

The Impact of Images in Music Video Clips on Audience

Omobolanle Olayinka Thomas

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Approval of the Institute of Graduate Studies and Research

Prof. Dr. Elvan Yılmaz
Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Arts in Communication and Media Studies.

Prof. Dr. Suleyman Irvan
Chair, Faculty of Communication and Media Studies

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Communication and Media Studies.

Assoc. Prof. Dr. Nurten Kara
Supervisor

Examining Committee

1. Assoc. Prof. Dr. Nurten Kara

2. Assoc. Prof. Dr. Bahire Özad

3. Asst. Prof. Dr. Yetin Arslan

ABSTRACT

The research studies on the media effect have changed from full effect to the limited effect assumptions through the communication studies but never ended. The impact of media messages on the audience and its influences on the construction of self-images is an important question to ask even today. The media messages do not only have influence on ideas but also on physical features as well. To understand how young people evaluate musical video clips in terms of gender roles and if it has an impact on constructing the perfect body image became the main concern of this research study.

This present study examined audiences views on the roles attributed to women and men in musical video clips; if human are being humiliated in musical video clips; what seems to be a perfect body image and if they take this characters as their role models. A total of one hundred students (50 female 50 male) in Eastern Mediterranean University, North Cyprus viewed four different contemporary music video clips that feature thin and attractive women, the image of men and women exposing their body, and also both images doing different kind of movement such as sexy dance and choreography.

The findings in this study demonstrates that the images in musical videos is what the audience cultivates to be the characteristics of men and women's body image such as; woman who has a slim body has a perfect shape and as for man body, it should be well-built.

The present research finds out that audience do not believe that women's body are being humiliated in music videos irrespective of the subordinate roles and objectification that is attributed to women's body in musical video clips. This study demonstrates that media (re)produce ideologies and construct identity on body image of men and women for its audience through repetitive viewing of images in musical video clips on television.

Keywords: Body image, Cultivation Theory, Culture, Gender, Media.

ÖZ

Medyanın etkisini arařtıran iletiřim alıřmaları zaman ierisinde medyanın izleyici üzerinde gcl etkisi olduėu iddialarından sınırlı etkisi olduėu inancına geiř yapsa da bu tartiřmalar asla bitmemiřtir. Medya mesajlarının dinleyici/izleyici üzerindeki etkisi ve bu etkinin z-farkındalık oluřturma üzerindeki rol gnmzde de arařtırılması gereken bir konudur. Medya mesajları sadece fikirleri etkilemez aynı zamanda fiziksel davraniřları da etkiler. Bu alıřmanın amacı, gen yařtaki insanların izledikleri mzik kliplerinde cinsiyet rollerine nasıl baktıėını incelemektir. nk bu video klipler mkemmel vcut grntsnnn nasıl olması gerektiėi konusunda imgeler retir.

Medya'nın izleyici üzerinde etkisi olduėuna dair inaniř geerliliėini hala korumaktadır. Bu alıřmada mzik kliplerinde kadın ve erkek rollerinin nasıl algılandıėını incelemek iin niversite ėrencileri üzerinde bir algı arařtırması yapılmıřtır. Gen insanların mzik kliplerindeki grntlerden kendilerine rol modeller seip seemediklerine bakılmıřtır. Kuzey Kıbrıs, Doėu Akdeniz niversitesi'nde 50 Kadın ve 50 erkek ėrenciye kalıp yargılařmıř zayıf ve ekici kadın ve kaslı erkek bedenlerinin kullanıldıėı, seksi řekilde dansların edildiėi drt mzik klipi izletildi ve izleyicinin kadın erkek rollerine iliřkin algılarına bakıldı.

Bu alıřma, mzik videolarındaki grntlerin ideal kadın ve erkek vcut bedenlerinin nasıl olması gerektiėi konusunda retilen anlamların izleyici üzerindeki etkisine ve izleyicinin bu anlamları nasıl yeniden rettiėine bakmıřtır.

Pek çok genç izleyici kadın vücudunun müzik kliplerinde nesneleştirilerek kötüye kullanılmadığını düşünmektedir. Bu çalışma öncelikle; izleyicinin kadın bedeninin sömürülmesini normalleştirdiğini göstermiştir. Ayrıca, video kliplerde kullanılan beden ölçülerinin ideal insan bedeni olarak algılandığını ortaya koymuştur.

Anahtar Kelimeler: Vücut görünüşü, Yetiştirme kuramı, Kültür, Cinsiyet, Medya

Dedicated to my father

Hon. Akinsanya Olanrewaju Thomas

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Chapter 1

INTRODUCTION

The use of body image is a fact that exists in our daily life. We get in touch with it either consciously or unconsciously because it's what we see in media e.g. (magazines, billboards, radio, newspaper, television, posters, handbills etc.) in a way images this images are either used to sell products, to tell stories or to produce value. It is assumed that media does have effects on the people (Gerbner, 1986), and it makes them cultivate some attitudes and behaviors in this way media can produce culture and also maintain it.

This chapter is an introduction to the research study which has the background of media, musical video and body image. This study is focusing on how audiences feel and what they construct in the mind in terms of the characteristic of perfect body images and the roles given to men and women that they view in music video clips.

1.1 Introduction to Media, Musical Video and Body Image

At a time in the 1930s media was said to have direct effect on its audience but later things change and arguments were raised that media has limited effects on its audience (DeFlueur & Ball-Rockeach, 1989). George Gebner says that media does have effect on its audience but it's not an immediate thing but after a prolonged exposure to media text (Gerbner, 1986), since most of the media text have images and are viewed on television, magazines, movies, musical video clips etc. this is to say

that what we learn from the media thus has influence in the production of images and cultural meanings.

The influence of television irrespective of the program and genres on body image in men and women doesn't exclude young people. Musical video which is viewed on television also have images in the cause of production and people are exposed to it. Because of the way media portrays both men and women's body images, it has created room for researchers to look at the relationship between media and body images. And also to know the effect of too much exposure to media's idealized images.

Researchers like (Van den Berg, Paxton, Keery, Wall, Guo, & Neumark-sztainer, 2007) have carried out research on how media influence children and adolescents when it comes to the ideology of having a particular body size and shape. Thin models and actresses appear to be the standard in today's media, ever-present on television, musical videos, magazines, movies, and Internet sites (Van Vonderen & Kinnally, 2012).

1.2 Background of the Study

Mass media and communication are tools for creating and promoting culture, Culture is the total way of life of people which comprises of peoples history, religion, artefacts, major occupations, writings, food, appearance (natural and material), etc. (Baran, 2007). Culture is dynamic as in space and time. It is the exposure to repetitive images that builds up to become what the audiences internalize and gradually becomes culture which also define culture to be a learned behavior of a social community. For a culture to be learn and cultivated, there's a need to repetitive exposure of images and information.

According to the argument that media does have effects on its audience, one can relate this to the theory of cultivation (Gerbner, Gross, Morgan, Signorielli, & Shanahan, 2002) which assumes is that media does have a long term effect on it audience which is long term exposure to televisions viewing. In the process of watching television one is been exposed to different contents in media and if one is a heavy viewer then, the probability of you accepting what is shown in television as reality is very high(Meyer, 1989).

The representation of body image in the media has created an identity for men and women in the society(Beynon, The Commercialization of Masulinity from the 'New Man' to the 'New Lad', 2004). In adverts, movies, drama series, news and music videos, men are depicted to be aggressive, powerful, dominant and not caring, whereas women are victims of circumstances, objectified, seen as weaker vessels, also in media institute and political appointment in government house few women hold position of power while the majority of men are the ones in full control of power (Macnamara, 2006; Gill, 2007; Tuchman, 1979; Kalof, 1999).

Body image is one thing that is very important now in the society; it's the perception of what a person has of his or her own body, which is developed through the interactions with one's own body and the society (Haavio-Mannila & Purhonen, 2001). The way both young and older men and women are so concerned about their body image is becoming dominant, so this has made body image become an important issue mostly for sexes in the society.

