A MULTIMODAL DISCOURSE ANALYSIS OF GENDER STEREOTYPES ON A MUSIC VIDEO: "CONFETTI" BY LITTLE MIX FT. SAWEETIE

THESIS

Submitted as a Partial of Fulfilment for the Requirement to Obtain Strata One (S1) Degree in English Department

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ABSTRACT

Kharismi, Annisa, 2022. *A Multimodal Discourse Analysis of Gender Stereotypes on a Music Video: "Confetti" by Little Mix ft. Saweetie.* **Thesis. English Language and Literature. Faculty of Languages and Arts. Padang State University**

Music video as a discourse demands the expression of meaning-making encoded, which can be apprehended from many aspects of analysis, including visual pattern and language used. This research takes a music video from Little Mix ft. Saweetie, for their song *Confetti,* represents gender stereotypes issue of three genders: male, female, and queer. This study aims to 1) reveal the representational meaning of visual pattern constructed in Confetti music video based on gender categorization and 2) investigate the language used based on gender categorization on the comedy skit of Confetti music video revealed by using interpersonal metafunction. The writer used mixed methods of a descriptive qualitative and quantitative based on representational meaning in semiotic approach theory by Kress and van Leeuwen (2006) and the interpersonal metafunction in SFL theory by Matthiessen and Halliday (2004). The results showed that gender stereotypes of male, female, and queer could be seen in narrative processes (including actional and reactional processes and locative circumstances) and conceptual processes (including classificational, analytical, and symbolic processes). In the language used related to interpersonal metafunction, the dominant mood function used by males and females is declarative mood. Queer indicated with mainly no mood functions founded in exclamatory sentence form.

Keywords: Multimodal Discourse Analysis, music video, gender stereotypes

ABSTRAK

Kharismi, Annisa, 2022. *A Multimodal Discourse Analysis of Gender Stereotypes on a Music Video: "Confetti" by Little Mix ft. Saweetie.* **Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang**

Video musik sebagai wacana menuntut ekspresi pembuatan kode dengan makna, yang dapat ditangkap dari berbagai aspek analisis, termasuk pola visual dan bahasa yang digunakan. Penelitian ini mengambil video musik dari Little Mix ft. Saweetie, untuk lagu berjudul *Confetti*, yang menampilkan isu stereotip gender pada tiga jenis gender: pria, wanita, dan *queer*. Penelitian ini bertujuan untuk 1) mengungkapkan makna representasional dari pola visual yang dibangun dalam video musik *Confetti* berdasarkan kategori gender dan 2) menyelidiki bahasa yang digunakan berdasarkan kategori gender dalam video musik Confetti yang diungkapkan dengan menggunakan metafungsi interpersonal. Penulis menggunakan metode campuran kualitatif dan kuantitatif berdasarkan makna representasional dalam teori pendekatan semiotik oleh Kress dan van Leeuwen (2006) dan metafungsi interpersonal dalam teori SFL oleh Matthiessen dan Halliday (2004). Hasil penelitian menunjukkan bahwa stereotip gender pria, wanita, dan *queer* dapat dilihat dalam proses narasi (termasuk proses aksional dan reaksional, dan keadaan lokatif) dan proses konseptual (termasuk proses klasifikasi, analitis, dan simbolis). Dalam bahasa yang digunakan yang berkaitan dengan metafungsi interpersonal, *mood function* yang dominan digunakan oleh laki-laki dan perempuan adalah deklaratif. *Queer* sebagian besar tidak menggunakan *mood function* yang ditemukan dalam kalimat seruan.

Keywords: Multimodal Discourse Analysis, video musik, stereotip gender

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CHAPTER I

INTRODUCTION

1.1 Background of the Problem

The music video became a medium for promoting the label and album selling of the artists after the existence and popularity of Music Television (MTv) in 1981 as the result of the technological evolution of an audio-visual system in cable television (Suarez, 2015). The creativity of the production of the music video attracts fans or audience of the artists to listen to the music or song. The music video is considered the product of popular culture, which integrates a piece of music or song. Music video evolution is also linked with the power of postmodernism in representing cultural, social, or political views of the world. The studies of a video are more complex than the music or song itself.

