

Youths, Gender and Media Portrayal: An Examination of the Relationship between Youths' Perceptions and the Perceived Portrayal of Female Artistes in Nigerian Hip Hop Music Videos

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Abstract : This study focused on what and how viewers perceive female portrayal in Nigerian Hip Hop music video based on scholars' submission that Hip Hop music video is one of the media contents that objectifies women the most. However, this study examined how female artistes are portrayed sexually in Nigerian Hip Hop music videos. A model was developed in this study to examine the relationship between viewers' perceptions and female portrayal in Nigerian Hip Hop music videos and from this model; three hypotheses were formulated and tested. Objectification theory of the psychology was also used to examine the manner at which women are portrayed in Nigerian Hip Hop Music as well as the relationship between the perceived portrayal and viewers' perceptions. Survey research method was equally employed to gather data from 300 undergraduates in Kwara State and two Nigerian Hip Hop music producers who form the population of this study. From the result of the analyzed data and the tested hypotheses, it was discovered that there is a significant relationship between portrayal of female artistes in Nigerian Hip Hop music and viewers' perception. As part of the suggestions, further study should include examination of how other media content portrays women.

Keywords : female artistes, Hip Hop, objectification, portrayal

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