

## **Unit A2 2-Section 1- Research Report**

**Our group of 6 performers, 5 actors and 1 musician have chosen Robert Frost's poem, The Road not Taken, as the stimulus on which to base our Performance to a Commission Brief.**

### **Historical Context**

Frost was born in 1874 and began writing poetry in high school. Although he never graduated from Dartmouth College, he eventually found success with his writing and by the 1920's, he was the most celebrated poet in North America and was granted four Pulitzer Prizes. He lived and taught for many years in Massachusetts and died in 1963. He was a jack of all trades, and had many different occupations after leaving school, including a teacher, a cobbler, farmer and an editor of the local newspaper, the "Lawrence Sentinel", which links with the themes of The Road Not Taken as he seems to have followed many different paths in his own life.

The Road not Taken was written in 1916, during the First World War, although America had not joined the war effort at this time, the decision was one facing the country.

Frost was influenced by the emotions and events of everyday life, and the majority of his poems are inspired by nature. However, within a commonplace event from a normal day—Frost used metaphor to explore larger themes such as love, hate, or conflict - in this case the universal theme of making a choice that can and will impact on the future.

His poems were accessible because of these themes, their straightforward verse style and their colloquial tone, as he believed that "All poetry is a reproduction of the tones of actual speech." This view was not shared by some literary critics at the time, however, his ability to write beautifully refined and emotionally charged poetry ensured his lasting success.

### **Cultural and Social Context**

Frost was more than just a regional poet, "the author of searching and often dark meditations on universal themes.... a modern poet in his adherence to language and in the degree to which his work is infused with layers of ambiguity and irony" (New York Independent, 1894).

His work, The Road Not Taken, is the one on which our performance of the Commission Brief will be based. The poem depicts the dilemma of which path to take at the fork in the road leading into the woods. The poet looks at both, weighs both up and decides to take the one "less travelled" leaving the other road as the one "not taken". The poem symbolises the choices which await us all and the decisions which we face along the way. When discussing the poem we felt that even as he makes a

choice the speaker knows that he will wonder what may have happened along the other path. The nature of the decision is such that there is no right path, just the chosen path and the other path.

We have used the idea of “language actually spoken” as a central idea when writing the dialogue for our performance. We also wanted to include “layers of ambiguity and irony” in order to reflect the depth of the poem which on the surface feels quite tame. Our performance will explore that dilemma and we intend to create a piece of social theatre which explores the dilemmas a young adult must face today. Our work will offer the choice between two paths, one will depict the darker aspects of what might happen and the other will relate to more positive outcomes. The question posed will be “which path is for you”. Our aim is to achieve a memorable impact on our young audience.

The performers will multi role and the musician will underscore and punctuate scenes with her piano accompaniment. The target audience will be our sixth form students.

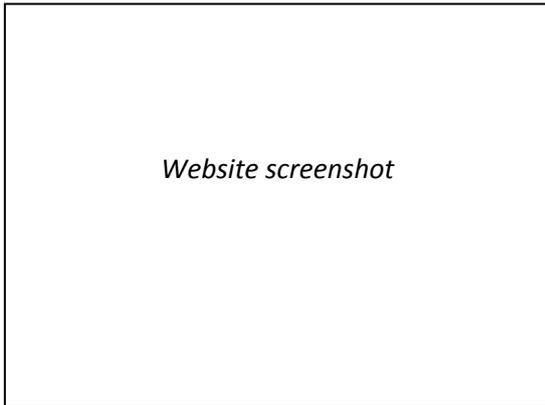
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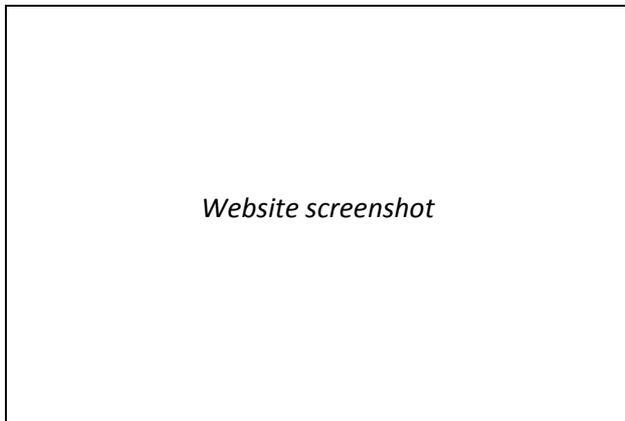
**Marketing Practices - DQDT advertises and promotes its business across a range of platforms**

**WEBSITE**

Website is split into Community and Professional for ease of use depending on client's area of interest.