Furthermore, the studies of a music video as a discourse demands the expression of meaning-making encoded in the visual representations. The music itself already has meaning in the lyrics (Max & Utomo, 2021). According to Suarez (2015), the research and methodological studies about audio-visual discourse became popular in the early nineties when the music video was the revealing media of musicology in the form of image or video with narrative, conceptual ideas, power, ideology, social issues, etc. One of these issues is the gender stereotyping issues happened among the society.

Stereotyping is applying such a perception and expectations of the characteristics to a wide-reaching number of people (Lindvall-Ostling,

Deutschmann, & Stainvall, 2020). Stereotyping applies to many social and cultural constructions such as ethnicity, religion, nationality, age, gender, sexual orientation, occupation, etc. Such generalizations about people are made rather than viewing them as individuals with unique personal characteristics and qualities (Pickering, 2015). Stereotyping is considered a fallacy where people cannot express their attributes and only be judged as the same as the identity they are carried on. Stereotyping can be also lead to violence and discrimination.

Gender is one of the issues that have a crucial and debatable inequality situation due to the difference in societal roles. Gender stereotypes talk about the expected behavior of males and females in their role in society. Moreover, in the linguistics field, gender stereotypes can be included by examining the expectation and behavioral patterns of gender in communications, which can influence the speaker's habits and experiences (Markovic & Alcakovic, 2013). It means we can see how male and female language usage and gestures differ.

In addition, nowadays, the issue of gender is not only debating the role of males and females but also discussing the position of the queer community. According to Gieseking (2008), queer is the generic representation of people who are not considered heterosexual or cisgender, including what is known in LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, others) labels. This term is also used by people who cannot conform themselves to binary gender (male and female) expectations in society, even though they are heterosexuals. The world of gender identity is very complex. Gieseking (2008)

states that queer theory is committed to critiquing and problematizing previous ways of theorizing identity.

The researcher chooses multimodal analysis, which is suited to the examining purposes of a music video as one of the complex and latest popular discourses. Multimodal analysis in this research aims to uncover the view of gender stereotypes in a music video as the discourse object, a music video of a British girl group called Little Mix featuring an American woman rapper, Saweetie. The title of the song is Confetti. Gender stereotypes are represented in the members of Little Mix, Jade, Leigh-Ann, and Perrie, who act as their male-alter egos as J-Dog, Lenny, and Pez, and the cameo appearance of the casts of RuPaul's Drag Race of UK. RuPaul's Drag Race is a reality show series that tries to find the most glamorous drag queen in the country, which the researcher later used as the representation of the queer community. The drag queens in the music video are Tayce, A'Whora, and Bimini Bon Boulash. Thus, the Confetti music video by Little Mix can be used as the research object by looking at the visual and verbal analysis based on represented genders which are male, female, and queer.

Several researches on music video have been conducted in the past. Every music video has its idea and concept, suited to the singer and the product label's image and style. For instance, a study by Max & Utomo (2021) is about *Discourse Analysis on Taylor Swift's You Need to Calm Down Music Video with Semiotic Approach*. The study aims to identify the meaning-making of LGBTQ+ issues and toxic media contestation in a music video. Then, a study by Acosta (2018), titled *A Multimodal Discourse Analysis of Childish Gambino's Music Video:*

"This is America," talks about gun control in America, African-American stereotypes, and their representation in mass media. From these examples, each music video has a different concept which makes it unique from one another. Moreover, a study by Muliani & Ali (2022) entitled *A Multimodal Discourse Analysis of "Lathi" Song* identifies the music video's interpersonal meaning using semiotic modes to investigate possessiveness and unhealthy relationship between the represented participants.

