also helpful on how the social media effects human's spirit.

Dadhich, Marjorie, and Marjorie Dadhich. "The Commercialization of Spirituality And How to Avoid It." Medium. July 18, 2018. Accessed March 31, 2019. <https://medium.com/@marjoriedadhich/the-commercialization-of-spirituality-and-how-to-avoid-it-7c8d6f40c81e>.

This article talks about how people in the digital age over commercialized the use of spiritualism, in which a lot of them thought simply consuming a product will allow them to get into the state of spirituality. It tells how people in the commercialized world raise the price of spirituality products such as crystals, for instance, and so on to earn money. This article also gave suggestions such as going to the nature, meditation, or listening to music to truly understand the way of being mindful, and encourage people to not follow the “spirituality tread” created by the industry, which a lot of people spent thousands on. This article was related to my paper due to the fact of how spirituality was commercialized as a product same as dance does, which in the previous claim, dance and spirituality were consider as one or similar to each other. The source was trustworthy due to its publication on a well known media site — “Medium”.