

APPENDIX A- List of Songs and Music Videos

The music videos and lyrics that were chosen for this study were based on the hip hop artistes that were listed with the year end top selling R&B/Hip Hop Albums for the year 2009, ranked by sales and data as compiled by Nielsen Sound Scan, as reported by Billboard.com. From the list, 10 hip hop artistes were chosen based on their album popularity as listed chronologically in the Billboard Charts. Below is the list of artistes as listed by Billboard.com indicating their respective top selling albums and position on the charts.

Table 1
List of Hip Hop Albums Used in the Sample

	Hip Hop Artiste	Album	Year Released	Position on Billboard.com Chart
1.	Beyonce	I Am...Sasha Fierce	2008	1
2.	Jamie Foxx	Intuition	2008	2
3.	Keyshia Cole	A Different Me	2008	3
4.	Jay-Z	The Blueprint 3	2009	4
5.	Kanye West	808s & Heartbreak	2008	5
6.	Ludacris	Theatre of Mind	2008	10
7.	T.I.	Paper Trail	2008	11
8.	Keri Hilson	In A Perfect World...	2009	15
9.	Jazmine Sullivan	Fearless	2008	26
10.	Jennifer Hudson	Jennifer Hudson	2008	27

Table 2
List of Songs Used in the Content Analysis of Hip Hop Songs

	Artiste	Track Listings In Album		
1.	Artiste A: Jamie Foxx	Track 1: "Just Like Me" Track 2: "I Don't Need It" Track 3: "Number One" Track 4: "Digital Girl" Track 5: "Blame It"	Track 6: "She Got Her Own" Track 7: "I Don't Know" Track 8: "Weekend Lover" Track 9: "Why" Track 10: "Freakin' Me"	Track 11: "Slow" Track 12: "Rainman" Track 13: "Overdose" Track 14: "Love Brings Change"
2.	Artiste B: Jay-Z	Track 1: "What We Talkin' About" Track 2: "Thank You" Track 3: "D.O.A. (Death of Auto-Tune)" Track 4: "Run This Town" Track 5: "Empire State of Mind"	Track 6: "Real as It Gets" Track 7: "On to the Next One" Track 8: "Off That" Track 9: "A Star Is Born" Track 10: "Venus vs. Mars"	Track 11: "Already Home" Track 12: "Hate" Track 13: "Reminder" Track 14: "So Ambitious" Track 15: "Young Forever"
3.	Artiste C: Kanye West	Track 1: "Say You Will" Track 2: "Welcome to Heartbreak" Track 3: "Heartless" Track 4: "Amazing"	Track 5: "Love Lockdown" Track 6: "Paranoid" Track 7: "RoboCop" Track 8: "Street Lights"	Track 9: "Bad News" Track 10: "See You in My Nightmares" Track 11: "Coldest Winter" Track 12: "Pinocchio Story"
4.	Artiste D: Ludacris	Track 1: "Undisputed" Track 2: "Wish You Would" Track 3: "One More Drink" Track 4: "Call Up the Homies" Track 5: "Southern Gangsta"	Track 6: "Everybody Hates Chris" Track 7: "What Them Girls Like" Track 8: "Nasty Girl" Track 9: "Contagious" Track 10: "Last of a Dying"	Track 11: "MVP" Track 12: "I Do It for Hip Hop" Track 13: "Do the Right Thang" Track 14: "Let's Stay Together" Track 15:

			Breed"	"Press the Start Button"
5.	Artiste E: T.I.	Track 1: "I'm Illy" Track 2: "Ready for Whatever" Track 3: "On Top of the World" Track 4: "Live Your Life" Track 5: "Whatever You Like" Track 6: "No Matter What"	Track 7: "My Life, Your Entertainment" Track 8: "Porn Star" Track 9: "Swing Ya Rag" Track 10: "What Up, What's Haapnin" Track 11: "Every Chance I Get" Track 12: "Swagga Like Us"	Track 13: "Slide Show" Track 14: "You Ain't Missin' Nothing" Track 15: "Dead and Gone" Track 16: "Collect Call" Track 17: "I Know You Missed Me"
6.	Artiste F: Beyonce	Track 1: "If I Were a Boy" Track 2: "Halo" Track 3: "Disappear" Track 4: "Broken-Hearted Girl"	Track 5: "Ave Maria" Track 6: "Satellites" Track 7: "Single Ladies (Put a Ring on It)" Track 8: "Radio"	Track 9: "Diva" Track 10: "Sweet Dreams" Track 11: "Video Phone"
7.	Artiste G: Keyshia Cole	Track 1: "Make Me Over" Track 2: "Please Don't Stop" Track 3: "Erotic" Track 4: "You Complete Me" Track 5:	"No Other" Track 6: "Oh-Oh, Yeah-Yea" Track 7: "Playa Cardz Right" Track 8: "Brand New" Track 9: "Trust"	Track 10: "Thought You Should Know" Track 11: "This Is Us" Track 12: "Where This Love Could End Up" Track 13: "Beautiful Music"
8.	Artiste H: Keri Hilson	Track 1: "Turnin Me On" Track 2: "Get Your Money Up" Track 3: "Return the Favor" Track 4: "Knock You Down" Track 5: "Slow Dance"	Track 6: "Make Love" Track 7: "Intuition" Track 8: "How Does It Feel" Track 9: "Alienated" Track 10: "Tell Him the Truth"	Track 11: "Change Me" Track 12: "Energy" Track 13: "Where Did He Go" Track 14: "Hurts Me"

9.	Artiste I: Jazmine Sullivan	Track 1: "Bust Your Windows" Track 2: "Need U Bad" Track 3: "My Foolish Heart" Track 4: "Lions, Tigers & Bears" Track 5:	"Call Me Guilty" Track 6: "One Night Stand" Track 7: "After the Hurricane" Track 8: "Dream Big" Track 9: "Live a Lie"	Track 10: "Fear" Track 11: "In Love with Another Man" Track 12: "Switch!" Track 13: "Best of Me"
10.	Artiste J: Jennifer Hudson	Track 1: "Spotlight" Track 2: "If This Isn't Love" Track 3: "Pocketbook" Track 4: "Giving Myself" Track 5: "What's Wrong (Go Away)"	Track 6: "My Heart" Track 7: "You Pulled Me Through" Track 8: "I'm His Only Woman" Track 9: "Can't Stop the Rain" Track 10: "We Gon' Fight"	Track 11: "Invisible" Track 12: "And I Am Telling You I'm Not Going" Track 13: "Jesus Promised Me a Home Over There" Track 14: "All Dressed in Love" Track 15: "Spotlight Part 2"