Both positive and negative impact of body image is not something that just started in the recent year or decades. Surveys were carried out in the US in the 1970s and

1980s and later in 1990s that shows that both male and female's body image perception has become negative over time (Cash & Henry, 1995).

The influence of media on body image in women doesn't exclude young people. Some researchers (Jung & Lennon 2009; Perrier, 2007; Morno & Huon, 2005), have carried out research on how media also influence adolescent, women and children when it comes to the ideology of having a particular body size. A research was carried out on children and adolescent based on the influence of media on body image, 925 participated in the research, from ages 9-14 both male and female. The research shows that media influence children to want to be slimmer. They believe thinness is the right body size; to be overweight is a negative stigma (Lawrie, Sullivan, & Davies, 2007). In this content, young people use the media more to define role models which makes media shape their minds.

Through the medium of television we get in contact with music videos with different kind of body image. The making of musical video comprises of songs and images which is mainly for visual imagery, musical video started to get popular in the music industry in the 1920s which initially was produced for the promotion of artists (Goodwin, 1956).

With the help of television cable network and also CD(Compact Disc) which are used in storing audio visual data's such as musical video, it made musical videos become what everyone makes contact with in our daily activity for example in our homes on television channels and also in private and public space.

Due to the fact that people are now exposed to different contents in musical video clips such as body images, gender roles and sex in music. Scholars like (Cummins, (2008); Kalof, (1999); Wallis, (2010); McClary, (1993), Hansen & Hansen, (1990), have examined roles and sexual attitudes in musical video, they found out that women in music videos are mostly used to do sexy dance and also audience enjoy the sexual contents in music video because it gives them sexual arousal.

1.3 Aims of the Study

The combination of music and images with all kind of movement and dance steps do create something in the mind of audiences. With the belief that media has the power to influence its audience, the study intends to carry out the research based on this assumption using musical video as a material to understand the reaction of university student in Eastern Mediterranean University perspective of university students in roles and the characteristics of a perfect body image in musical video clips. This would make the research study know the audience perception of what they develop in their minds when exposed to musical video that has thin and attractive women and also the exposure of men and women's body.

1.4 Limitation of Study

This present study is limited to students in Eastern Mediterranean University, Famagusta North Cyprus in the year 2013 Fall Semester, students within the age of 17-24 and with four contemporary music video clips.

1.5 Research Questions

The musical video clips are one of those media texts where body images are used most. Since audience are so much subjected to those body images through the music videos, it would be important to find out the impact of those images on the audience. The body images and the gender roles given to the body images presented in video

clips will be analyzed. With the above mentioned reasons, this research seeks answers to the following questions:

RQ1 What are the characteristics of perfect body image the audience developed in their minds?

RQ2 Does the audience who are watching musical videos have any belief if women bodies are being humiliated or not?

RQ3 What are the perception of the audience about the roles attributed to women and men in video clips?

RQ4 Do the audiences take the characters as their role models or not?

1.6 Definition of Terms

For the purpose of this study, the following words are the key terms in this research:

Body image: the way a person feels or thinks his/her own body size, shape and weight should be. Body image can also be self-evaluation of one's body; an idealized image of one's body shape.

Gender: Gender is a state of being male and female with a socially constructed role given to men and women in the society.

Cultivation Theory: it is one of the effect theories in the field of mass communication and media studies by George Gerbner. The theory suggests that when audiences are exposed to television viewing overtime, they can construct their perception of reality based on what they see on television.

Culture: It's a behavior we develop through knowledge and it becomes part of us which we use to communicate in life. It helps us to define our world and our place in it. Culture is constructed and can be changed, it develops over time and maintenance of culture develops over time occurs through communication and mass communication

Media: is a way of communicating with the general public with the medium of news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.

Chapter 2

ROLES OF MEDIA IN CULTURAL (RE) PRODUCTION

Media is one of the most important tools in the production and re-production of cultural meanings. Number of research studies in the field of mass communication had been trying to find out the role of the media in the learning of cultural meanings. The meanings that the audience are subject to is related to many different areas of life. However, this research study will focus on the construction of body images and gender roles. The representation of men and women in media can generate identity and also have an effect on the people thus it can (re)produce cultural meanings to the image of men and women in the society.

2.1 Cultivation Theory

The impact of the media on the audience has been the subject of especially the early mass communication research studies. Full media effect assumption, as in the magic bullet theory(Puri, 2011) has been falsified by many researcher (Lazarfeld et al, 1944; McCombs & Shaw, 1972). However, the media effect arguments in the studies such as: broadcast of war of the world by Orson Welles and mercury theatre group on radio did not deny the media impact on the audience totally.

Cultivation theory is one of the types of limited media effects by George Gerbner (1986) which is based on the assumption that one can cultivate attitude after a prolonged exposure to television. Cultivation theory means a long term effect of television on audience. The assumption of cultivation theory is that when one watches television for more than four hours a day, the person is called a heavy

viewer and anyone who watches television less than 4 hours a day is called light viewers. According to George Gerbner, heavy viewers of television are said to accept whatsoever is been consumed on television as their reality.

Cultivation is one of the theories that deal with the effect of media which was developed in the 1960's by George Gerbner explaining the cumulative model of media effects which pertains to all aspects of the television message. This means that those who watch music video are likely to accept what they view which speculate that the more time people spend watching television, the more likely their conceptions of reality will reflect on what they see on television.

Gerbner describes cultivation as “the independent contribution television viewing makes to viewer’s conceptions of social reality” (Gerbner, 1998. p 180). The theory’s effect is broken down into two different levels which are first orders effect and second other effect.

- First-Order Effect: it’s the relationship between prolonged television exposure and quantitative estimates of frequency or probability of events or occurrences in our social reality which is our general view and opinion about the world (Hawkins and Pingree, 1983)
- Second-Order Effect: the relationship between television exposure and personal beliefs or value judgments of the state of a certain society (Rössler & Brosius, 2001).

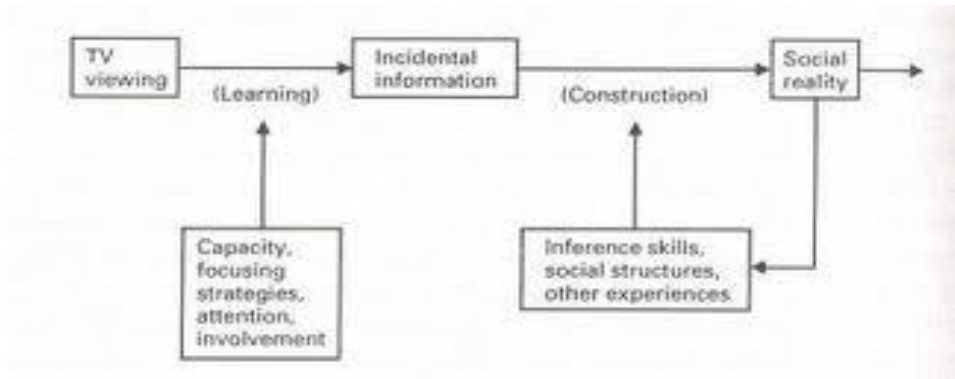


Figure 2.1 Cultivation theory model Hawkins and Pingree (1983)

When people listen, read, watch or see things over and over again, it automatically stores in the memory. The phrase heuristic processing suggests that human memory is accessible and doesn't need to be searched for systematically and people often constructed their judgment through the information that is been retrieved from their memory (Shrum L. , 2009).

Although generally, cultivation theory holds that heavy viewers should have world views that are more consistent with the world of television than light viewers, there have been modifications and refinements to the theory that have been directed toward understanding variables that may moderate the relation between television viewing and the various cultivation-type judgments(Shrum & Bischak, 2001).

Cultivation theory majors on television and its viewers. In the case of watching television, there are three different kind of stories that we get from television; firstly we get information of how things work, the stories of what is going on today which is called news and also the story of what exactly to do, this things are what develops and create our way of living culture (Shanahan & Morgan, 1999).

