

## ARTICLE 1: When Pop Music Meets a Political Issue: Examining How “Born This Way” Influences Attitudes Toward Gays and Gay Rights Policies.

<http://web.b.ebscohost.com.ezproxy.bu.edu/ehost/detail/detail?vid=0&sid=9c6f8ff4-6cc3-4e71-9ce8-17ea83dbd46c%40pdc-v-sessmgr01&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZS5zY29wZT1zaXRI#AN=94723704&db=aph>



### When Pop Music Meets a Political Issue: Examining How “Born This Way” Influences Attitudes Toward Gays and Gay Rights Policies

S. Mo Jang and Hoon Lee

*Although popular music and politics have been linked in various contexts, surprisingly little is known about whether and how popular songs can influence political attitudes. The present study provides initial empirical evidence that popular music affects public opinion by altering the standards for subsequent political judgments. Using an experiment of a national sample, the current study demonstrates that Lady Gaga’s highly popularized song, “Born This Way,” primes genetic explanations of homosexuality in citizens’ ensuing evaluations of gay rights issues. The findings revealed that vocalized lyrics are the key element of the priming effect among other musical components.*

Popular music is a genre of entertainment that frequently addresses politics (Van Zoonen, 2005). Music has not only long been a tool for political propaganda, but also has served as a site of resistance. Under apartheid, South African officials promoted their homeland’s policies by playing rural music, but urban music was prohibited (Street, 2003). In the Western context, the Voice of America, created by the CIA, played music for propaganda purposes, but at the same time it was also responsible for monitoring the broadcasting of a particular genre, folk songs. Moreover, pop music has played an active role in facilitating election campaigns and social movements with specific agendas, such as peace, freedom, the environ-

---

**S. Mo Jang** (B.A., Seoul National University) is a Ph.D. candidate in Communication Studies at the University of Michigan. His research focuses on information choice and effects in political and science communication. His recent research examines the dynamics of public attention using social media big data.

**Hoon Lee** (Ph.D., University of Michigan) is a postdoctoral research fellow at the Nam Center for Korean Studies at the University of Michigan. His current research investigates social impacts of entertainment media and new communication technologies in cross-national and cross-cultural contexts.

© 2014 Broadcast Education Association *Journal of Broadcasting & Electronic Media* 58(1), 2014, pp. 114–130  
DOI: 10.1080/08838151.2013.875023 ISSN: 0883-8151 print/1550-6878 online

- a) This article wishes to determine whether or not music has a direct or indirect effect on politics.
- b) Pop music addresses politics as it is a form of propaganda.
- c) Vocalized lyrics creates a priming effect that causes a shift or change in political standpoint/judgement.

## ARTICLE 2: Sexually Objectifying Pop Music Videos, Young Women's Self-Objectification, and Selective Exposure: A Moderated Mediation Model

<https://journals-sagepub-com.ezproxy.bu.edu/doi/full/10.1177/0093650216661434>

- a) The article discusses negative impacts women receive through sexually objectifying media content.
- b) The author expects us to already know that there are contents that sexually objectify women.
- c) Sexually objectifying women, through a platform such as music videos, may cause a negative spiraling effect: increase in self-objectification, then additional preference for such content.

Article

### Sexually Objectifying Pop Music Videos, Young Women's Self-Objectification, and Selective Exposure: A Moderated Mediation Model

Communication Research  
2020, Vol. 47(3) 428–450  
© The Author(s) 2016  
Article reuse guidelines:  
sagepub.com/journals-permissions  
DOI: 10.1177/0093650216661434  
journals.sagepub.com/home/crx



Kathrin Karsay<sup>1</sup> and Jörg Matthes<sup>1</sup>

#### Abstract

There is intense discussion among experts about the potential negative impact of sexually objectifying media content on young women. This article presents an experimental study in which young women were either exposed to pop music videos high in sexual objectification or to pop music videos low in sexual objectification. Women's self-objectification and their subsequent media selection behavior were measured. The results indicate that exposure to sexually objectifying media increased self-objectification, which in turn increased the preference for objectifying media content. Self-esteem, the internalization of appearance ideals, and body mass index (BMI) did not influence these relationships. Implications of these findings are discussed.

#### Keywords

sexual objectification, self-objectification, selective exposure, media choice

#### Introduction

Sexually objectifying depictions of women are commonly presented in Western media. Empirical studies have shown that TV programs (Vandenbosch, Vervloessem, & Eggermont, 2013), video games (Downs & Smith, 2010), music videos (Aubrey & Frisby, 2011; Frisby & Aubrey, 2012), and print advertisements (Graff, Murnen, & Krause, 2013; Stankiewicz & Rosselli, 2008) often present women in sexually

<sup>1</sup>University of Vienna, Austria

#### Corresponding Author:

Kathrin Karsay, Department of Communication, University of Vienna, Waehringerstr. 29, 1090 Vienna, Austria.