Table 3
List of Music Videos Used in the Content Analysis of Hip Hop Music Videos

No	Sample Used	Title	Artiste
1	Sample 1	Blame It	Jamie Foxx
2	Sample 2	Just Like Me	Jamie Foxx
3	Sample 3	D.O.A	Jay-Z
4	Sample 4	Run This Town	Jay-Z
5	Sample 5	Love Lockdown	Kanye West
6	Sample 6	Heartless	Kanye West
7	Sample 7	Nasty Girls	Ludacris
8	Sample 8	What Them Girls Like	Ludacris
9	Sample 9	Whatever You Like	T.I
10	Sample 10	Swagga Like Us	T.I
11	Sample 11	Video Phone	Beyonce
12	Sample 12	Sweet Dreams	Beyonce
13	Sample 13	Playa Cardz Right	Keyshia Cole
14	Sample 14	You Complete Me	Keyshia Cole
15	Sample 15	Turnin' Me On	Keri Hilson
16	Sample 16	Energy	Keri Hilson
17	Sample 17	In Love With Another Man	Jazmine Sullivan

18	Sample 18	Dream Big	Jazmine Sullivan
19	Sample 19	Spotlight	Jennifer Hudson
20	Sample 20	If This Isn't Love	Jennifer Hudson

Table 4
List of Music Videos and Song Lyrics Used for Survey and Interview

No	Sample Used	Title	Artiste
1	Sample 1	Nasty Girls	Ludacris
2	Sample 2	Whatever You Want	T.I.
3	Sample 3	Video Phone	Beyonce featuring Lady Gaga

APPENDIX B - Sample of Survey

Agree to Participate in Survey

I, _____ (Matric No.) _____

hereby agree to participate in the survey as conducted by Fazleen Md Ruslan (Student ID: TGB080027) for her study on Hip Hop Music Videos".

It is my understanding that my participation in this survey is on a voluntarily basis and my identity will not be disclosed.

Signature:

Date:

Participant's Particulars:

Age:

Gender:

Nationality:



SURVEY:

**Language
and Gender
in Hip Hop Music Videos**

Dear Respondents,

My name is Fazleen Md Ruslan, a final semester student in the Master in English as a Second Language (MESL) programme at the Faculty of Language and Linguistics, Universiti Malaya. I am conducting a survey for my research report.

This research is mainly to study to explore gender representations of male and female characters as depicted in selected hip hop music videos as well as the use of foul language in selected hip hop music lyrics.

I would like to thank your kind consideration in voluntarily participating in this survey. Please complete this survey at best of your ability and within your own judgment.

You are welcome to the results once the research is completed.

Thank you!

Age:

Gender:

Nationality:



PART A - Word List

The word list below consists of words extracted from hip hop song lyrics. In your own opinion, please rate the following words as negative (1), neutral (2), or positive (3) by ticking in the appropriate boxes. Please tick **ONCE for each word** only.

No.	Word	Negative (1)	Neutral (2)	Positive (3)
1	alcohol			
2	bastard			
3	bitch			
4	booty			
5	champagne			
6	chick			
7	corona			
8	crack			
9	crazy			
10	damn			
11	dawg			
12	dick			
13	drunk			
14	dude(s)			
15	freak(s)			
16	freaking			
17	gangster(s)			
18	gold digger			
19	grind			
20	g-string			
21	henny (Hennessey)			
22	high			
23	hoe(s)			
24	homies(homeboys)			
25	hug			
26	hustler(s)			
27	kristal			
28	kiss(ing)			
29	liquor			
30	make love			
31	naked			
32	nigga(s)			
33	one night stand			
34	panties			

35	playa			
36	pimp/pimping			
37	porn star			
38	punk			
39	reefer			
40	semen			
41	sex/sexing			
42	sexy			
43	shawty (shorty)			
44	sucker			
45	tipsy			
46	thug			
47	weed			
48	wine			
49	virgin			
50	vodka			

Age:

Gender:

Nationality:



PART B- Song Lyrics And Music Videos

Sample 1- Artiste D, Track 8

Below are song lyrics for the music video Sample 1. First, circle any words or lines in the lyrics that you feel are:

(1) Negative language (N)

(2) Representations of gender for men or women (G-M / G-W)

Example:

Popping bottles of that Bud N
Giving all them dudes hugs
And you just like me
She don't know how to act
On the floor back in the back G-W

Age:

Gender:

Nationality:

SONG LYRICS

Sample 1- Artiste D, Track 8

A lady in the street but a freak in the bed

Lady in the street but a freak in the bed...

Lady in the street but a freak in the bed

Lady in the street but a freak in the bed

See she makes her own money, pays her own bills

Always stays fly, keeps it so real

But behind closed do's she a nasty girl (yup)

Behind closed do's she a nasty girl

She got a crazy little figure, nice round ass

Walks so proper, talks with such class

But behind closed do's she a nasty girl (yup)

Behind closed do's she a nasty girl

Yeah, I met this girl named Keisha, she was so sweet (yup)

Nails stay manicured, pretty little feet (woo!)

Shoes so sexy, body so hot

Hair lookin like she just came from the shop

Legs so smooth, clothes so tight

Style so sexy, makeup just right

Never too much, never too little

Black lace bra, Vickie Secrets in the middle

Eyes so innocent, smile so bright

Works in the mornin but she'll party all night

All for her man, all cause she bout it

All cause she crazy in love and don't doubt it

Product of her birthplace, know about the streets

Clean in the workplace, dirty in the sheets

Keeps her own toaster, makes her own bread
Lady in the STREET but a freak in the bed, cause

Okay, okay, haha

I got a college girl who go to church e'ry Sunday
Had her sneak out of choir rehearsal to put it on me
But she's so innocent, when she ridin, mami
One thing about her, she get her own money
Gave it to her yesterday while she was doin laundry
Favorite chore of mine, it's my lil' bunny
Bowl-legged and classy, such a real woman
Sex all night, go to work e'ry mornin
Text me from work and told me she was horny
Text her back and told her, "Me too mami"
When you get off work, daddy gon' punish
You my nasty girl forever I promise

I got a doctor girlfriend that tells me, "Come home soon!"
She plays like my house is her emergency room
Tells me to undress and to lay on the sofa
Checks all my vitals like a doc's supposed ta
All white coat, all white heels
And nothin underneath so it's an all night deal
I'm her number one patient and delighted to be
And when she needs her medicine I give her vitamin D
But wait! I got a lawyer girl that's so wild
And every single night she wanna take me to trial
Said she needs some evidence, and to show her the PROOF
So I put her on the stand and I give her the truth!
Cause I'm hung like a jury (jury)
Judge Luda preside over your body and I'm never in a hurry
You may proceed, let the games begin
And if I call a mistrial we gotta do it again

Age:

Gender:

Nationality:

MUSIC VIDEO

Sample 1- Artiste D, Track 8

In reference to the music video that you have just viewed, please answer the questions below based on the representation of gender.