Cultivation theory has been used in trying to know the effects the media has on its viewer's e.g. when women are exposed to the media ideal body image, they tend to accept the body image been portrayed by the media because it's what they consume in the case of heavy viewers and this bring about body dissatisfaction (Bell, Lawton, & Dittmar, 2007). Cultivation focuses on the social consequences on the messages that are viewed in television program which is meant to educate, enlighten and entertain the people especially programs such as music videos, drama series, documentaries and movies ((Igartua, Borris, & Ortega, 2012).

2.1.1 Assumption of Cultivation Theory

Cultivation theory assumes that uniformed messages of different genre are passed to the audience through television. This means that television has become a centralized system of telling stories, those who view television watch nonselectively by this they get exposed to uniformed messages from different genre and also that heavy viewers accept what its being showed or said in television as their reality(Gerbner, Gross, Morgan, Signorielli, & Shanahan, 2002).

2.1.2 Prediction and Hypothesis of Cultivation Theory

The theory predicts a difference in the social reality of heavy television viewers as opposed to light viewers. The cultivation hypothesis states that the more television people watch, the more likely they are to hold a view of reality that is closer to television's depiction of reality (Gerbner, Gross, Morgan, Signorielli, & Shanahan, 2002).

Women who watch television much more about fashion programs are more likely to believe that thinness is good and valued than those who watch fashion programs rarely and those who watch lifestyle programs extreme amount attribute higher information value than those who watch lifestyle programs rarely(Moon, 2007).

The theory also predicts a difference in the social reality of heavy television viewers as opposed to light viewers. It claims that the cumulative effect of television is to create a synthetic world that heavy viewers come to see as reality (Reber, Chang, 2000).

2.2 Representation of Men and Women in Media

Gender representation of media is one of the research subjects which were frequently used in the field of mass communication. The contribution of feminist studies takes an important part in these researches.

The aim of feminists is to examine the position of women and also to protect of women in the society. Gill (2007) mentioned that in the 1960's and 1970's feminist faced much challenge compared to the earliest movement activist because in the 1960s the society had started to be media saturated, so it made the second-wave feminist argue more with the representation of women in media such as magazine, newspaper, radio and television.

people who were working and also studying, women outside educational system and women who were working in the field of journalism were concerned about the gap between men and women working in the media industry “that the lack of fictional role, the absence of newsreaders, and the poor representation of women within senior media positions” (Gill, 2007, p. 9). The issue of gender mostly started from feminist and this made feminism shape academic and media discourse on gender roles and identity because media as being seen to play a major role in modern societies (Macnamara, 2006).

The way women and men are being represented in the news, movies, magazines, musical video clips, drama series can make audience have a particular perception and also make them dictate which kind of social group they belong to in the society (Sanders & Ramasbramanian, 2012). The portrayal of men and women that is seen on television, movies, magazines, musical videos, adverts are the same thing few decades ago, they are stereotyped. According to Sanders & Ramasbramanian stereotypes are cognitive structures that hold and organize the knowledge, beliefs, and expectations a person has about a group of individuals (2012: p. 18). The repetitive act of this is what gives room for people to be affected by it.

Programs in television have a particular way of repeating and making emphasis on a certain part of social reality by this, prolonged exposure to television can make its audience cultivate attitudes and beliefs about the world they live in (American Psychological Association, 2012).

Media has a tendency to present women in stereotype gender roles in various media texts. For instance; In Moroccan television news, the way women are being represented is more of domestic work and this is being seen as a traditional roles for all women (Debbagh, 2012). Adverts which are one of the media tool were analyzed in North Cyprus on the representation of women in magazines. Also most pictures shown in fashion magazines do not portray women to be fat but extremely thin. Popular women's magazines are often seen for exposing unrealistic, unobtainable body images to women of all ages (Monteath Sheryl A., 1997).

Most explanations to beauty and body image comes from the effect of consuming media a lot, and it's been argued that media plays a very vital role in making people see whatsoever is been display in media as their reality (Macnamara, 2006).

In a speech presented by Kilbourne on the representation of women in the media in a documentary film (*Killing Us Softly 3*, 1991); it was discovered that an average American are exposed to three thousands adverts in a day and she analyzed couple of adverts with the image of men and women in the media that advertising doesn't just sell products alone but also values, images, concepts of love, sex, romance etc. In advertising today the most important thing that is portrayed about women is how they look. In advertising the images of women that are used are not real because different part of the body of the idealized image of women is created with digital effects with the computer. Images of women don't have wrinkle, pimples, no chin etc., these images are unobtainable. Now when a woman is trying to meet up with this kind of image and they fail, then they have body dissatisfaction.

Two parts of the body of women are mostly used in advertising such as breast and buttocks in this way it makes women's body to be objectified. Meanwhile men's bodies are not so objectified like that of women and also there are no consequences for men's body objectification compared to that of women's body objectification. To some extence advertising tells us who we are and what we should be(Kilbourne, 2013).

There are many surveys which have proved the fact that men and women feel negative about their body image in the sense that they get to have body dissatisfaction; this is not only in the western world but also in other parts of the

world (Haavio-Mannila & Purhonen, 2001). This displeasure is a product of the media portrayal of the ideal image.

Nowadays, body image is not something that concerns only women, men also are participating. Historically, most men were not heavily concerned about their looks, compared to now by the 1980s men's reactions to first-wave feminism, men started to be concerned about their looks and appearance which brings about the commercialization of masculinity, this was due to the adverts they were seeing, so they want to be attractive and looked at. In the process, men started to consume beautification products; the marketing world started booming masculinities based on appearance (Beynon, 2004). But the objectification of body especially that of a woman is now something that is common in media because it produce value and meaning. An example of a body of woman used in selling different products can be seen in the picture below



Figure 2.2 Women's body objectification

In the western societies, people's body image has now become a way in which an identity is been constructed in gender, especially among young and adolescent women (D'Alessandro & Chitty, 2011). According to some researchers like Van

Vonderer & Kinnally (2012), they have connected these ideal images on media to be the cause of body dissatisfaction in women. The images we see on other media sectors are also seen in musical videos.

In our society today, women tend to attached beauty to thinness of the body. Most women would only see themselves as being beautiful and attractive if they are not overweight, and also if they fit into the media's portrayal of body images. These "ideal" images of body size, body weight, and body shapes are not built in a day but through a gradual process. We see adverts on TV that portrays women to be thin, obviously someone who watches TV more than seven hours in a day would begin to feel the way women are been portrayed on TV is the way she's meant to be, going by cultivation theory(Shanahan & Morgan, 1999).

When a woman is not satisfied with her own body image, it brings about body dissatisfaction which ultimately produces negative psychological effects on her. Also, the same feeling is applicable to men. Men want to have big muscles, broad shoulders and six packs which are often unsustainable because they require dedication to strenuous physical routine to sustain. This desire for a perfect body is mostly caused by too much exposure to the media's ideal body image. Nowadays women have attempted to manipulate and change their body shapes and sizes in different ways (Askegaard, Gertsen, & Langer, 2002).

Exposure to images on print media and television may cause eating disorder and body dissatisfaction in women (Thompson & Heinberg, 1999). Women's body aremostly objectified in adverts compare to that of men. They are used to sell products such as cars, cosmetics, perfumes etc. Most research points at media to be

the cause of body dissatisfaction in women. A research is carried out by Van Vonderen & Kinnally shows that self-esteem and peer were predictors of body dissatisfaction “the lower a young woman’s self-esteem, the more likely she is to experience some body dissatisfaction” (Van Vonderen & Kinnally, 2012, p. 52).

The hypothesis of a study that was carried out by Agliata & Tantleff-Dunn (2004) suggest that exposure to media images of the ideal male body, defined as lean and muscular, can have deleterious effects on mood and body satisfaction in men. The result supported the hypothesis because men that are exposed to men’s ideal body image on television advertisement have muscle’s dissatisfaction, and also viewing ideal body images leads to depression. On the other way round, men who view neutral images on television advertisement don’t have muscle dissatisfaction. 158 males were exposed to television advertisement to carry out the research.

