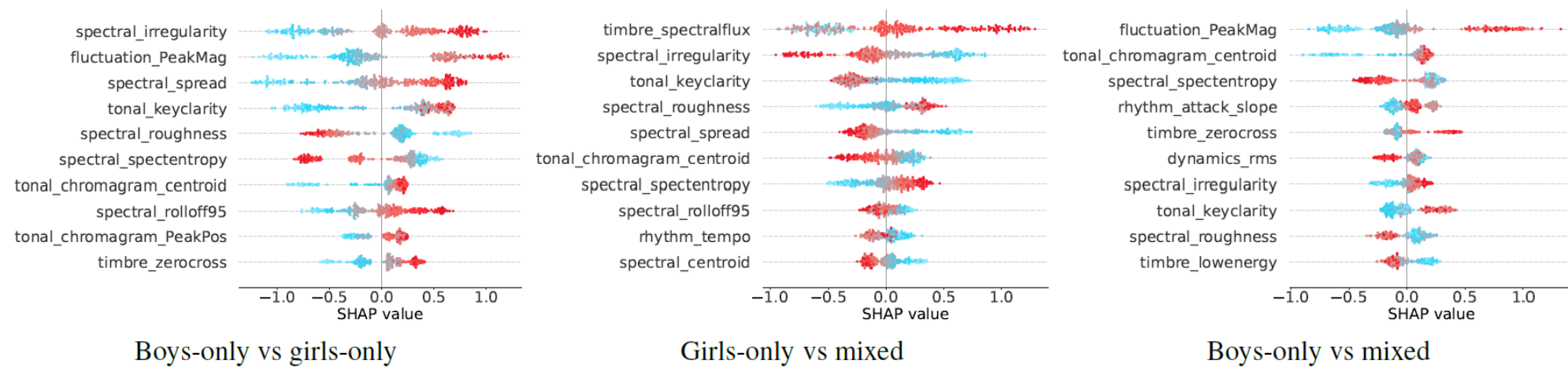


Gender-Coded Sound: A multimodal analysis of gender encoding strategies in music for advertising

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Finding

To what extent is gender-coding deliberately used, when music is secondary to other modalities and serves a clear purpose, such as in advertisement? Our overarching research objective is to provide a theory of the effects that message producers, and their decision-making, have on the selection and composition of music in gendered toy commercials

Question

If you're interested, and have experience in retrieval augmented generation with LLMs we could collaborate on a project! I'm relatively up to date with the literature and plan to use DSPy + LlamaIndex.