Male Character

1. What is your opinion on the physical representation of the male character?

2. Describe the role(s) of the male character in the music video.

3. In your opinion, describe any positive element(s) the male character brings in the music video.

4. In your opinion, describe any negative element(s) the male character brings in the music video.

5. On a scale of 1-3, please rate on the positiveness or negativeness of gender representation of the male character in the music video. (1 negative, 2 is neutral and 3 is positive) Please tick in the appropriate boxes provided.

Sample 1- Artiste A, Track 8		
Positive-Negative Representation		
Negative (1)	Neutral (2)	Positive (3)

Female Characters

1. What is your opinion on the physical representation of the female characters?

2. Describe the role(s) of the female characters in the music video.

3. In your opinion, describe any positive element(s) the female characters bring in the music video.

4. In your opinion, describe any negative elements the female characters bring in the music video.

5. On a scale of 1-3, please rate on the positiveness or negativeness of gender representation of the female characters in the music video. (1 negative, 2 is neutral and 3 is positive) Please tick in the appropriate boxes provided.

Sample 1- Artiste A, Track 8		
Positive-Negative Representation		
Negative (1)	Neutral (2)	Positive (3)

Age:

Gender:

Nationality:

SONG LYRICS

Sample 2- Artiste E, Track 5

You know them old sugar daddies

They be tricking they tell them girls

I said you can have whatever you like

I said you can have whatever you like

Yeah

[Chorus:]

Stacks on deck. Patron on ice.

We can pop bottles all night

Baby you can have whatever you like

I said you can have whatever you like.

Yeah

Late night sex, so wet and so tight

I'll gas up the jet for you tonight and baby you can go wherever you like

I said you can go wherever you like

Yeah

Anytime you want to pick up the telephone you

know that it ain't nothing to drop a couple stacks on you

If you want it you can get it my dear

5 millions dollars homes drop the business I swear.

Yeah

I want your body. I need your body.

As long as you got me you won't need nobody

You want it, I got it. Go get it, I'll buy it

Tell them other broke niggas be quiet

Shawty you the hottest. Love the way you drop it.

Brain so good could've sworn you went to college.

100k deposit. Vacations in the tropics

And everybody know it ain't tricking if you got it

You ain't never ever gotta go in your wallet.

Long as I got rubberband banks in my pocket.

5 6 rides wit rims and a body kit.

You ain't gotta downgrade you can get what I get

My chick can have what she want.

And go in any store for any bag she wants.

She ain't never had a man like that.

To buy you anything your heart desire like that.

I want your body, I need your body.

Long as you got me, you won't need nobody.

You want it, I got it. Go get it, I'll buy it.

Tell them other broke niggas be quiet.

Talking big boy rides & big boy ice

Let me put this big boy in your life.

That thing get so wet & get so right

Let me put this big boy in your life. that's right.

I want your body, I need your body.

Long as you got me, you won't need nobody.

You want it, I got it. Go get it, I'll buy it.

Tell them other broke niggas be quiet.

Age:

Gender:

Nationality:

MUSIC VIDEO

Sample 2- Artiste E, Track 5

In reference to the music video that you have just viewed, please answer the questions below based on the representation of gender.

Male Character

1. What is your opinion on the physical representation of the male character?

2. Describe the role(s) of the male character in the music video.

3. In your opinion, describe any positive element(s) the male character brings in the music video.

4. In your opinion, describe any negative element(s) the male character brings in the music video.

5. On a scale of 1-3, please rate on the positiveness or negativeness of gender representation of the male character in the music video. (1 negative, 2 is neutral and 3 is positive) Please tick in the appropriate boxes provided.

Sample 1- Artiste A, Track 8		
Positive-Negative Representation		
Negative (1)	Neutral (2)	Positive (3)

Female Character

1. What is your opinion on the physical representation of the female character?

2. Describe the role(s) of the female character in the music video.

3. In your opinion, describe any positive element(s) the female character brings in the music video.

4. In your opinion, describe any negative elements the female character brings in the music video.

5. On a scale of 1-3, please rate on the positiveness or negativeness of gender representation of the female character in the music video. (1 negative, 2 is neutral and 3 is positive) Please tick in the appropriate boxes provided.

Sample 1- Artiste A, Track 8		
Positive-Negative Representation		
Negative (1)	Neutral (2)	Positive (3)

Age:

Gender:

Nationality:

SONG LYRICS

Sample 3- Artiste F, Track 11

Shawty, what yo name is?

Uh uhhh

Them hustlas keep on talkin'

Uh uhhh

The like the way I'm walking

Uh uhhh

You saying that you want B?

So press record and let you film me

On your video phone

Make a cameo

Tape me on your video phone

I can handle you

Watch me on your video phone

On your video, video

If you want me you can watch me on your video phone

I love how you approach me

Fresh white, with your pants hangin' grown-man low

Everything you sayin' soundin' good to me

No need to convince me anymore

Swag up, its bright

One blade, its tight

And I smell your cologne in the air

Baby, you doin' something right

You just cancelled every other man here

You say you like my bag and the color of my nails

You can see that I got it goin' on

I wanna make sure you remember me

So I'ma leave my number on your video phone

Uh uhuh

I got no time for frontin'

Uh uhuh

I know just what I'm wantin

Uh uhuh

If its gonna be you and me?

When I call they better see me on your video screen

Uh uhuh

Them hustlas keep on talkin'

Uh uhuh

The like the way I'm walking

Uh uhuh

You saying that you want B?

So press record and let you film me

On your video phone

Make a cameo

Tape me on your video phone
I can handle you
Watch me on your video phone
On your video, video
If you want me you can watch me on your video phone

You a cutie
You should let me put you in my movies
Do shoot into a star of your own hit song
We can shoot the video right here on my cellphone
I never seen a smile so pretty
I need to know I'll always have you wit' me
So take your picture on my video phone
You can pick your own song
And you could be the only one....
I know you like that
Turn you into a star? I got it like that
Like that, baby don't fight it
Cause when I miss your call I hit you right back
On my video phone

Uh uhuh

Them hustlas keep on talkin'

Uh uhuh

The like the way I'm walking

Uh uhhh

You saying that you want B?