In trying to measure media’s body image in a broader context, it was discovered that internalization of thin ideal body was associated to media but environment influence and self-esteem had a strong indicator on body dissatisfaction. This study sampled 285 female undergraduate (Van Vonderen & Kinnally, 2012).

Research conducted in the faculty of communication and media study on the representation of men and women are usually based on the roles attributed to men and women in magazines in north Cyprus. The use of male body in magazine advertisements shows that male nudity in magazines advertisements don’t mean anything to the audience. They don’t have negative or positive attitude towards male nudity in magazines adverts (Gursel, 2004).

The adverts that were seen of women depicts the traditional roles of women to be domestic which is termed to be the traditional roles, non-traditional roles are not associated to women but men such as ministers, top officials in both government and private owned company (Nailer, 2011). This present study which is about the roles attributed to men and women in musical video clips has not been conducted by any student in the faculty of communication. This would create more understanding on how gender roles are being evaluated by the audience which is one of the research questions in this present study.

Chapter 3

MUSICAL VIDEO CLIPS

In television, we get to watch programs and receive different meanings from it. Through the medium of television, we also get in touch with musical videos clips. There was a shift in perspective in the original creation of music video, roles given to people in musical videos started to be an issue in the 1990s due to the fact that women's physical appearances were emphasized more instead of showing their musical ability and skills (Gow, 1996).

3.1 The Market of Music Video

Music is an arrangement of sound together with voice to produce something that is pleasant to the ears. Rhythm which is also arrangements of beats creates a pattern of songs. Songs comes with lyrics. In lyrics, words are used to explain different expressions and feelings. Music is what we come in contact with in our society and has been seen as a tool that plays important roles in the life of people (Haleyhr, 2012).

Centuries ago, music where performed live in concerts, such as jazz in operatic way. There was no acoustic or studio arrangement of instruments and voices been mixed together, to be like a backup for the musicians then. Music was raw, and sang in the richness of unique voices. Things have change now with the invention of technology and globalization; music of now is far from what it used to be like centuries ago(Kroier, 2012).

Music of recent years has changed; although change is something that is constant in the world. Pop raps, reggae, and rhythm and blue (R&B), are the types of music we listen to especially in the western world. In some other countries like Nigeria, they have their kind of genre such as; juju music, Fuji music, apala music etc. but still the western kind of music is been inculcated and so Nigerians too does have rap, pop, reggae kind of music. In music words or lyrics are being used to tell stories but now images of men and women are symbolically used in telling stories aside from the lyrics of the song. Music production is now accompanied with people who either choreograph or mime along with. This is done mostly on stage performance.

Music video is one of the popular genre that can be viewed in television programs. Leonard describes music video as “a performance site where artists or band image is enacted, reinforced, developed or reinvented” (Leonard, 2007, p. 103). Music videos are generally designed for the consumption of youth and young adolescent and young adult(Denisoff, 1988).

With the invention of technology, video coverage's are created and saved digitally to be produced for mass consumption. The main reason for music video as at its origin was to create publicity and for promotion of artists, but now musical videos are being used as a marketing strategy to make profit; e.g. a record label pays a producer to make a musical video after that the data is being stored in a CD (Compact disc); then, its broadcasted on television, played in clubs, cafeteriasetc. and media audience consume the clips and go purchase the CD.In this way the producer makes sales from there.The change of perspective for making music videos changed from promotion of artist or musicians to a strategy of making money, making of music videos for the sake of profit has now become a norm for every producer. (Goodwin, 1956).

Self-actualization through economic prosperity as exemplified by the ability to meet all one's primary and secondary needs is the motive behind most human actions. This amplifies Abraham Maslow's Hierarchy of Needs Theory (Maslow, 1943). Therefore business interests and establishments are products of culture, and they have creatively developed avenues for their continued prosperity by commodifying culture. According to Shanahan & Morgan (1999) the way story telling has been used as an avenue for commercial "the cultural process of storytelling is now in the hands of global commercial interest, who are largely unknown, unchosen and unelected, and who have little incentive to be interested in the content of their stories beyond ability to attract specific, well defined, profitable audience, with a minimum of public objectives" (Shanahan & Morgan, 1999 p. 13)

According to a newspaper journalist who wrote of the massive change in music video, he said musical videos has being commercialized and has cultural influence on its audience (Matthews, 2013).

In music videos there is a relationship between lyrics of the song and visuals; there is also a relationship between the music and the visuals in the video clip which captures the audience attention and creates mood states for its viewers (Wallis A. , 2010). There is a direct look into the camera by the artists to give the impression that he or she is referring to the viewers watching at that particular time, also an intertextual references is seen in music videos mostly movies that the artists features in (Griffin, 2011).

There are numbers of musical channels on television that are viewed globally and also nationally, MTV base, Channel O, Sound City (Nigeria), Music Africa

(Nigeria), NR1 (Turkish), Trace (DSTV Cable) etc. Some of the musical channels have different kind of music that they play. Some show only Christian music (Gospel), while some show just contemporary music from the western society, some pure African music, then some do show music from different tribes all over the world.

In the USA, BLS used survey to conduct a quantitative research to know how people make use of television. 66% of homes have 3 or more television set in their house, 99% of households possess at least one television set, 67% American's regularly watch television while eating dinner, 56% of American's pay for cable television, the percentage of American's that said they watch too of television are 46% and number of hours that watch television per day in an average U.S home is 5hours, 11 minutes (BLS American Time Use Survey, 2013). With this, one can tell that people are going to be exposed to musical channels going by the television statistics.

This shows that there can be an effect after been exposed to a prolonged viewing of musical video clips, either on television channel or other means like internet e.g. phones, android, computer, most especially contemporary western musical videos that shows images of men and women acting or miming to the songs.

3.2 Images in Music Video

In the media, musical video is one thing that is popular. It can be used in various ways. Fitness centers can make use of musical video for aerobics; e.g. a video clip of a fitness instructor, exercising and using the rhythm of music to do some movement in the body. Cafeteria's make use of music to create a relaxing environment and also a form of entertainment for customers.

There are different kind of music that people listen and watch e.g. Hip-hop, Rap, Rhythm & Soul, Reggae, Jazz etc. all this genres are now accompanied with images in music videos.

In music video clips gender display is seen and this is like giving roles to men and women in musical video clips due to the social construct of man and woman in the society (Wallis C. , 2011). Directors of music videos designate a particular role for male and a different role for female to tell a story. Being that both men and women already have some qualities that have been identified with when it comes to body image, woman's body are said to be sexy with or without movement, the same goes for men too. Men's body image are now different from the way it used to be decades ago. Men are now well-built, they engage in all kind of exercise and also take pills to build up big muscles, broad shoulders, six packs etc.(Beynon, 2004).

Most music video clips now use erotic images of women to sell their videos and also in a way promoting thin body image of women. Women's images are turned into commercialization. Directors of videos, editors of magazines sell more if they use women images in their text, not just any kind of women but mostly thin images and half naked images which are used to attract audience or readers. Research has been carried out by Brown, Campbell, & Fischer, (1986) shows that music and images in musical video clips can make viewers to construct the world they live in.

According to the predictions and assumptions of cultivation theory that too much exposure to media text does have an effect on its audience, this also implies that the ideal body image that is being portrayed in media may have impacts on the audiences and society in general if the audiences are exposed to a prolonged idealized body

image. As we learn from the way the media represents body images, we begin to accept and adapt to the images as being the right kind of body image. In this way communication and mass communication creates and maintains culture.

In the media, people are always exposed to western images of an ideal body image which is mostly interpreted by people to be beauty (Poorani, 2012). There are many surveys which have proved the fact that men and women feel negative about their body image not only in the western world but also in other parts of the world (Haavio-Mannila & Purhonen, 2001). This displeasure is a product of the media portrayal of the ideal image.

