

The academic article, "Sexually Objectifying Pop Music Videos, Young Women's Self-Objectification, and Selective Exposure: A Moderated Mediation Model", discusses the negative impacts women receive through sexually objectifying media content, specifically within the music industry. Within the article, Kathryn Kansas and Jorg Matthes conduct a study to present the evidence that women are affected through sexually objectifying them. Their research is based on the objectification theory that Fredrickson and Roberts claimed. The elaborates claim that when one experiences or witnesses sexual objectification, it may cause self-objectification within women.¹ The authors reveal how the dangers of music aren't simply self-objectifying, but it may also read to health risks, such as dissociation, depression, self-harm and more.² As my research topic is focusing on the effects music plays on society itself, this article reveals a specific section of society: females and how they can be sexualized in music.

The authors based their research off the ideas of the objectification theory. From the different articles I found previously, this article is unique in that it looks at the effect music plays on females, which provides a different point of view within society. In regards to other music self-objectification articles, the authors distinguish their work from others by looking at consequences of the self-objectifying. Prior researchers mainly looked at the effects of what sexually objectifying media can lead to, however, Kanasa and Matthes take it a step further by looking into more of the consequences. Due to prior researchers already making a connection between self-objectification of women from media content and how it does occur, Kansas and Matthes look more specifically at whether there's a positive or negative effect and what actually causes this self-objectification to occur.

Within the article, the authors heavily relied on their own evidence to support their claim. However, before conducting their own research, they develop context by calling on findings discovered by other researchers. As the authors conducted their research, they looked at self-esteem, the internalization of appearance ideals, and the BMI to help them come to their own conclusions.³ Throughout the article, we see the author heavily relying on their own data and statistics to make a claim.

Karsay, Kathrin, and Matthes, Jörg. "Sexually Objectifying Pop Music Videos, Young Women's Self-Objectification, and Selective Exposure: A Moderated Mediation Model." *Communication Research* 47, no. 3 (2020): 428-50.

¹ Kathrin Karsay, and Jörg Matthes, *Sexually Objectifying Pop Music Videos, Young Women's Self-Objectification, and Selective Exposure: A Moderated Mediation Model* (2020), 428-50

² Ibid.

³ Ibid.