So press record and let you film me

On your video phone

Make a cameo

Tape me on your video phone

I can handle you

Watch me on your video phone

On your video, video

If you want me you can watch me on your video phone

You know them G's they be hollerin'

'Specially them hot ones

Brooklyn, Atlanta, Houston to New Orleans

When they see me they be like, "Yo, B, let me call you!"

You breakin' my focus, boy

You cute and you ballin'

You like it when I shake it?

Shawty on a mission, what yo name is?

What? You want me naked?

If you liking this position you can tape it

On your video phone

Uh uhhh

Hustla keep on talkin'

Uh uhhh

You like the way its popping?

Uh uhhh

You saying that you want B?

Press record, baby film me

On your video phone

Make a cameo

Tape me on your video phone

I can handle you

Watch me on your video phone

On your video, video

If you want me you can watch me on your video phone

Age:

Gender:

Nationality:

MUSIC VIDEO

Sample 3- Artiste F, Track 11

In reference to the music video that you have just viewed, please answer the questions below based on the representation of gender.

Male Characters

1. What is your opinion on the physical representation of the male characters?

2. Describe the role(s) of the male characters in the music video.

3. In your opinion, describe any positive element(s) the male characters bring in the music video.

4. In your opinion, describe any negative element(s) the male characters bring in the music video.

5. On a scale of 1-3, please rate on the positiveness or negativeness of gender representation of the male characters in the music video. (1 negative, 2 is neutral and 3 is positive) Please tick in the appropriate boxes provided.

Sample 1- Artiste A, Track 8		
Positive-Negative Representation		
Negative (1)	Neutral (2)	Positive (3)

Female Characters

1. What is your opinion on the physical representation of the female characters?

2. Describe the role(s) of the female characters in the music video.

3. In your opinion, describe any positive element(s) the female characters bring in the music video.

4. In your opinion, describe any negative elements the female characters bring in the music video.

5. On a scale of 1-3, please rate on the positiveness or negativeness of gender representation of the female characters in the music video. (1 negative, 2 is neutral and 3 is positive) Please tick in the appropriate boxes provided.

Sample 1- Artiste A, Track 8		
Positive-Negative Representation		
Negative (1)	Neutral (2)	Positive (3)

Thank you!

APPENDIX C - Sample of Interview Questions

AGREEMENT TO PARTICIPATE IN THE INTERVIEW

I have agreed to participate in this interview for the study entitled "Taboo Language and Gender Stereotypes in Hip Hop Music Videos". My personal identity will be concealed for the purpose of this study.

Signature:

Date:

Age:

Occupation:

Years involved in the media industry:

PART A

1. What is your age?
2. What is your occupation?
3. How long have you been involved in the media industry?

PART B

1. Words as highly rated in Part A- Word List of the survey

- i) Is the word a form of taboo language in the society? Why or why not?
- ii) Does the word in hip hop songs bring an influence on the language use of audience?
- iii) Does the word influence the local market appeal in any way when it is used in hip hop songs?

PART C

i) Song Lyrics for Sample 1, Sample 2 and Sample 3

1. Lines from the song lyrics for the gender representation of men or women:
 - i) What does line number mean to you?
 - ii) Is the male gender rarely or regularly portrayed this way in hip hop songs?
 - iii) Does the line from the song lyrics imply a negative, neutral or positive representation of men in the media?
 - iv) Is the line from the song lyrics affect the market appeal of the song, album or artiste in anyway?
 - v) Are any of the lines from the song lyrics perceived as negative media language content for the audience? Why or why not?

ii) Music Videos for Sample 1, Sample 2 and Sample 3

1. Highest rated keywords given to describe physical appearance of male and female characters
 - i) How does the particular physical appearance look influence the market appeal?

2. Highest rated keywords given to describe roles of male and female characters
 - i) Which role for a male or female character generates market appeal in a hip hop music video?

3. Highest rated keywords given to describe positive elements of male and female characters
 - i) How does a male character with that particular element produce market appeal?

4. Highest rated keywords given to describe negative elements of male and female characters
 - i) How does a male character with that particular element produce market appeal?

5. In your opinion, how is the scenario of gender representation in the media today?

SUBJECT 1

- R: Okay, starting the interview, I have conducted a survey on taboo L1
language and gender stereotypes as seen in hip hop music videos. My L2
respondents are categorized into two groups. Group A and Group B. L3
Group A are Master in English students and Group B are representatives L4
from the local hip hop scene. L5
- S1: Representatives? You mean? L6
- R: I have one MC, a model that's been in some of our local guys' music L7
videos. I also have...one break dancer. The other one is a club DJ. L8
- S1: Okay. L9
- R: From several sections of my results, that I got from my survey, I would L10
like to ask you several questions. Is that okay? L11
- S1: Okay. Will it be hard questions? Haha. L12
- Q: Haha. No, no...you can answer based on your own opinions, okay. L13
- S1: Okay. L14
- R: So looking at the word bastard...do you feel it's a taboo word. For the L15
society, I mean? L16
- S1: Bastard? Well, just hearing the word sounds a little vulgar, yeah. Like L17
'You bastard'. L18
- R: How do you feel about the word? Is it a taboo? L19
- S1: Bastard....bastard...I think it's well...I mean even as writers we're not L20
allowed to let that kind of word slip in our writing. I mean for published L21
articles. But you know in blog writing or daily conversations, we use L22
tend to use that word anyway. So, in my opinion the word is okay. Not L23

much of a taboo. Because as harsh as it sounds it's not as vulgar as the f L24
wordlah. L25

Okay. L26

S1: Bastard to me is like saying *anak haram* in Malaylah. And we hear that L27
all the time. So when we're pissed at someone, or something... we tend L28
to call them *anak haram* or bastard. But I prefer *anak haram*, more L29
power. Haha. L30

R: When bastard is used in hip hop songs, does it in anyway influence the L31
language of the audience? Any impact? L32

S1: Impact? Bastard is not really a typical swear word....compared L33
to...compared to bitch or can I say it... L34

R: Yeah, yeah go ahead. L35

S1: Compared to fuck or bitch. So I think even if you hear it on TV it just L36
sounds like you're upset. And I think personally, people use bitch and L37
fuck more. Yeah you see it more. So, no bastard is ok to me. L38

R: How about the local market. I mean when our local audience hears it in L39
the hip hop songs, does it affect the market appeal? L40

S1: No, not really. Bastard is a mild word. Not much appeal there. I L41
think...anyway...not everyone pays attention to what the lyrics say or L42
mean. Some *dolah*. But usually it's about the catchy lyrics part. L43

R: Okay. So Group B the hip hop crowd rate words hoes, reefer and L44
semen as the most negative words. Among those words, which ones are L45
taboo? L46