Not much researches has being carried on musical videos compared to other kind of media text but few scholar have done some works that have to do with gender roles in music video clips. Images of musical videos depict the sociocultural perfect body, models especially ladies who dance in the musical videos shows their body shapes, size of their body while doing the movement (Bell, Lawton, & Dittmar, 2007). The physical appearances of women in musical videos are depicted thin and attractive. Women compare themselves with the images in the musical video and this can result to negative mood and body dissatisfaction. (Tiggemann & Slater, 2003).

Wallis(2011) did a content analysis of gender roles in music video, and the findings shows that stereotypical reinforcement notion that women are objectified as sex objects and men being portrayed to be aggressive are seen which means that different roles are assigned for both male and female in musical video clips. A study by (Kalof, 1999), examined issues on gender and stereotyped music imagery on sexual attitudes in college students, the results shows that the exposure to the normal

traditional sexual images had an effect in their sexual relationships. Also the dressing women's body are revealed especially the sensitive part of their body (low cut dresses) but men are all covered up (Turner, 2011). A research carried out by (Seidman, 1992) on the roles in music video states that women clothing are revealing than that of men.

Feminists are against the portrayal of women in musical video because there is an issue on gender and identity given to women's body in musical video clips and also the way women are being objectified (McClary, 1993).

3.3 Gender Roles in Music Videos

Gender is the state of being male and female with a socially constructed role which includes the physical ability, the attribute and characteristics of man and woman, the aspect of giving roles and activities given to male and female creates an identity for them (Macnamara, 2006; Cherry, 2014; Gender Spectrum, 2014). Generally media still depicts the traditional role of men and women in the society (Wolska, 2011), what is depicted about men are said to be the one who caters for the household and family. The man is seen to be the breadwinner of the family while women do the domestic work in the house (Beynon, 2004).

The fact that people are exposed to the messages of women depicted as the one who plays the traditional role, weaker vessels, too emotional etc people tend to accept it as a norm. The repetitive act of this is what gives room for people to be affected by it and also to cultivate and internalize it, according to Gerbner (1998) that when people are exposed to a prolonged viewing of television, they begin to accept what is being viewed on television as their social reality.

The representation of men and women in news adverts, drama series, movies etc. are nothing different from the way men and women are (re)presented in musical videos too. Superiority between gender, violence, objectification of body (especially women) expression of feelings such as love, romance, hatred etc. is seen in music video (Gregory, 2011).

Images of women who play major roles in musical videos are divided into three different categories.

- Firstly, a conventional woman who is dependent on a man's attention and which emphasis are on her physical appearances.
- Secondly a self-reliant woman who is strong, independent and also in charge of her sexual relationship.
- Thirdly internal paradox which shows a man and a woman in a conflicting gender roles in a single music video (Alexander, 1999).

An example of a music video that depicts a depend woman is a video by **pink** (**please don't leave me**) another one that shows women as self-reliant is a music by **Alicia Keys** (**super woman**) and the one which shows conflict gender roles in a single music is by **Ciara** (**like a boy**).

Pictures from Pink's video (please don't leave me) depicts women who are dependent on men in music video, emphasis were also made on are facial expression (sad face) and the upper region of are body was exposed. There is a relationship between the lyrics of this song and the visual aspect.



Figure 3.1 Pictures from pinks music video (please don't leave)

Pictures from Alicia keys (super woman), she's a single mother of one child, she has to work by herself to make earns for living also for her daughter. She's dressed in a corporate way because she is a working class woman that is doing well at her place of work. She's being conscious of the time because she needs to get back home to her daughter. Alicia key dedicates this song to all the single mothers who are striving to take care their homes and at the same time trying to make earns for living. There is also a relationship between the music, lyrics and visual imagery in this video.



Figure 3.2 Pictures from Alicia Keys music video (super woman)

Pictures from Ciara's video (like a boy). This is a gender conflicting role played by Ciara. She behaves like a boy, dresses like a boy and girl, dances like a boy and also having a body built in a masculine way.



Figure 3.3 Pictures from Ciara's music video (like a boy)

In music video men are given the roles that dominant women, showing superior behaviour towards female models or artists that are used in the video. Example of these is seen in Keri Hillson's video (knock me down).



Figure 3.4 Keri Hillson ft Kenya West & Nayo in her video Knock You Down

In making emphasis on the images seen in media, stereotypes are used by the media proprietors to give us the orientation and knowledge of the social environment that we live and it is also used as a technique of persuasion in media especially commercials(Wolska, 2011). Hermes, who is a feminist, describes stereotypes as “no more than an attempt to establish boundaries between what is normal and what is deviant” (Hermes, 2011, p. 69). Stereotyping of the images in media is one aspect that creates normalization of gender roles in the mind of the audience.

Stereotypes are not restricted to only commercials on television or magazines but it can also be found in musical video clips (Anica, 2006) .Even journalists are concerned about how images are being represented in music videos, in Herald

newspaper a journalist talked about music video that it does reveal same old sex message (Elwood, 2004).

In entertainment industry, images are used to sell music video especially that of women's body the artists, model or dancers(Frazier, 2013) while young men are portray to be aggressive, powerful, strong and hostile (Sherman & Dominick, 1986). In hip-hop and country music videos, women are dressed in a decorative, attractive and sexualized way than that of men (Moncrief, 2004).

Just like other media tools such as magazines, movies, news, drama series which produces culture, the images and sound in musical videos has found its way in constructing culture and also "expression of culture" (Williams, 2003: p. 230). Music is seen as a tool in media that plays important role in learning and also (re)producing culture. The viewing of musical video clips by young adolescent can influence their behaviors and attitude on sexual relationships because they are exposed to frequent sex roles in music. (Skrbina, 2012). Media has being seen to play much role in the identity of men and women in the society (Macnamara, 2006).

Chapter 4

RESEARCH STUDY ON BODY IMAGE AND MUSICAL VIDEO

When carrying out a study, the reason is not just to prove an idea that contains important issues but also gain knowledge about the operation of the universe in which we live in. The impact of body image in musical video clips on young people. Students would be researched using musical video clips. The study would use survey to gather data's and this data's would be analyzed, then, there would be a conclusion for the study.

4.1 Research Method

The effect of gender roles attributed both to men and women in music videos and the perception on perfect body image of the audiences will be analyzed through a survey. Survey is mostly used to assess people's ideas and opinion about a particular topic or issue.

Survey analysis can be done in two different ways; Interview and questionnaire (Tamayo, 2013). Interview is a conversation between the researchers in order to get information about a particular subject or topic from the respondent. It can be done face-to-face or over the telephone; while a questionnaire is list of questions with different choices of answer which is mainly for the purpose of developing adequate and sufficient information(Key, 1997).

Descriptive surveys are usually used to describe or explain attitudes or conditions in a current situation as is explained by Wimmer & Dominick (Wimmer & Dominick, 2003) will be applied to this piece of research.

In this research study both questionnaire and interview methods will be used. With defined questions a categorized set of information will be gathered about the audience's perception of gender roles and body images in video clips and through an interview.

There are five major types of method of collecting data in a survey (Ferguson, 2000; Eden, 2003 & Wimmer & Dominick, 2003).

- Mail: are used via internet, sent to people in different geographical location with information of how to fill the question. There respondents are going to be less biased since it's an enclosed thing and also mail data collection is one of the cheapest.
- Telephone: interview can also be done through telephone. It doesn't consume time in collection of data because compared to that of mail and personal interview.
- Personal Interview: personal interview can be conducted face-to-face or through telephone by the researcher with the researched sample. It gives room for flexibility of answers from the respondent. Personal interviews make the researcher acquire more information within a short time. There are two types of interview, ***structured and unstructured interview***. Structured interview always have a preplanned questions for its respondents while unstructured interview does not have and it consumes more time.

- Focus Group: involves organizing discussions with a particular group of people to gain information about a specific topic for purpose. They may be interviewed or given questionnaires to fill (Anuradha, 2012).
- Online Survey: An online survey is a questionnaire that the target audience can complete over the Internet and it's free of charge. Online surveys are usually created as Web forms with a database to store the answers and statistical software to provide analytics (Janssen, 2014).

