



Before creating and performing a piece of work, it is important for the choreographer and performers to understand the context in which the performance piece is set. There are several factors that will influence the creation and performance of a piece of work.

The social, cultural, political and historical context

Social context

This relates to how society functions and its moral values. Work can be influenced by:

- **Societal values:** Exploring moral issues or standards of behaviour, such as discrimination or bullying.
- **Media:** The influence of news, TV and the internet on opinions and emotions.
- **Audience expectations:** The need to entertain, but also the desire to challenge an audience's thinking.
- **Fashion:** Using clothing styles from a particular era to establish a setting or theme.

Cultural factors

Many artists are influenced by cultural factors, such as:

- **Artistic heritage:** Practitioners are often influenced by the work of those who came before them, such as Bob Fosse's iconic choreography in productions like *Chicago*.
- **Personal background:** A practitioner's family, friends and community identity (for example being Welsh) can shape their artistic voice and the stories they choose to tell.
- **Traditions:** Using traditional music, dance (for example folk dance) or rituals from a specific culture.

Political factors

This refers to the influence of government, political events and ideologies.

- A performance can make a political statement about who is in government and include political themes or subject matter such as Brexit, human rights or diversity.
- The political climate at the time of a performance can affect how an audience interprets its message.

Historical factors

- This can be described as any global historic event, such as the Russian-Ukrainian war which started in 2022, the 9/11 terrorist attack in 2001 or the 2020 Coronavirus pandemic. If your performance is based on a worldwide key event, ensure that thorough research is carried out into who was affected and why.

Other factors that will affect your performance

Venue

Where will it be performed (for example school hall, community hall, local theatre or hotel function room)? The venue affects the style and scale of the performance.

Target audience

Who are you performing for (for example young people, elderly people, parent and toddler groups, diverse or minority groups, or disabled groups)? The content and style should be appropriate and engaging for your intended audience.

Genre

What is the performance style (for example musical theatre, contemporary dance, play, street performance)?

Budgeting

You must manage the money for your production carefully. Costs can be split into two types:

- **Hard costs:** Fixed expenses that must be paid. Examples include venue hire, performance rights (royalties) for scripts and music, and printing of tickets and programmes.
- **Soft costs:** More flexible costs that can sometimes be negotiated or reduced. Examples include costumes, props, set and marketing materials.

Personnel

You may need a production team to help bring your vision to life. Key roles can include:

- | | |
|----------------------------|----------------------------------|
| • Music director | • Lighting and sound technicians |
| • Choreographer | • Stage manager |
| • Set and costume designer | • Hair and make-up artists |

Timeline or production schedules

A timeline is a schedule of events that will take place so that you can develop your creative vision within a specific timeframe. A timeline should include key deadlines for all stages of the production process, such as:

- | | |
|-------------------------|----------------------------------|
| • Creating a budget | • Set construction |
| • Auditions and casting | • Technical and dress rehearsals |
| • Marketing the event | • Performance dates |
| • Rehearsal periods | |