S1: Hoes. Some people who hear that word in songs may not respect women. L47
So I would say hoes is bad. And...semen is not so good *alsolah.* L48

R: Why hoes is bad? L49

S1: Compared to bitch, hoes is always referring to women. Not necessarily L50
 prostitutes. Even if in the songs if the rapper is mad at the girl or L51
 something, then the girl is called hoes. Not just mad, just women in L52
 general. L53

R: Why semen is bad? L54

S1: Because it's too...too detailed. You don't wanna hear bout a guys's L55
 liquid. And also, I think directly when you hear it...it reminds you of L56
 sex. So that 18SX already. L57

R: When hoes and semen is heard in the songs or music videos, does it in L58
 anyway influence the market appeal? L59

S1: Urrmmm...to *melah*. I think not really. People like radio friendly songs. L60
 Malaysia likes Top 40. L61

R: Okay, is... hug is it the a taboo word? L62

S1: No. L63

R: Why not? L64

S1: It's a normal word. Like I wanna hug you. Nothing wrong. L65

R: Does hug, when you hear it in the songs...does it influence the language L66
 use of the audience? L67

S1: No. Hug is normal. You use it anyway in your own conversations. L68
 Doesn't make a difference. L69

R: Can hug influence the local market appeal when it's used in hip hop L70
 songs? L71

S1: If the music is good. If the singer is popular. Doesn't matter what they L72
 sing about. L73

SUBJECT 3

- R: Hi. First of all, thank you for agreeing to do this interview with me. L1
- S3: Sure. You're welcome. L2
- R: The first question is...on the word bastard. Is it a taboo word in our L3
society? L4
- S3: Yes. L5
- R: Why is that? L6
- S3: Bastard is a bad word. We don't use it on a daily basis. That's why when L7
we're angry we use bad words. But when we're talking normal. When we L8
talk normal we don't use it. L9
- R: What does bastard mean to you? L10
- S3: Someone you really really hate. Makes you want to call them bastard. L11
Feels good. Haha. L12
- R: When bastard is used in hip hop songs, does it influence the audience in L13
their own language use? L14
- S3: Yes. People sing along. And sometimes the story behind the lyrics. So L15
they use the word they hear. I think just like on TV. If you see this hot L16
girl like a heroine she used words like bastard when she's talking to the L17
bad guys. This could influence people to use it. And also a good song, L18
you sing or dance to it. L19
- R: Does the word bastard influence the local market appeal when it's used L20
in hip hop songs? L21
- S3: Urmmm. I think. I think...not really. Having the word bastard in a song L22
doesn't make it popular. The audience usually like songs for the singers. L23
- R: What do you mean? L24

S3: Let's say...who's popular, eh? Urrmmm...okay let's look at Beyonce. L25
 Even if she use bastard or not, people like her anyway cause she's sexy L26
 and beautiful. L27

R: Okay. Are the words hoes, reefer or semen taboo words in the society? L28

S3: Which one? L29

R: Any which one. L30

S3: Hoes and semen. Reefer I don't know. L31

R: Why hoes and semen? L32

S3: Rappers like to call women hoes. That's not good. It's not our culture. L33
 Imagine if our local artistes rap or sing and call ladies hoes? It's just not L34
 our culture. L35

R: Semen? L36

S3: That's like talking...talking about sex. L37

R: Sex? L38

S3: It's just shouldn't be there. L39

R: Do the words hoes and semen bring an influence on the audience's L40
 language use? The market appeal? L41

S3: Yes they can be influenced. But it doesn't mean it will sell records. L42

R: In what way? L43

S3: It influence them to talk that way. I think a lot of slang words or young L44
 people's sayings come from music and movies. Whatever they hear, they L45
 use it to talk with friends. L46

R: Is the word hug a taboo in the society? L47

S3: Hug? No. L48

R: Can the word hug influence the audience, their language use when they hear it in hip hop? L49
L50

S3: No. L51

R: Why not? L52

S3: Hug is not a bad word. Anyone can use it. No one will get offended. L53

R: Does hug in hip hop songs influence the market appeal? L54

S3: Urrrrm...the word alone, *nolah*. Hip hop is fast pace music. Sometimes you hardly catch what they're saying, you know. So I think what's more important to attract the audience is the popularity of the artiste. If he's known to have good songs...or...the song can dominate the radio charts. L55
L56
L57
L58

R: In your opinion, how is the taboo language scenario in the TV industry? L59
How is the scenario these days? L60

S3: These days....urrrrrm. Very open. L61

R: What do you mean by very open? L62

S3: You can hear a lot of bad words being used. Censorship is not as tight. Even if the local TV shows don't use bad, taboo words. But the overseas content is not easy to control. The original DVDs can go through censorship by our censorship body. But errr...when you buy the pirated cds nothing is cut. L63
L64
L65
L66
L67

R: How about censorship on TV? L68

S3: TV you can see in some channels it's very strict. Even words like damn is beeped. But I have to say some channels let words like sex, lesbian or any sexual words pass. So when these words are not cut, this can bring negative effect for the younger audience. L69
L70
L71
L72

R: But aren't ratings given like 18SX 18PL and all that? L73

SUBJECT 2

- R: Okay. So I conducted a survey recently on taboo language and gender stereotypes as seen in hip hop music videos. For my respondents, I had Group A and Group B.
- S2: Okay.
- R: So Group A are Master in English students. The other group, B, are people from the local hip hop scene. From several sections of my results, that I got from my survey, I would like to ask you several questions. I'm just gonna ask for your perceptions on the taboo words. And also how the male or female characters are portrayed. So, since you're from the media industry itself, I'd really like to know what you think.
- S2: No problem.
- R: Okay, first question. Is bastard a taboo language in the society?
- S2: Yes.
- R: Why do you feel that way?
- S2: It's a harsh word. It's way too straight forward to call someone that. I do use it though, I'm sure we all do. But as for the society....it's still a taboo word. You can't go up to someone and say hey bastard. It's just down right rude.
- R: Right...right. When bastard is used in hip sop songs, like when the listeners hear it in the songs. Does that influence the audience, their language use anyway?