Thus, in this research, the researcher chooses to do multimodal analysis by using the semiotic approach in order to uncover different modes of communication (Kress & Leeuwen, 2006). Semiotic approach can be applied to the studies of discourse with cultural and social background which has diversity in representing views and meaning. In this research, the researcher only focuses on the representational meaning of the music video. Then, the additional highlight of this research is on the skit of the talents of the music video. It can be included as the verbal or language representation which conveys the difference of language based on gender. In short, the researcher is also using Halliday's Systemic Functional Linguistics (SFL), especially the interpersonal metafunction to uncover meanings in social relations. The aims of SFL approach can be utilized in attempting manner of various purposes in language usage and motivation on uncovering the culturally shaped phenomenon (Almurashi, 2016). So, based on the explanation above, the researcher is trying to expose the visual meaning and language used of gender (male, female, and queer community) base on the

collaboration of Little Mix, Saweetie, and RuPaul's Drag Queen of the UK by analyzing the scene and language as the conveyors of the prejudices.

1.2 Identification of Problem

Music video as a product of popular culture can give impacts to the society by influencing them to have the same views and ideas about such gender which lead to stereotyping. In this case the addressees are the fans of Little Mix and Saweetie or audience of the music video in common. Therefore, gender stereotypes is one of latest issue which categorized people based on their gender in large scope not individually. It can also lead to judgments, discriminations, and expected behaviors in the society. Then, the status of queer as a gender in the LGBTQ+ community also included as the debated category of acknowledged gender.

1.3 Scope and Limitation of the Study

The scope of the study are representational meaning in semiotic approach and interpersonal metafunction of Systemic Functional Linguistics (SFL) and the limitation is a music video by a British girl group called Little Mix, featuring an American woman rapper, Saweetie, in the tittle of 'Confetti'.

1.4 Formulation of the Study

According to the scope and limitation of the study above, the formulation of the problem is: "How gender stereotypes revealed in visual pattern and language used in multimodal discourse analysis of Confetti music video?"

1.5 Research Questions

1. What are the representational meaning in visual pattern constructed in Confetti music video based on gender categorized (male, female, and queer)?

2. How is the language used based on gender categorized (male, female, and queer) on the skit of the music video revealed by using interpersonal metafunction?

3. Does the visual pattern and language used represent gender stereotypes?

1.6 Objectives of the Study

1. To identify representational meaning in visual pattern based on gender (male, female, and queer) on "Confetti" music video

2. To identify interpersonal metafunction of language used based on gender (male, female, and queer) on "Confetti" music video

3. To investigate gender stereotypes on "Confetti" music video

1.7 Significant of the Study

The research must show various implementations to the multimodal analysis as a part of discourse analysis which is using semiotic approach and also SFL, especially in this study, the identification of visual-grammar and language used based on gender. The results of this research are also expected to be able to:

1. Theoretically

   This study, hopefully, can add practical manner and information about multimodality analysis as the part of Critical Discourse Analysis and contribute to other discourse studies.

2. Practically

   For the society, as the main target, this study is expected to give an impact by executing their consciousness of gender stereotypes on the music video, especially Little Mix and Saweetie fans. Hopefully, the audience can be more critically and do not put any stereotypes on other people, but getting to know to each other by building a relationship in person.

1.8 Definition of Key Terms

The definition of key terms of this research is elaborated as:

1. Multimodal: a part of discourse analysis which focused on the verbal and visual semiotic modes in meaning-making purposes.

2. Discourse : written or spoken communication about a topic

3. Music Video   : a video based performance of a recorded song with visual images interpretation.

4. Representational Meaning: a design to uncover the social actions and social constructs portrayed on the visual representations.

5. Interpersonal Metafunction: a language function social realities representing the participants take roles in interactions.

6. Gender : a classification of human identity based on the cultural and social differences

7. Gender Stereotypes : an expected behavior and role based on gender