

SIGNIFICANT PROJECTS/RESEARCH PAPERS

Communication Major, Sociology Minor

Project Title: Final Research Paper on Misogyny In Rap Music

Assignment: The objective of this assignment was to present an investigation and inquiry into a question, answering it with detailed substantial information. Communication Research Methods was taught by Dr. Evusa. The importance of the assignment was to see how well I have acquired the necessary skills learned in this course and applying the skills to my project. I hope to link the skills in my potential career by conducting researches for organizations by identifying the problems and coming up with solutions to fix the problem. Dr. Evusa thought my topic was very interesting, because misogyny in rap music is a current issue in our society today.

Introduction

In today's society music videos have not only remained sexual but have also become misogynistic and degrading. Some scholars have charged several of these music videos with persuading young girls and older women to act in a certain manner. Women are normally portrayed as strippers and in a negative way in these music videos. Misogyny is very popular in hip-pop music, but has even become well known in other genres such as Country and R&B music.. Not only is this trend currently a major problem within today's society, it has also sparked major controversies. This paper intends to focus on how rap music video is objectifying women. Rap artists are known to present women in their videos in a manner that bring forth whether a sexual or inappropriate behavior. Music videos containing misogyny behavior mainly target females. Women tend to lose respect from the society, friends and even family. This has been an issue going on a longtime, but in current years the issue tends to be at a level that's not pleasing to many viewers. At this point I think the government or the media need to enforce stricter laws and what can be aired on public television.

Literature Review

The study's overall research question attempted to discover the extent music videos contain misogyny behavior that is objectifying to women. The study initial goal was to compare and contrast how both male and female artist portray women in their music videos. According to the text, *Race/Gender/Media: Considering Diversity across Audience, Content, and Producers*, rap artists' mainly target African American females. A content analysis of music videos was necessary in order to identify how female view themselves, as well as the opposite sex, in these videos. The sampling frame involved a selection of top 10 male and female bill board's singers.

In addition, the study's goal was to see the different actions that were displayed in these misogyny videos. These may include violence, racial injustice, and sexuality. This point was related to my research question in several ways. The article, *Images of Sexual Stereotypes in Rap*

Videos and the Health of African American Female Adolescents outlined the sexually disparaging and negative depictions of women in these videos. This source helps the study to recognize that these women were used as decorative object in a sexual way than active agents. Data analysis was done by using the descriptive statistics of findings so as to arrive at accurate results.

In today's society we may believe that only rappers and women involve in music videos contribute to misogyny behavior. In fact, national television plays a major role also. The article, *Controversial Rap Themes, Gender Portrayals and Skin Tone Distortion: A Content Analysis of Rap Music Videos* explained that, many of the national stations contribute to misogyny behavior in rap music (Conrad, 2009). This may include a women dancing in a provocative manner and the lyrics that used sexually provocative language. One of the negative effects caused by similar rap music is that audiences tend to perceive the society in a certain manner when see these videos. In other words, men were more likely to perpetuate violence, while women are more likely to be portrayed as victims (Conrad, 2009). Males were seen in a positive manner than females. Both thematic and descriptive variables were also outlined in this article.

In these misogynistic videos women are used in many different ways to bring forth the message. The journal article, *Female Body Image as a Function of Themes in Rap Music Videos: A Content Analysis* focuses on how the body images of a woman are used to carry out the message in these rap music videos (Zhang, 2010). The study's analysis also revealed that these rappers target women that were slimmer in body. The article made it clear that these women that represent in these videos fit's the occupation of a model (Zhang, 2010). Therefore, one of the study's objective was to pause the question whether body size differ and plays a role in these music videos.

Misogyny in rap music basically demeans the standards and value of the society. The journal article, *Stereotyping Effect of Black Women's Sexual Rap on White Audiences* looks at how this particular issue can degrade the society (Su-lin, 1997). This source is important to the study's

research question because it looks at the lyrics and imagery of these rap music. These lyrics tend to describe the women in these videos and women overall. This particular source gave a brief overlooked that if women continue to be portray in a negative way our future generation is at risk (Su-lin, 1997).

Many of the women featured in these rap music videos are usually attired in a certain manner. The article, *The Essence of Res (ex) pectability Black Women's Negotiation of Black Femininity in Rap Music and Music Video* looks at the negative images of women in a popular culture. It also looks at the actions the rapper performs on women in these music videos (Reid-Brinkley, 2008). The article goes on to note that women who suffer from economic privileges are mostly the one's you find part taking in misogyny behavior (Reid- Brinkley, 2008). This article was relevant to the study's research question because it outlined the dress code for many of these women in these videos. These include skimpy dress and skirts.

The journal article, *The influence of misogynous rap Music on Sexual aggression against women* outline that misogynous behavior contributes to psychological disorder. In other words, the behavior has a lot to do with how these women act (Barangon, 1995). Women that are more aggressive are normally for purposes of gratifying men, which involved pornography (Barangon, 1995). This would be relevant the study's research question by not only comparing both men and women aggression in these videos but also to viewing whether men aggression justified to women aggression in these videos.