- S2: Depends on who's listening. If adults...If small children...I tell you L23
kids. Kids these days. I have this nephew of mine who *hafal* (memorise) L24
all the songs he sees on his MTV. Like that Lady Gaga song, 'I wanna L25
ride on your disco stick'. What the hell is that*lah* wei! Disco stick. To L26
you and me that sounds sexual. Stick is what else, right? They pick up L27
anything they hear. L28
- R: When bastard is used in the songs, hip hop songs. Does it appeal to the L29
local market in anyway? L30
- S2: Urmmm....to say if you hear it in a song. Well, hip hop is not all the L31
time parental advisory guidance. We got guys from the east coast who L32
still keep it clean. But for me, I feel that some things are best expressed L33
in your own words. Music is an art. So if the rapper is damn angry about L34
the shit he goes through in life, then it's understandable*lah*. L35
- R: Does the local audience like it more or less when bastard is used? L36
- S2: Half and half. Hardcore fans feel the lyrics. L37
- R: How about the words hoes, reefer or semen. Are those taboo words for L38
our society? L39
- S2: Semen not necessary to use in lyrics. Hoes, personally I think is a L40
personal attack on women in general. You don't wanna call every chick a L41
hoe, that will get a big slap out of her. It's disrespectful. Just call them L42
chicks is fine. Reefer....reefer seldom used. Only junkies know what the L43
rapper is talking about. So I guess hoes is taboo. Semen is a body fluid, L44
you see. You use that word when you describe something related to sex. L45
- R: Do any of the words bring an influence on the language use of the L46
audience? L47

S2: Definitely. For hoes. It's like giving guys other choice words to call L48
women that jacked them. I don't mean for ordinary women. Like when a L49
girl cheats on you, automatically you curse her. Bitch sometimes isn't L50
strong enough. Hoes is the right one, you know what I mean. L51

R: Okay...urmmm... L52

S2: But to add, hoes is actually a normal term for women in hip hop. Even L53
though I don't really agree about calling women that, but L54
sometimes...sometimes when the situation he's telling is right. Then the L55
word is used. L56

R: Do the words bring an influence for the local market appeal? L57

S2: Words are words. Our audience likes music for the music. Just because a L58
song uses the word hoes doesn't mean the song can be likeable. L59

R: How about the word hug. Is it a taboo word? L60

S2: Nope. L61

R: Why not? L62

S2: It's...it's hugging. Plain and simple. No dirty pun intended there. L63

R: When hug is used in hip hop songs, can it influence the language of the L64
audience? L65

S2: It makes them feel good. Or feeling romantic. Or feel like they wanna go L66
out and reach to someone they love. L67

R: How about using the word? L68

S2: Yeah, it's okay. Nothing wrong using hug. L69

R: When hug is used in lyrics, does it influence the local market appeal to L70
like or dislike the song L71
L72

APPENDIX D- Data Collection

Table 1 List of Taboo Words in Analysis of All Song Lyrics

Position Number	Taboo words	Artistes										Frequency	Percentage
		A	B	C	D	E	F	G	H	I	J		
1	nigga	1	54	1	34	89	0	2	0	0	0	181	18.431%
2	shit	6	34	1	24	48	3	2	1	2	1	122	12.423%
3	shawty (shorty)	20	18	0	4	26	1	0	0	0	0	69	7.026%
4	fuck(ing)	2	13	31	20	0	0	0	1	0	0	67	6.822%
5	bitch	3	10	1	14	20	0	0	1	0	0	49	4.989%
	homies (homeboys)	4	0	2	20	23	0	0	0	0	0	49	4.989%
6	hustler(s)	0	3	0	6	6	19	0	0	0	0	34	3.462%
7	motherfuck(er)/ (ing)	1	7	0	18	6	0	0	1	0	0	33	3.36%
8	freaking	32	0	0	0	0	0	0	0	0	0	32	3.258%
9	ass(ed)	2	5	0	13	9	0	0	0	1	1	31	3.156%
10	damn	1	3	0	5	8	0	0	1	0	0	19	1.934%
	gangster(s)	0	2	0	14	1	0	0	0	0	2	19	1.934%
11	hell	0	5	1	2	6	0	0	1	0	2	17	1.731%
12	one night stand	0	0	0	0	0	0	0	0	16	0	16	1.629%
13	hoe (s)	0	3	2	6	4	0	0	0	0	0	15	1.527%
14	chick (s)	2	3	0	4	3	0	0	1	0	0	13	1.323%
	kiss(ing)	1	3	0	1	2	0	2	3	1	0	13	1.323%
15	dawg	2	3	0	1	6	0	0	0	0	0	12	1.221%
	sucker	0	0	0	1	11	0	0	0	0	0	12	1.221%
16	pimp/pimping	0	1	0	1	7	0	0	2	0	0	11	1.120%
17	alcohol	10	0	0	0	0	0	0	0	0	0	10	1.018%
	sex(ing)	0	1	0	2	5	0	0	0	1	1	10	1.018%
18	dude(s)	4	0	0	0	3	0	0	2	0	0	9	0.916%

Position Number	Taboo words	Artistes										Frequency	Percentage
		A	B	C	D	E	F	G	H	I	J		
19	booty	1	0	0	1	1	0	0	5	0	0	8	0.814%
	high	1	5	0	0	1	1	0	0	0	0	8	0.814%
	freak(s)	0	0	0	7	0	0	0	0	1	0	8	0.814%
20	bullshit	0	1	0	1	3	0	0	0	1	0	6	0.61%
	grind	1	0	2	0	1	0	0	2	0	0	6	0.61%
	make love	0	0	0	0	0	0	0	6	0	0	6	0.61%
	thug(s)/ (ing)	0	0	0	2	2	0	1	0	0	1	6	0.61%
21	champagne	0	2	0	0	1	0	1	0	0	1	5	0.509%
	dick	0	2	0	1	2	0	0	0	0	0	5	0.509%
	henny (Hennessey)	2	0	0	3	0	0	0	0	0	0	5	0.509%
	porn star	0	0	0	0	5	0	0	0	0	0	5	0.509%
22	sexy	2	0	0	0	1	0	0	1	0	0	4	0.407%
	cocaine	1	1	0	2	0	0	0	0	0	0	4	0.407%
23	balls	0	1	0	2	0	0	0	0	0	0	3	0.305%
	butt	2	0	0	1	0	0	0	0	0	0	3	0.305%
	gold dig(er)/ (ing)	1	1	0	0	0	0	1	0	0	0	3	0.305%
	virgin	1	2	0	0	0	0	0	0	0	0	3	0.305%
24	beer	0	0	0	1	0	1	0	0	0	0	2	0.203%
	drugs	0	0	0	1	0	0	0	0	1	0	2	0.203%
	drunk	0	0	0	1	0	0	0	0	1	0	2	0.203%
	hug	1	0	0	0	0	0	0	0	1	0	2	0.203%
	liquor	0	0	0	1	0	0	1	0	0	0	2	0.203%
	punk	0	1	0	0	0	0	0	0	1	0	2	0.203%
	reefer	0	2	0	0	0	0	0	0	0	0	2	0.203%
	screw(ing)	1	1	0	0	0	0	0	0	0	0	2	0.203%
	vodka	2	0	0	0	0	0	0	0	0	0	2	0.203%
	wine	0	2	0	0	0	0	0	0	0	0	2	0.203%
25	bastard	0	1	0	0	0	0	0	0	0	0	1	0.101%