On the Community site you can find out about classes which you can book and pay for using PayPal. This is effective as it is convenient for clients, alerts the company as to who has signed up and which classes are not selling well and therefore require further marketing strategies to increase revenue.



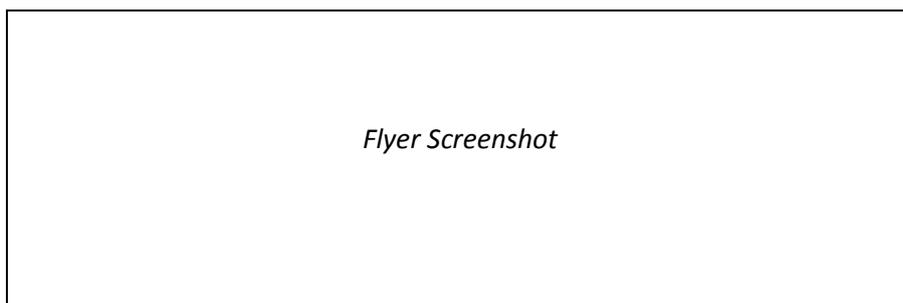
The professional site advertises the productions and convenient links to venues for ticket sales

**Social Media: Twitter and Facebook**

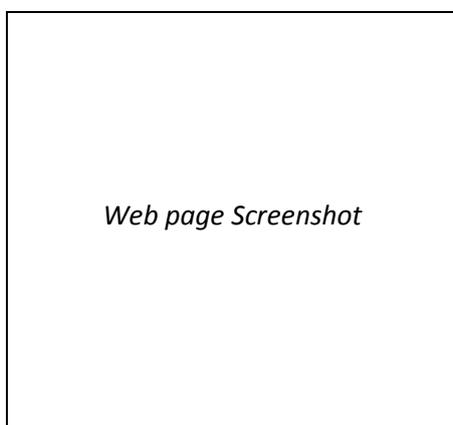
Provides Regular updates and foster a sense of belonging



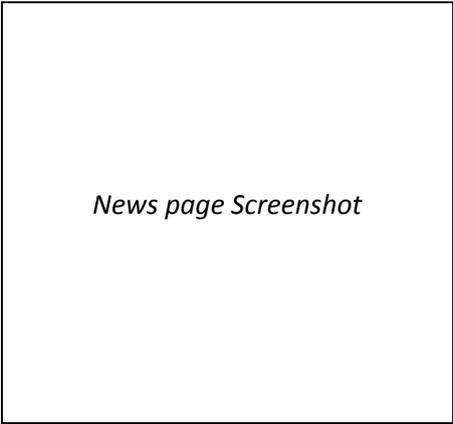
**Flyers and Posters in community venues – for those without social media and raise profile of company**



**Regular e-newsletter to keep clients informed of upcoming events and promote new classes**



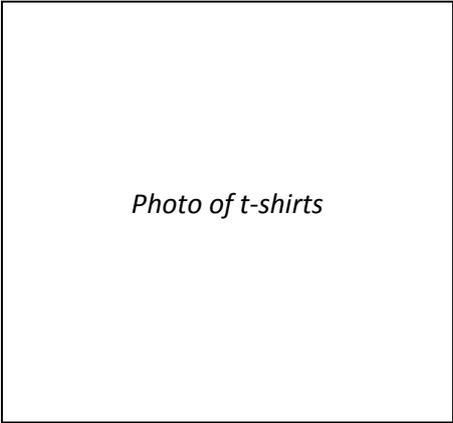
**Newspaper adverts and features raise profile and increase business**



*News page Screenshot*

## **Products**

**T - shirts – raise revenue and profile and create community identity**



*Photo of t-shirts*

**386 words**