



Wednesday, December 9th
11:00am

Candela Casasnovas: *Women in the Music Industry*

For years the music industry has shown that the public image and work of women artists is highly controlled by different media within the industry, even causing serious consequences in their mental and physical health due to the strong pressure that the media, record companies and management teams generate. This study consists of the analysis of seven very important and recognized female artists within the pop industry, with the aim of understanding their evolution over the years in music, what messages they transmit to us through their music and video clips, how the mass media affect their work, and what makes them famous, raising hypersexualization as one of the main problems. One of the most important questions when doing this research was: How do women suffer from male chauvinism within the music industry? That is why, through this thesis, one of my main objectives is to make visible how hard and cruel the music industry is to its artists, and what we can do as followers of them to change certain situations.

In order to carry out this research, the video clips of Madonna, Lady Gaga, Britney Spears, Miley Cyrus, Avril Lavigne, Kesha and Billie Eilish were semiotically analyzed. In this analysis it was shown that in most of these singers there was a drastic change over the years, and that the sexualization of their images is closely linked to the reason for their fame. However, it was also confirmed in other cases that a good personal style that captures people's attention is valid for "gaining fame" without the need for sexualization.

On the other hand, the lyrics of the songs of these artists were analyzed linguistically, and as a result of this analysis, I came to the conclusion that their lyrics make quite important themes visible within our very complicated society. However, constant criticism of these artists is more important than paying attention to what they want to tell us through their music.

As a final instance of research, a survey was made to different people on the subject. The results consisted of the fact that most people are aware of how women suffer in this environment, holding different ideas of how this situation of control should be modified. However, the role of fanatics in general is not enough to allow women artists to live their work freely, it is a slow process that takes many years of changes in society and in the areas of work.