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A Proposal about Pop Music Works

Music is one thing that we always contacted with. We listen to music when we are bored, finishing assignments, and basically whenever we want to relax. Because of this widely common practice among people, music nowadays has a extremely great impact on the society and the common ideology we have, therefore, I want to take a deep look and analyze on this aspect.

Although many “pop music” songs have a “censored” version for the radio stations, the lyrics and the contents themselves advocate violence, discrimination, biased thinking, and drug uses, etc. Pop music and its correlated music videos, over the past decade, has followed this trend, and created a common ideology that violence and related actions are considered “cool” and admirable. They seem to suggest that those actions could be followed and slowly be accepted by our society. Multiple articles I found also point out this issue that this affect the next generation children, therefore I would like to do a research on this.

On the other hand, about half of the pop music industry encourages positive music. Some songs are filled with optimistic lyrics and the ideology among them is what we considered correct. This is an exact opposite of the other half which suggest violence and drug uses. This is very interesting, thus I also want to discuss this in my research about how they represent those ideologies in different ways.

Recent pop music represents love (including love and the way treating people) in both ways in a problematic way because the whole pop music industry is actually complicated and has two different understandings. For my primary sources I would analyze two to three music videos (since one song is rather short.) that features violence and love. I will look at their lyrics and also the actions in their respective music video. I choose "I Love It" by Charli XCX and “Counting Stars” by OneRepublic since they both hold a completely different view toward love and relationships. “I Love It" also promotes reckless behaviors and mild violence, presenting an ideology that this kind of behavior is “the new black”.