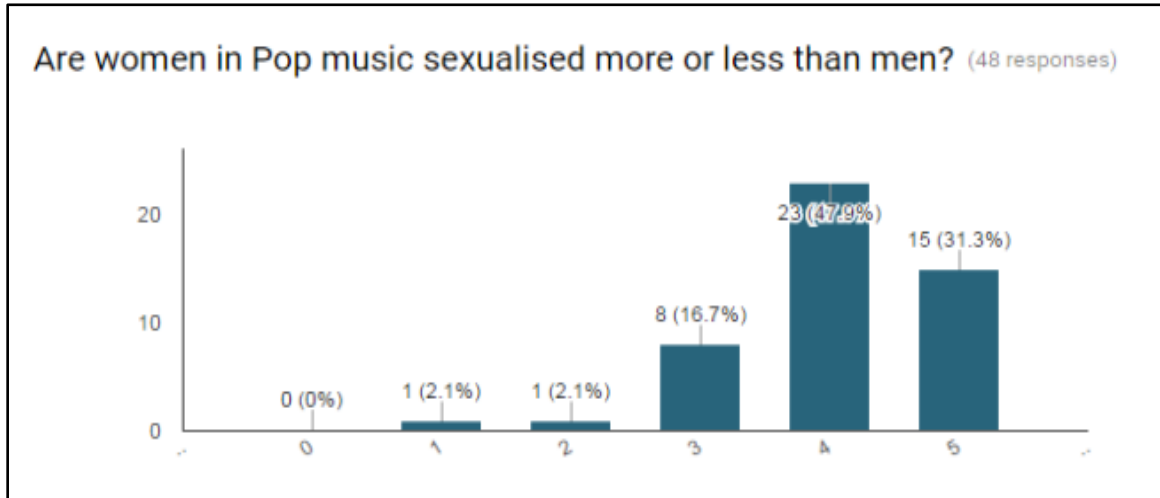


51.25%¹⁸. Such substantially high statistics elucidates a sexually driven society immersed in commercialising salacious attributes of persons to sell products and gain attention by youth as a target audience.



Discrimination against women in the music industry can also be confirmed, and is considered to be a norm within groups in society. My Questionnaire epitomises that public opinion agrees that the divide between the sexualisation between males and females is still apparent in today's contemporary society¹⁹. The graph²⁰ demonstrates 47.9% of participants agreed that women were sexualised more than men (with 31.3% stating that they are always sexualised more than men). The percentage that did not agree with the provided question made up 20.9%. The difference in percentages between the two extremes elucidates female sexualisation which is causing a marginalisation of how the two genders are represented in music institutions. As a result, males and females artists of the popular music industry are being treated differently due to contention of popular demand within the consumers of popular music in a western society. This is causing males and females to be viewed and treated differently from each other because women have been marginalised to “be shown in a provocative and revealing clothing and are depicted as being in a state of sexual readiness”²¹. Men and women in the music industry are treated differently due to the population difference, causing females as the minority to use their

¹⁸Content analysis

¹⁹ Questionnaire conducted on 6/1/2016- question 7

²⁰ Questionnaire conducted on 6/1/2016- question 7

²¹ Dr. L. Papadopoulos. *Sexualisation of young people*. Sexualisation of young person Review. [Accessed on 12 January, 2016]

biological characteristics as a form of materialistic identification to sell their image to consumers of their music or associated paraphernalia.

In recent years however, the marginalised difference between genders has decreased. Even though a definitive divide still exist, it is being shifted to be more socially inclusive towards both genders. The content analysis from both 2000-2003 and 2013-2016 reported lower uses of stereotypic images suggesting a sexual nature. The early 2000's indicated that stereotyping (putting persons into a category for sexual gratification) was at 48.75% and steadily declined throughout time²². 2013-2016 demonstrated a further decrease in this category, having only 12.5% of stereotyping in all videos tested in that range²³. These findings could justify that governmental institutional power through official censorship. Paid Television companies, such as Australia's FOXTEL, have schemes such as the parental lock system to allow families to restrict what is seen by young persons²⁴. Free T.V Australia is also another organisation that censors what is seen at what times of the day²⁵. Sexual education provided by schools or other organisations²⁶ is also used to assist adolescents to move away from the sexual images provided by the media. As the world becomes more aware and accepting of sexual differences, a diminishing divide between gender in the music industry can occur as adolescents become more socially aware and accepting of other cultures around them.

Males and females in the music industry are treated differently due to the demand from society for sexualised images. Transnational companies have displayed sexualised content of both genders, but especially female, in order to sell music artists and their associated products. This has created the idea of 'sex sells' causing artists to promote themselves as sexually engaging or

²² Content analysis 2000-2003

²³ Content analysis 2013-2016

²⁴ FOXTEL. 2011. *NATIONAL CLASSIFICATION SCHEME REVIEW FOXTEL RESPONSE TO ALRC DISCUSSION PAPER*. [Internet] Available at:https://www.foxtel.com.au/content/dam/foxtel/about/submissions/2011/foxtel_submission_no_v_11.pdf. [Accessed 26 June 2016].

²⁵ Free TV Australia . 2015. *commercial Television Industry code of Practice* . [ONLINE] Available at:http://www.freetv.com.au/media/Code_of_Practice/Free_TV_Commercial_Television_Industry_Code_of_Practice_2015.pdf. [Accessed 26 June 2016].

²⁶ Dr. L. Papadopoulos. *Sexualisation of young people*. Sexualisation of young person Review. [Accessed on 12 January, 2016]

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dominate as wanted by adolescents by popular demand. This division of male and females, although decreasing, is causing the socialisation of adolescents to become distorted and not reflect social reality in regards to sexual representation as music videos create a new culture dictated by sexual references.