Upon analyzing the result of the related studies, this research noted that each of the sources support the research questions..

Methods

This study utilized a triangulation of three different methods including surveys, focus group and content analysis. Open and ended questions that were pertaining to my research questions were used. Observations from both males and females were compared so I could see the similarities and differences between the answers. The open-ended question set out to discover

whether or not participants saw rap music video objectifying to women. The survey included eight (8) females and two (2) males. Three different age groups targeted by rappers were included: 18-21, 21-26 and 26 -32. The questions asked include: “Do you think rap music is objectifying to women? And “What ways do these rap music videos portrays women?” You must list all these questions!

Three participants, two females and a male, were involved in my focus group. Each individual was situated in different rooms and was asked the same questions. The focus group basically asked the same open-ended questions also used in the survey.

The content analysis involved three female individuals who assisted in assessing the study’s inter-coder reliability. The participants were given to watch a particular misogyny rap music video and count how many times they saw that explicit action happens in the entire music video. The five (5) constructs included:

1. Lyrics being used
2. Manner of dress
3. Provocative dancing
4. Camera zooming in on boobs etc
5. Camera zooming on other body parts

In addition, all three individuals had to count and observe how many times the males in these misogyny videos outlined these actions base on the different categories listed above. The decision to conduct content analysis the study’s secondary objective involving the need to compare both males and females at the end of the content analysis and actually see if some of the males were higher in some categories that the females.

Results

By using a triangulating of methods, I was able to enhance the validity of this study. Regarding the survey question asking individuals in what they believe these women were portray in these rap music videos. Out of the eight (8) females, seven (7) agree that these women were

portray in all of the above. These categories included the lyrics used, provocative dancing, manner of dress and camera zooming in on specific body parts. However, a single female believe that these women were only portray just by the lyrics being used. According to the two males who took part in my survey, one answered that these women were not being portray in any form of manner while the other thinks women are being portray in these videos by the lyrics being used. In addition the researcher felt that these rappers target young females the most. Based on the result from the survey, the age group that these individuals believe was target the most was 18- 21. Out of a total of eight (8) females participants who responded to the survey, five (5) responded that these misogyny music videos should not be aired on television. On the other hand, three (3) females believe that these video should be aired on television and stated that yes. Comparing my answers to the females, both males believe that these videos should not be aired on television. To sum up the results from the survey, these particular participants were asked whether they felt abused by rap music and do they believe rap music was the only genre that promotes misogyny behavior. Out of eight (8) females, five (5) stated that they felt abused by these misogyny behavior, while the other three (3) noted that they did not felt abuse. On the other hand, the males noted that they did not felt abused participating in these misogyny behaviors. The results to whether or not rap music was the only genre that promotes misogyny behavior states that out of 100 percent (%) including males and females, 98 (%) agree that this behavior could be outline in other genre. The study is confident that the results are accurate because both male and female were compared to see the differences and similarities.

The result of the focus groups was also accurate. The first question asked was “as an individual do you feel violated by rap music in any way?” Both females stated yes, while the male stated no. A follow up question asked whether rap music affect any of these individuals negatively. Both females answered yes, stating they felt very shame to be a women and this behavior had demean our society and values. On the other hand, the male stated no. The third question posed was, “do rap music videos focus too much on women private parts.” Both females answered yes and again the male stated no. The fourth question posed was “does rap

music videos lead to a change in a women behavior.” Overall, both females answered yes and the male responded saying no. It gave me a different view on how males see this issue differently than women.

Gathering data from the content analysis finding was completely different as well. .There was no inter-coder reliability. Based on all the five (5) categories they were only two categories that came up with the same results. These were provocative dancing and the body parts that camera zooms in on. However, Kelsey, Jenna and the researcher’s finding were completely different. In some categories the results was very high and in others the results was low. With lyrics being used in these misogyny music videos, the males used these lyrics the most unlike the females. As far as the manner of dress is concerned, the females led in this category. They were always know to wear skimpy dress and skirts, while the males dressed casually at all times. According to the provocative dancing, the females led the males in this category I found that the camera focus more on the females body parts that the males. These areas included the females’ boobs and booty. On the other hand, you would not find a camera focusing in on a specific area on a male. In fact, the camera focuses all over.

Discussion

Conducting my research project provided an understanding that males definitely view things differently from females. However, the males believe that these songs were just like any other songs. I definitely can improve my understanding by thinking of different methods I could carried out to come up with my findings. Also, I could go more in details on the issue. My findings said a lot about the content of the rap. My findings made it clear that rap music is very objectifying to women and also degrading to society. In addition, my findings added that these women were definitely portrayed in the five (5) different categories I outlined in my paper.

Conclusion

I thought my research question was very interesting. Reason being, I chose a topic that is

currently happening in our society. We experienced this behavior each day by seeing these misogyny videos on television. I had a lot of fun conducting my research, especially doing the different methods and getting to see the different findings. I believe that we should not overlook this issue anymore, because if we do our future generation can be affected deeply. I definitely think the government should come up with some form of solution to eliminate or even the reduce rap music videos containing misogyny content.

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