Email: [kathrin.karsay@univie.ac.at](mailto:kathrin.karsay@univie.ac.at)

## ARTICLE 3: Booze, Drugs, and Pop Music: Trends in Substance Portrayals in the Billboard Top 100-1968-2008.

<http://web.b.ebscohost.com.ezproxy.bu.edu/ehost/detail/detail?vid=0&sid=26246331-4792-497e-b210-8498bc9c82eb%40sessionmgr103&bdata=JnNpdGU9ZWhvc3QtGjZSZZY29wZT1zaXRI#AN=70134116&db=aph>

Substance Use & Misuse, 47:121–129, 2012  
Copyright © 2012 Informa Healthcare USA, Inc.  
ISSN: 1082-6084 print / 1532-2491 online  
DOI: 10.3109/10826084.2012.657433

informa  
healthcare

ORIGINAL ARTICLE

### Booze, Drugs, and Pop Music: Trends in Substance Portrayals in the Billboard Top 100—1968–2008

Peter Christenson<sup>1</sup>, Donald F. Roberts<sup>2</sup> and Nicholas Bjork<sup>1</sup>

<sup>1</sup>Lewis and Clark College, Portland, Oregon, USA; <sup>2</sup>Stanford University, Stanford, California, USA

This paper presents the results of a content analysis of alcohol and drug portrayals in the top 100 *Billboard* songs from each of the years 1968, 1978, 1988, 1998, and 2008, thus allowing both a characterization of substance portrayals in music generally and an analysis of changes over time. Of the final sample of 496 songs, 10.3% contained a reference to alcohol and 5.7% contained a reference to drugs. A substantial increase was found over the decades, and in particular over the last two: in 1988, 12% of songs referred to either or both classes of substance, compared to 30% in 2008. Marijuana was by far the most frequently mentioned drug. Both alcohol and drugs were much more likely to be portrayed positively than negatively, especially in recent decades. The results are discussed in terms of relevant theories of media processing and impact.

**Keywords** music, pop songs, substance use, drug portrayal, *Billboard*

#### INTRODUCTION

There is a great deal of concern in the United States and many other countries about substance misuse among youth. It is clear, moreover, that popular music frequently incorporates substance-related themes and references related to substances. Given that youth are heavy users of popular music (Christenson and Roberts, 1998; Roberts, Henriksen, & Foehr, 2009), and given the increasingly strong evidence that exposure to popular music can influence young people's attitudes and behavior (cf. Roberts & Christenson, 2011), it is important to examine the frequency and nature of substance references in contemporary popular music, especially with respect to how these references might encourage or discourage substance use among listeners. The purpose here is to present new data on alcohol and drug portrayals in popular songs. In part, these new data refresh and expand the picture presented by previous work. In addition, however, the study incorpo-

rates an element missing from previous studies: a view of historical trends. After a general discussion of the association between popular music and substances and previous content analysis of music, we report the results of a content analysis of American chart hits (496 *Billboard* Top 100 songs) crossing the five decades from 1968 through 2008.

#### Popular Music and Substances: A Long Association

There is good reason behind the cliché "Sex, drugs, and rock and roll." This article deals with only two elements of this trinity, excluding sex but adding alcohol, which has long played a prominent role in popular music. It is unlikely that any of us would have the least difficulty thinking of a popular song—even a *favorite* song—that referred to, perhaps even celebrated, substance use. It is not surprising that alcohol and drugs appear as themes and references in popular songs, given that young musicians tend to write and sing about their own lives and experiences. Indeed, such references have permeated popular music for decades.

#### Why Do Substance References Matter?

It is important to consider the frequency and tenor of substance references in popular music lyrics primarily for two reasons. First, under the assumption that the content of popular music says something about what is on the minds of the youth who produce and consume it, an examination of popular song lyrics indicates what young people are interested in, worrying about, aspiring to, and so on. Of course, the themes in music will not represent *all* youth—some have little interest in participating in popular culture. Nor will it provide a completely faithful image of the agenda of adolescents who do participate. For one thing, it is in the very nature of popular media, music included, to select from and distort reality. Thus, popular music tends to incorporate themes related to some adolescent concerns more than others: more about sex and partying, for example, than about studying hard to get into

Address correspondence to Peter Christenson, Lewis and Clark College, Portland, Oregon 97219, USA. E-mail: Peter.Christenson@lclark.edu

121

- Examine drug and alcohol portrayals in recent pop music and how that may affect the youth.
- Many countries are concerned about youths misusing substances.
- Interesting that while the actual youth culture in 1960s and 1970s were more associated with substance use, the music during that time didn't have that many references to it.