Position Number	Taboo words	Artistes										Frequency	Percentage
		A	B	C	D	E	F	G	H	I	J		
	coke (cocaine)	0	0	0	1	0	0	0	0	0	0	1	0.101%
	condom	0	1	0	0	0	0	0	0	0	0	1	0.101%
	Corona	0	0	0	1	0	0	0	0	0	0	1	0.101%
	crazy	0	0	0	1	0	0	0	0	0	0	1	0.101%
	crack (cocaine)	0	0	1	0	0	0	0	0	0	0	1	0.101%
	fart(s)	0	0	0	1	0	0	0	0	0	0	1	0.101%
	g-string	0	1	0	0	0	0	0	0	0	0	1	0.101%
	god damn	0	0	0	0	1	0	0	0	0	0	1	0.101%
	homo	0	1	0	0	0	0	0	0	0	0	1	0.101%
	horny	0	0	0	1	0	0	0	0	0	0	1	0.101%
	Kristal	0	1	0	0	0	0	0	0	0	0	1	0.101%
	make out	0	1	0	0	0	0	0	0	0	0	1	0.101%
	nerds	0	0	0	0	1	0	0	0	0	0	1	0.101%
	panties	0	0	0	0	1	0	0	0	0	0	1	0.101%
	playa	1	0	0	0	0	0	0	0	0	0	1	0.101%
	semen	0	0	0	1	0	0	0	0	0	0	1	0.101%
	sexually	0	0	0	0	0	0	0	0	0	1	1	0.101%
	snot	0	1	0	0	0	0	0	0	0	0	1	0.101%
	suicide	0	0	0	0	1	0	0	0	0	0	1	0.101%
	strip club	0	0	0	0	1	0	0	0	0	0	1	0.101%
	sugar daddies	0	0	0	0	1	0	0	0	0	0	1	0.101%
	swine	0	0	0	1	0	0	0	0	0	0	1	0.101%
	tipsy	1	0	0	0	0	0	0	0	0	0	1	0.101%
	titties	0	0	0	1	0	0	0	0	0	0	1	0.101%
	urine	0	0	0	0	1	0	0	0	0	0	1	0.101%
	vagina	0	0	0	0	0	0	0	1	0	0	1	0.101%
	weed	0	1	0	0	0	0	0	0	0	0	1	0.101%
TOTAL												982	100.009%

Table 2
Comparison Analysis of Total of Taboo Phrases in Song Lyrics According to Artistes

Subcategories	Artistes										Frequency in Sample	Percentage in Sample
	A	B	C	D	E	F	G	H	I	J		
a) Sexual Connotations	f	f	f	f	f	f	f	f	f	f	126	27.45%
	19	8	1	38	21	2	10	14	3	10		
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	79.16%	8%	16.666%	37.254%	12.962%	40%	76.923%	56%	42.857%	66.666%		
	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%		
	15.079%	6.349%	0.793%	30.158%	16.666%	1.587%	7.936%	11.111%	2.38%	7.936%		
b) Taboo Expressions	f	f	f	f	f	f	f	f	f	f	333	72.549%
	5	92	5	64	141	3	3	11	4	5		
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	20.833%	92%	83.333%	62.745%	87.037%	60%	23.076%	44%	57.142%	33.333%		
	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%		
	1.501%	27.627%	1.501%	19.219%	42.342%	0.9%	0.9%	3.303%	1.201%	1.501%		
TOTAL	f	f	f	f	f	f	f	f	f	f	459	99.999%
	24	100	6	102	162	5	13	25	7	15		
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	99.999%	100%	99.999%	99.999%	99.999%	100%	99.999%	100%	99.999%	99.999%		

* percentage(%) for category in album, ** percentage (%) for category in sample

Table 3
Comparison Analysis of Total of Gender Stereotyping Themes in Song Lyrics

Subcategories	Artistes										Frequency in Sample	Percentage in Sample
	Male Artistes					Female Artistes						
	A	B	C	D	E	F	G	H	I	J		
a) Description of Lifestyle of Alcohol and Drugs by Artiste	f	f	f	f	f	f	f	f	f	f	25	11.682%
	2	3	0	7	5	1	3	3	1	0		
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	11.111%	9.667%	0%	12.5%	7.812%	9.09%	23.076%	21.428%	50%	0%		
	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%		
	8%	12%	0%	28%	20%	4%	12%	12%	4%	0%		
	Total frequency for gender: 17					Total frequency for gender:						
	17					8						
	Total percentage for gender:					Total percentage for gender:						
	68%					32%						
b) Description of Lifestyle of Fame and Wealth Material by Artiste	f	f	f	f	f	f	f	f	f	f		
	6	22	4	36	43	4	3	3	1	0		
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	33.333%	70.967%	80%	64.285%	67.187%	36.363%	23.076%	21.428%	50%	0%		
	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%		
	4.918%	18.032%	3.278%	29.508%	35.245%	3.278%	2.459%	2.459%	0.819%	0%		
Total frequency for gender:					Total frequency for gender:							

	111					11					122	57.009%
	Total percentage for gender:					Total percentage for gender:						
	90.983%					9.016%						
c) Description of Mannerisms of Males by Artiste	f	f	f	f	f	f	f	f	f	f	11	5.14%
	1	0	0	0	3	1	1	4	0	1		
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	5.555%	0%	0%	0%	4.687%	9.09%	7.692%	28.571%	0%	33.333%		
	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%		
	9.09%	0%	0%	0%	27.272%	9.09%	9.09%	36.363%	0%	9.09%		
	Total frequency for gender:					Total frequency for gender:						
	4					7						
Total percentage for gender:					Total percentage for gender:							
36.363%					63.636%							
d) Description of Attractive Physical Appearance of Males by Artiste	f	f	f	f	f	f	f	f	f	f	12	5.607%
	0	0	0	0	7	2	2	1	0	0		
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	0%	0%	0%	0%	10.937%	18.181%	15.384%	7.142%	0%	0%		
	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%		
	0%	0%	0%	0%	58.333%	16.666%	16.666%	8.333%	0%	0%		
	Total frequency for gender:					Total frequency for gender:						
	7					5						
Total percentage for gender:					Total percentage for gender:							
58.33%					41.66%							