In this research study, personal interview will be applied and preplanned questions will be used.

Survey research as is explained by (Wimmer & Dominick, 2003; Wyse, 2012; Eden 2013 & Ferguson, 2002) will help the research to be conducted almost everywhere. Secondly; it will be helpful to collect a large amount of data with ease from different kind of people. Thirdly, it can allow researcher to collect many broad range of data and also to examine such as demographic information, opinions, belief, motive etc. Finally numerous questions can be asked by the researcher itself about a particular subject.

Types of Questions

In survey research, we have three types of question

- Demographic Questions: A demographic question gives information of the samples e.g. age, sex, nationality, occupation etc.

- Open Ended Questions: is for flexibility in questions, it gives room for the respondent to free and also allows variety in their response (Key, 1997)
- Pre-planned closed Ended Questions: close ended question is rigid and it does limit the kind of response that would be given by the participant; “Yes or No” reply(Wimmer & Dominick, 2003).

The interview is not all about asking of questions but also documenting to get more understanding of each respondent and also provides useful data's for analysis(Ferguson, 2000), in this study the interview are to be carried out individually . The interview is going to be a structured one with demographic question and pre-planned closed ended question.

The aim of using interview in this study to explore the interviewed persons feeling and perspective and also get rich and useful information on the issue of body image in musical video clips, to gain audiences idea and beliefs on what seem to be a perfect body image in musical videos and also the roles that are attributed women and men in musical video clips.

During the interview questionnaire is going to be used by the researcher to collect data from the respondents that have been interviewed. The questionnaire for this study wasn't adopted in other research works similar to the study but was constructed by the researcher itself. The questionnaire includes one demographic question and twenty pre-planned closed ended question.

The researcher would be the one to fill this questionnaire while the interview is going on; ticking the necessary column that belongs to the response the respondents is giving. After the data's has being collected from the samples, SPSS 19 would be used for the data entry and analysis. The opinion of the samples in the research would give an insight to audience's perception of images that are used in musical video clips and also if they internalize what they view in music videos

4.2 Population and sample of the study

The study was conducted with the undergraduate students of Eastern Mediterranean University, North Cyprus. The sample draws equal number from both sex, 100 students in total between the ages of 17-24. 100 students of a sample group found to be sufficient since researchers such as (Bell et al, 2007; Gourdine & Lemmons, 2011; Mulgrewa & Volcevski-Kostasb 2012) have examined, perceptions of misogyny in hip hop and rap and the and the other research focused on the effect of exposure to attractive and well-built musicians music video in music video clips using students from university as samples and having a population range between eighty to one hundred university students.

The difference between this present research and that of (Bell et al, 2007; Gourdine & Lemmons, 2011 Mulgrewa & Volcevski-Kostasb 2012) is that one focus on two particular types of music genre which is hip hop and rap music and the other research focused on the effect of exposure to attractive and well-built musicians music video, Whereas this present study focus more on what the audience develop in their minds while they are watching musical video clips featuring both men and women playing different roles.

4.3 Procedure used in the study

In this survey study the interviews would be conducted for each participant individually so that there would not be any mix up while getting detailed information. Cafeterias within the school vicinity are chosen for the location to sample the audience in this study because students hang out more in cafeterias and also cafeterias play musical videos for the relaxation of their customers. So students would have been exposed to different kinds of musical video clips. Cafeterias within the school such as, Merkez Cafeteria, Tourism Café, TableDot, Basket, Longson, and Nampart Cafeteria would be used for the research location because they show both English and Turkish contemporary western musical videos.

The researcher is going to use four contemporary musical video clips:

- **Miley Cyrus** (Wrecking Ball) published in September 2013,
- **Katy Perry** (Roar) which official video was also published in September 2013
- **Jason Derulo** (Talk Dirty) was published in August 2013, and
- **Azis** (Bulgarian pop icon) published January 2012

Miley Cyrus, Katy Perry and Jason Derulo's music videos are chosen because they are on the top ten chart list on music channels on (NR1), a Turkish musical channel viewed in north Cyprus. Azis (Bulgarian pop icon) is a video clip chosen from YouTube.

Since the research is carried out in north Cyprus, I choose what the musical television channel is showing presently in the television music channel because I assume that

both foreign and Cypriot student would have gotten exposed to one of the music videos been that NR1 is one of the famous music channel here in Cyprus. Another reason for the selections of the videos is because they have both men and women dancing in a choreographed and sexy way, which would help in the findings of the study on which image is best used for sexiness and if people prefer choreographed dance or sexy dance in musical video clips.

Also the images in these videos have men with muscular body, women with moderate and slim body, which would help to know audience think a perfect body should be like. Some of the music video does have women's body being exposed and objectified; this would be used to know if audiences feel women's bodies are being humiliated in music video.

Below is the picture from the video clips of Miley Cyrus (wrecking ball), Katy Perry (Roar), Jason Derulo (talk dirty) and Azis (Bulgaria pop) that the audience would watch during the interview.



Figure 4.1 Naked body image of Miley Cyrus, with movements in her music video (wrecking balls)



Figure 4.2 An image of Katy Perry in her music video (Roar) depicted as a queen of jungle



Figure 4.3 Pictures from Jason Derulos video (talk dirty) with women and men's image doing different dances



Figure 4.4 Azis (Bulgarian pop icon) dressed in a feminine way and also doing sexy dance. No woman's image are seen in the video

4.4 Analysis on Data's collected in the Research Process

A pilot study was carried out with ten graduate students from Eastern Mediterranean University, North Cyprus before going further in executing the research on the rest of the respondents to know if the questionnaire is adequate enough to get detailed data's from the students.

All the data collected through the questionnaire were entered into SPSS for data analysis. Descriptive analysis findings, Cross Tabulation is used to analyze the data collected from the sample.

In this research study the population consisted of 50% of male and 50% of female. The people who are the respondents of this research study were 45% heavy TV viewers who watch TV more than 4 hours. With 32% medium viewers who watch 2 to 4 hours per day come second. 23% are light viewers who watch TV for less than 2 hours per day. This result shows that the respondents are mostly heavy viewers.

The findings of the research study show that 12% of the population wants to see man in music video. All those who want to see men in video clips were women. 34% of the women population in the research wants to see woman. Those who want to see women in video clips were more than twice as much of women. (10 women & 24 male). 54% want to see both men and women (25 female & 29 male). This shows that audiences irrespective of their sex would like to see both men and women in musical video clips. However, men do not like to see only men in music video clips. This shows that men think women image is more suitable for video clips.

12% of the population said that they enjoy men's body in music videos. Those who enjoy men in music video clips were all women. 35% of the population stated that they enjoy women more in music video clips. Those who enjoy seeing women more

in music video clips were 12 female & 23 male. 53% of the population stated that they enjoy seeing both man and woman's bodies together in music video clips (26 female & 27 male). In this statistic, it shows that both man and woman enjoy more to see men and women together in music video clips.

The valid percentage of those who like to see one man dancing with more women is 42%. It shows that more male like to see one man dancing with more women (16 female & 26 male). 58% disagree that they do not like to see one man dancing with more women. It shows that female do not like to see one man dancing with more women (34 female & 24 male). The findings show that men like to see one man dancing with more women while women do not like to see that in music video clips.

24% of the male respondents stated that they would like to see one woman dancing with more than one man. However, 76% of the population (43 female & 35 male) disagreed to see one woman dancing with more than one man. Both men and women do not like to see women in a dominant position, while it was not rejected to see the abuse of multi women. This proves that women do not like to see one woman dancing with more men. Men like to see one woman dancing with more men.

65% of the population said that they like to see women being in slim body came more from men (43 female & 35 male). 32% like women to have moderate body (20 female & 12 male) while 3% like big body (1 female & 2 male). It shows that both male and female prefer to see a woman's body to be slim

43% of the population said that they enjoy sexy dance in music video clips. Most of the respondents were male (15female & 28 male) in this category. 14% prefer artistic

dance (9 female & 5 male) while 43% enjoy music more with choreography (26 female & 17 male). This shows that men enjoy music with sexy dance while women enjoy music video with choreography.

