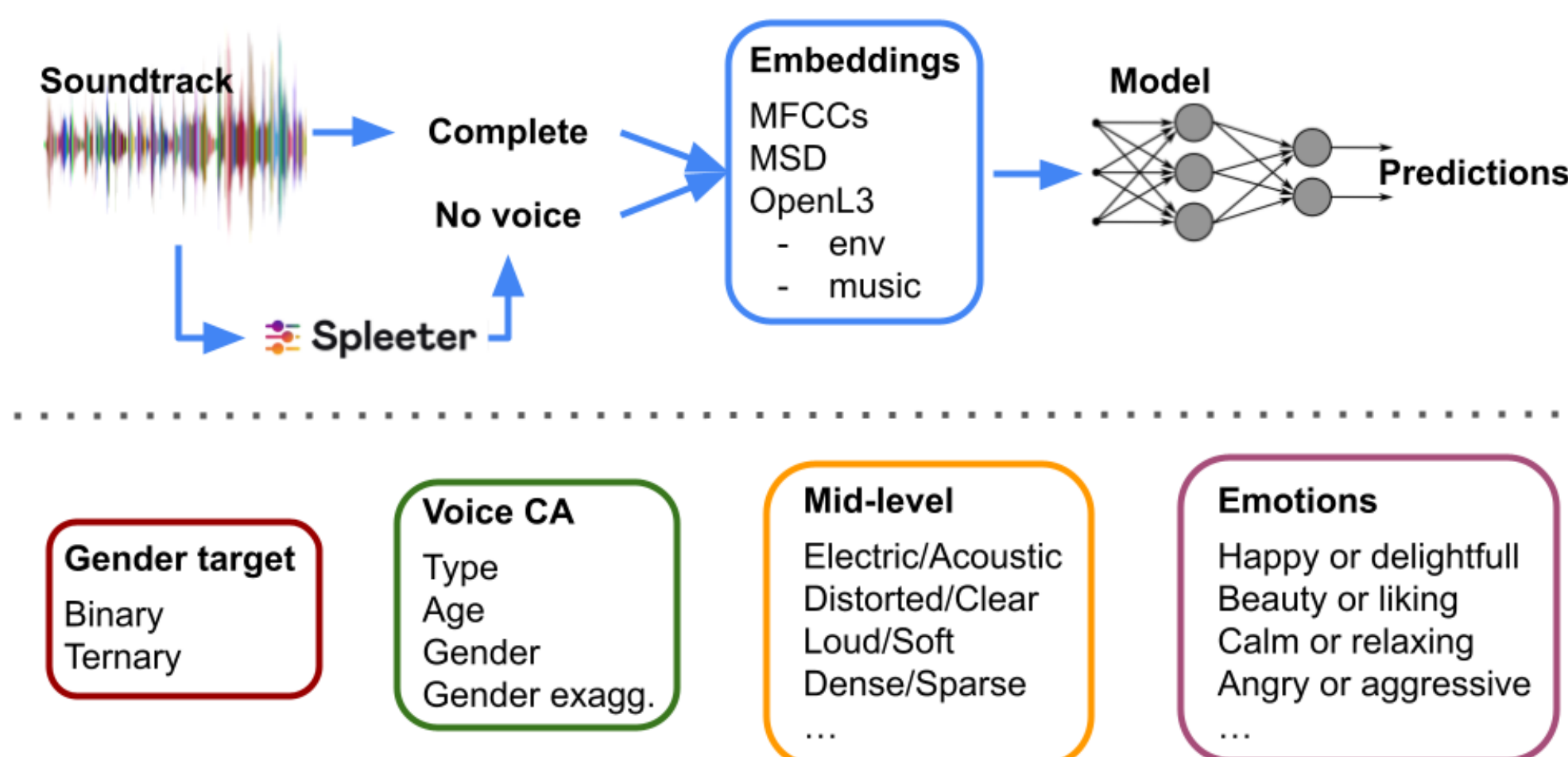


# Gender-coded sound: A multimodal analysis of gender encoding strategies in music for advertising

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2020



## Finding

Can music convey ideological stance such as gender? Yes.

## Question

Multimodal fusion techniques in the context of transfer learning