e) Description of Mannerisms of Females by Artiste	f	f	f	f	f	f	f	f	f	f	29	13.551%
	4	3	1	11	3	1	3	3	0	0		
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	22. 222%	9. 677%	20%	20.37 %	4.6 87%	9.09%	23. 076%	21. 428%	0%	0%		
	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%		
	13. 793%	10. 344%	3. 44%	37. 931%	10. 344%	3. 44%	10. 344%	10. 344%	0%	0%		
	Total frequency for gender:					Total frequency for gender:						
	22					7						
	Total percentage for gender:					Total percentage for gender:						
75.862%					24.137%							
f) Description of Attractive Physical Appearance of Females by Artiste	f	f	f	f	f	f	f	f	f	f	27	12.616%
	5	3	0	11	3	2	1	0	0	2		
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	27. 777%	9. 677%	0%	20.37 %	4.6 87%	18. 181%	7. 692%	0%	0%	66. 666%		
	**%	**%	**%	**%	**%	**%	**%	**%	**%	**%		
	18. 518%	11. 111%	0%	40. 74%	11. 111%	7. 407%	3.703 %	0%	0%	7. 407%		
	Total frequency for gender:					Total frequency for gender:						
	22					5						
	Total percentage for gender:					Total percentage for gender:						
81.481%					18.518%							
TOTAL	f	f	f	f	f	f	f	f	f	f	214	105.605%
	18	31	5	54	64	11	13	13	2	3		

	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%		
	99. 998%	99. 998%	100%	99. 998%	99. 997%	99. 995%	99. 996%	99. 996%	100%	99. 999%		
	Total frequency for gender:					Total frequency for gender:						
	172					42						
	Total percentage for gender:					Total percentage for gender:						
	80.373%					19.626%						
* percentage(%) for category in album, ** percentage (%) for category in sample												

Table 4
Comparison Analysis of Total of Gender Stereotyping Themes
in Hip Hop Music Videos Between Male and Female Artistes

Number	Categories of Gender Stereotyping Themes												
1	Display of Lifestyle by Artiste as the Main Character												
Subcategories		Male Artiste					Female Artiste					Frequency	Percentage
		A	B	C	D	E	F	G	H	I	J		
a) Alcohol consumption		1	1	0	1	2	0	0	1	0	0	6	27.272%
Frequency for each gender		5					1						
Percentage for each gender		83.333%					16.666%						
b) Smoking of cigar or cigarette		1	1	1	0	0	0	0	0	0	0	3	13.636%
Frequency for each gender		3					0						
Percentage for each gender		100%					0%						
c) Main character surrounded by sexy characters from the opposite sex		1	0	0	1	0	1	0	0	0	0	3	13.636%
Frequency for each gender		2					1						
Percentage for each gender		66.666%					33.333%						
d) Gambling activity		0	1	0	0	0	0	0	0	0	0	1	4.545%
Frequency for each gender		1					0						
Percentage for each gender		100%					0%						
e) Nightclub activity		1	0	0	1	0	0	0	0	0	1	3	13.636%
Frequency for each gender		2					1						
Percentage for each gender		66.666%					33.333%						

f) Display of fame and wealth material	1	0	1	1	2	0	0	1	0	0			
Frequency for each gender	5					1					6	27.272%	
Percentage for each gender	83.333%					16.666%							
TOTAL											22	99.997%	
Number	Categories of Gender Stereotyping Themes												
2	Physical Appearance of the Artiste as Main Character and their Supporting Characters												
Subcategories		Male Artiste					Female Artiste					Frequency	Percentage
		A	B	C	D	E	F	G	H	I	J		
a) Male characters are dressed in sophisticated suits		1	0	2	1	1	1	0	0	0	0	6	24%
Frequency for each gender		5					1						
Percentage for each gender		83.333%					16.666%						
b) Male characters are shirtless		0	0	0	0	1	0	0	2	0	0	3	12%
Frequency for each gender		1					2						
Percentage for each gender		33.333%					66.666%						
c) Male characters display diamond accessories		1	0	0	1	1	0	0	0	0	0	3	12%
Frequency for each gender		3					0						
Percentage for each gender		100%					0%						
d) Female characters display high end fashion accessories		0	0	0	0	0	0	1	0	0	0	1	4%
Frequency for each gender		0					1						
Percentage for each gender		0%					100%						
e) Female characters are scantily clad		2	0	2	2	1	2	1	2	0	0		

Frequency for each gender		7					5					12	48%
Percentage for each gender		58.333%					41.666%						
TOTAL												25	100%
Number	Categories of Gender Stereotyping Themes												
3	Sexuality about Men and Women Displayed by Artiste as Main Character and their Supporting Characters												
Subcategories		Male Artiste					Female Artiste					Frequency	Percentage
		A	B	C	D	E	F	G	H	I	J		
a) Male characters dance erotically		0	0	0	0	0	0	0	0	0	0	0	0%
Frequency for each gender		0					0						
Percentage for each gender		0%					0%						
b) Male characters strike erotic poses		0	0	0	0	0	1	0	0	0	0	1	5.882%
Frequency for each gender		0					1						
Percentage for each gender		0%					100%						
c) Female characters dance erotically		1	0	1	1	0	2	1	1	0	0	7	41.176%
Frequency for each gender		3					4						
Percentage for each gender		42.857%					57.142%						
d) Female characters strike erotic poses		2	0	1	1	0	2	1	1	0	0	9	52.941%
Frequency for each gender		4					5						
Percentage for each gender		44.444%					55.555%						
TOTAL												17	99.997%
Number	Categories of Gender Stereotyping Themes												

4	Sexuality in Display of Sexual Acts by Artiste as Main Character and their Supporting Characters											
Subcategories	Male Artiste					Female Artiste					Frequency	Percentage
	A	B	C	D	E	F	G	H	I	J		
a) Kissing and hugging between male and female characters	1	0	0	0	0	0	0	0	1	1	3	42.857%
Frequency for each gender	1					2						
Percentage for each gender	33.333%					66.666%						
b) Female on female petting	0	0	0	0	0	0	0	0	0	0	0	0%
Frequency for each gender	0					0						
Percentage for each gender	0%					0%						
c) Erotic dancing between male and female characters	1	0	0	0	1	0	0	1	0	0	3	42.857%
Frequency for each gender	2					1						
Percentage for each gender	66.666%					33.333%						
d) Display of foreplay between male and female characters in bed	0	0	0	1	0	0	0	0	0	0	1	14.285%
Frequency for each gender	1					0						
Percentage for each gender	100%					0%						
TOTAL											7	99.999%