23% of the population said that they like things to be thrown on a woman in music video clips. The numbers of those who do not like it were 11 female & 12 male. 77% don't like things been thrown on women's body in musical video clips (39 female & 38 male). Both male and female sample in the study do not enjoy seeing things thrown on women's body.

7% who enjoy things thrown on men's body in music video clips were all female. 93% disagreed that they do not like to see things thrown on men's body in music video. Men in this research out rightly said no (43 female & 50 male). In this present study, it shows that men do not want their bodies to be objectified like that of women's body.

93% would like to see a man's body well built. Both male and female agreed to this (48 female & 45 male). This shows that both men and women like a man's body to be well built. 5% would like to see a man's body to be slim (1 female & 4 male). 2% like to see men to be fat (1 female & 1 male).

65% from the sample of the study think a perfect woman's body should be slim. Those who like it were more of male than female (29 female & 36 male). 32% like moderate body (20 female & 12 male) while 3% think a perfect woman should have big body (1 female & 2 male)

Table 1

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	50	50.0	50.0	50.0
	Male	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

In table 1, 100 students participated in the research. 50 female and 50 male.

Table 2

How many hours do you spend watching musical video clips each day?Sex
Cross tabulation Count

		Sex		Total
		Female	Male	
How many hours do you spend watching musical video clips each day?	0- 2hours	15	8	23
	2-4 hours	15	17	32
	4hours and above	20	25	45
Total		50	50	100

In table 2, the hours that the sample in this study watches musical videos clips on television is divide into three categories. The light viewers which is from zero-two hour, medium viewers two- four hours, while heavy viewers four hours and above. Most of the samples in the study fall into light and medium television viewers. 45% are heavy viewers with the statistics above.

Table 3

How do you think a perfect man's body should look like? * Sex Cross tabulation Count

		Sex		Total
		Female	Male	
How do you think a perfect man should be like?	Strong, tall, broad shoulders, six packs, muscles	37	33	70
	short, no muscles, no six packs, no broad shoulder	0	1	1
	All of the above	13	16	29
Total		50	50	100

Table 4

How do you think a perfect man's body should look like? * Sex Cross tabulation Count

		Sex		Total
		Female	Male	
How do you think a perfect woman should look like?	Tall, slim, flat tommy, small waist, straight legs, small hip, small breast	37	34	71
	Short, fat, big tommy, big waist, boosty	2	1	3
	All of the above	11	15	26
Total		50	50	100

In trying to find out the characteristics of what the audience think a perfect image of a woman is, a question of how do you think a perfect woman should be like was asked. Table 3 and 4 illustrates that audience in their minds think characteristics of what a perfect woman should fall into the categories of Tall, slim, flat tommy, small waist, straight legs, small hip, small breast. 71% of audience agreed to their kind of body image. This characteristics portrays the media idealized image of woman, and

this means that the sample in this study have learnt from the media what seems to be a perfect body image. In this state media does affect people and also shapens their way they see reality through television.

Table 5

Do you think women are put in too much décolleté dress/ low cut/ sexy dress? * Sex Cross tabulationCount

		Sex		Total
		Female	Male	
Do you think women are put in too much décolleté dress/ low cut/ sexy dress?	Yes	29	20	49
	No	21	30	51
Total		50	50	100

In table 5, it shows that audiences don't think women are dressed in too much décolleté dress but majority of those who agreed to this were male respondents.

Table 6

Does décolleté suit women? * Sex Cross tabulationCount

		Sex		Total
		Female	Male	
Does décolleté suit women?	Yes	24	42	66
	No	26	8	34
Total		50	50	100

In table 6, 66% of the samples agree that when a woman dresses in a sexy way in music video, it does fit them but 34% disagree that décolleté does not suit women. In this case it can be said that the female respondents in this study do not like women to

be dressed in such a sexy and revealing. Male respondents like women to dressed in a sexy way and also agree that it suit women.

Table 7

Do you like to see men’s bodies in décolleté/ sexy way? * Sex
Cross tabulation Count

		Sex		Total
		Female	Male	
Do you like to see men’s bodies in décolleté/ sexy way?	Yes	12	5	17
	No	38	45	83
Total		50	50	100

In table 7, 83% of the sample in the study does not like to see men’s body in a sexy way. 38 female and 45 male responded to it, while 17% would like to see the body of men to be dressed in sexy way. This shows that the body of women has been seen as an object of sexiness. It’s like this because women are seen most time to be playing sexually roles in music video and dressed in a sexy way. Not much video clips of men dressed in sexy way are viewed by the audience. So the audience have accepted this as a norm that it’s best for a woman’s body to be dressed in a sexy way rather than dressing up a man’s body in a sexy way

Table 8

Do you think women are being humiliated in musical video? * Sex
Cross tabulation Count

		Sex		Total
		Female	Male	
Do you think women are being humiliated in musical video?	Yes	24	19	43
	No	26	31	57
	Total	50	50	100

In table 8, a result to one of the research question if the audiences who are watching musical videos have any belief that women’s body are humiliated illustrates that 57% audience say that women are not humiliated, 43% agreed that women are humiliated in musical videos. 24 female out of 50 female agreed to this and 19 male out of 50 males also agreed to it. 57% say that women are not humiliated in music video, coming from 26 female and 31 male. The table below shows that men have the highest percentage of agreeing to women’s body not been humiliated in music video.

Table 9
Which one is more suitable for sexy image? * Sex Cross tabulation

		Sex		Total
		Female	Male	
Which one is more suitable for sexy image?	Man	3	1	4
	Woman	16	30	46
	Both	31	19	50
Total		50	50	100

In table 9, it shows that 50% of the sample agrees that both men and women’s body are suitable for sexy image, while 46% say that women’s body is more suitable for sexy image. Male majorly agree that women’s body are suitable for sexy images, then female have the highest percentage for those who agree that both male and female bodies are suitable for sexy image. This shows that men see women’s body to be sexy while female think both men and women’s body are sexy.

Table 10
Who dance better? * Sex Cross Tabulation Count

		Sex		Total
		Female	Male	
Who dance better?	Men	9	1	10
	Women	11	20	31
	Both of them	30	29	59
Total		50	50	100

In table 10, 59% of the sample agrees that both women and men can dance better but 31% say women are better dancers and 10% agree that men are better dancers. Out of the 59% that agreed that both men and women are better, 30 female and 29 male agrees to it. Out of 31% that say that women are better dancers, 20 male see women to be better dancers while 11 female see women has better dancers. In this table it shows that both male and female respondents have different roles they give to images in music video clips. Men see woman has better dancers while women see both men and women as better dancers.

Table 11
Do you wish to have this kind of body? * Sex Cross tabulationCount

		Sex		Total
		Female	Male	
Do you wish to have this kind of body?	Yes	47	50	97
	No	3	0	3
Total		50	50	100

Table 11 illustrate that both male and female respondents wish to have the kind of body that they see in music videos with the statistic of 97%. So this simply means that take the audiences takes the characters in music videos as their role models. This

highly shows that audiences learn from media and also what they view becomes their reality.

4.5 Findings

The audience in this research fall into the category of second order effect of television in cultivation theory because what were searched were the audience personal opinion, belief and value of image in musical video clips.

Second Order Effect: the relationship between television exposure and personal beliefs or value judgments of the state of a certain society(Rössler & Brosius, 2001).

Research Question which asked about the characteristics of perfect body image the audience developed in their minds showed that: 71% of the respondents say that a perfect woman should be slim, tall, flat tummy, small waist, straight legs, small hip and small breast which are typical idealized body image seen in media, this came from 37 female and 34 male. For men, 70% think a perfect man should be strong, tall, have broad shoulder, six packs and muscles this came from 37 female, 33 male, In this study, it shows that both men and women's opinion about what a perfect body should be is the same, for men well-built body and for women slim body.

Research Question which asked about the audience who are watching musical videos have any belief if women bodies are being humiliated or not showed that irrespective of the fact that the way women are being dressed in low cut and sexy way which exposes their body, men love to see women that way and they also think it suits women. But female respondents say that women and dressed in too much décolleté and it doesn't suit them. This shows that female audience have different idea in their

mind and they don't like the way women's body are being exposed in musical video clips. Those who agreed that women's body are humiliated in music video came more from female respondents while more male respondent disagreed to it .Generally for both male and female respondents, 47% agreed that women's body are humiliated in music video but 53% say they don't think or have any belief that human body especially women are being humiliated in music videos.

Research Question which asked what are the perception of the audience about the roles attributed to women and men in video clips shows that the role attributed by male respondent is different from the role female respondent attribute to whose image is sexy and who also dance better. Male think women's body is sexy but female attributes sexy image to both man and woman's body. The male respondents say that women are better dancers, they don't see their fellow men as people who dance well except when they dance together with women while female respondent belief that both men and women are better dancers. Women are dressed up in a low cut dresses while men are not dressed in such way; women are also given a subordinate role to play with men when it comes to sexy dance.

Research Question which asked if the audience take the characters as their role models, results shows that respondents wish to have the kind of body image they see in musical video clips. 93% of them agreed to this (47 female and 50 male).

In the analyses above, it shows that media has an impact on its audience through television which is the medium at which people construct beliefs and opinion in their minds about the images that are used in musical video clips because television channels show music videos. Irrespective of the time they spend watching musical

video clips on television all the samples have beliefs and opinion about body image in music video. This supports one of the arguments of Gerbner that even those who are light viewers are living in the same cultural environment with others who are heavy viewers of television so what they don't get from the television they get from others who are heavy viewers of television (Gerbner, Gross, Morgan, Signorielli, & Shanahan, 2002).

Chapter 5

CONCLUSION

The way audience view on body image in musical video was researched and this gives a conclusion to the study and also a suggestion for further researched still based on the audience internalization of images in musical video clips.

5.1 Summary of Study

The audience in this study are university students, they mention that female body in musical videos are more exposed compared to that of male's body, audience feel both men and women's body are suitable for sexy image, but women's body is more suitable for sexy dance and movement. Male and females that were sampled in this study have different roles that they develop in their minds for the image that dance better in music video. Female respondents say that both men and women can play the role of dancing but male respondents counterfeit that fact. They believe women are better dancers than men.

For audience, the images viewed in musical videos are perfect and they would love to emulate this kind of body. Both female and male in this research agrees that a man's body that is well built is a perfect shape for all man. For women's body too, the both sex agree that a perfect shape for women is slimness.

In as much as women's body are objectified in the music video clips, dressed in a décolleté way, used as a subordinate role to men, the audience don't have any belief

if any one's body image is being humiliated in musical video especially that of women. Sexiness is what they enjoy to see in musical video clips. Some of the audience like things being thrown on women's body but majority of them don't want to see musical videos that things are been thrown on men. Also they prefer sexy dance to be performed by women not men.

5.2 Conclusion Drawn from the Study

This study was carried out based on the assumption that media has an effect on its audience and based the theoretical framework on cultivation theory. George Gerbner(1986) is one of the theorists who predict that a prolonged exposure to television can have an effect on its audience and the argument in this study is that media can (re)produce culture in the process of bombarding its audience with repetitive and constant type of body images.

Music video clip is one thing viewed on television and different roles are given to the images used in the making of the videos. So this simply means that audiences are going to be exposed to different kind of body images and roles given to man and woman while watching musical video clips. This research examined students in Eastern Mediterranean University Famagusta, North Cyprus with the population of 100 students (50 female and 50 male) on their opinion, view and feelings on contemporary musical video clips and also what they seem to internalize while being exposed to the images in the video.

This study shows that truly the audiences learn from the media in the aspect of images that are viewed in musical video clips. What seems to be a perfect body image for both men and women who watching video clips are that of the media's idealized images, which depicts women to be slim and also for men to be well-built.

A study by (Hendriks & Burgoon, 2003) observed that women who are exposed to heavy amounts of thin-ideal media are likely to accept this as a norm. In this present study, not only do they take these images to be perfect but it is something they wish to attain. In this case they take characters in musical video clips as their role model.

Furthermore, audience don't like to see just men or women in music videos, they prefer to see both male and females body images together in musical video because these two images support themselves, mostly women's body which plays a subordinate role in the making of musical videos. Women and men body are said to be sexy but a woman's body is more preferable for sexy image and dance.

In this study, female and male audience has different idea in their mind about images that are used in music videos. Women do not like the way women's bodies are being exposed in musical video clips. Men like women dressed up in sexy way while they do not like to see their fellow men dressed in sexy way. This shows that men don't want their bodies to be objectified sexually like that of a woman. Men prefer to see women in such way. It is surprising that in as much as women's body are objectified, dressed in sexy low cut dresses, used to play subordinate roles, men still don't believe women's body are humiliated in music video clips.

In conclusion, the study proves that television is a medium which (re)produce culture were audiences learn and have different knowledge and opinion about the images and roles used in musical video clips. The study supports the argument according to Gerbner that "television is the first centralized cultural influence to permeate both the initial and the final years of life-as well as the years between" (Gerbner & Gross, 1976 p176).

5.3 Suggestions for Further Research

This research was limited to general views and opinion of roles men and women play in musical video, what they develop in their minds to be a perfect body image of a man and woman and if their body are being humiliated in musical video clips. Sexuality is something that is monotonous in contemporary musical video clips, so I suggest that a further research should be carried out on what effect does sexualized images have on the viewers.

Also this study is limited to four contemporary music video clips, a further research should also look into the roles given to men and women in other different genres of music video e.g. country music video, hip hop music video, rap music video and rhythm and blues (R&B) music video clips.

In this present research, the samples of the student whom are university students see the image in music video clips has their role model. What seems to be a perfect body image for men is a well-built body and for women slim body. In the aspect of body image, a further research should be carried out if the images viewed in music video clips can cause body dissatisfaction in university students.

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APPENDIX

APPENDIX 1:Questionnaire

The survey is ANONYMOUS and the findings of the research will be helpful to my course work. ~

1. Sex:
 - Female
 - Male

2. **How many hours do you spend watching musical video clips each day?**
 - 0-2 hours
 - 2-4hours
 - 4hours and more

3. **Whom do you like to see most in video clips**
 - Man
 - Woman
 - Together

4. **Who dance better**
 - Men
 - Women
 - Together

5. **Whose body you enjoy more to see in video clips**
 - Men
 - Women
 - Together

6. **Do you like to see one man dancing with more women**
 - Yes
 - No

7. **Do you like to see one woman dancing with more men**
 - Yes
 - No

8. **Do you think women are put in too much décolleté dress/ low cut/ sexy dress**
 - Yes
 - No

9. **Does décolleté suit women**
 - Yes
 - No

10. **Do you like to see men's bodies in décolleté/ sexy way**
 - Yes
 - No

11. Which one is more suitable for a sexy image

- Man
- Woman
- Both

12. How do you like to see a man

- Slim Body
- Fat Body
- Well Built

13. How do you like to see woman

- Slim body
- Moderate body
- Big body

14. What is sexy for you

- Women body
- Men body
- Both
- Women's body with movements
- Men's body with movements

15. Do you enjoy music more with

- Sexy dance
- Artistic dance
- Choreography

16. Do you enjoy to see things thrown on women bodies

- Yes
- No

17. Do you enjoy to see things thrown on men bodies

- Yes
- No

18. How do you think a perfect woman should look like?

- Tall, slim, flat tommy, small waist, Straight legs, small hips, small breast
- Short, fat, big tommy, big waist, boosty
- All of the above

19. How do you think a perfect man should look like?

- Strong, tall, broad shoulder, six packs
- Short, no muscle, no six packs, no broad shoulder
- All of the above

20. Do you wish to have this kind of body?

- Yes
- No

21. Do you think women are being humiliated in musical video?

Yes

No