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Influence of sexualisation of women in music videos on the body image of Nigerian female youths

Current issue

Volume 16 Number 3

ISSN : 1596-9231

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Source : Gender and Behaviour, Volume 16 Number 3, Dec 2018, p. 12059 - 12072

Keyword(s) : Body image, Media, Music video, Sexualisation and Women

Accreditation : The International Bibliography of Social Sciences (IBSS)

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Abstract

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This study focuses on the sexualization of women in music videos and its influence on the body image of female youths. Cultivation theory and objectification theory were used as theoretical framework. The focus group discussion (FGD) and online survey were used as research designs. The Focus Group Discussion (FGD) formed a vital part of primary data collection. The focus group discussants were purposively selected. Therefore, the undergraduate and postgraduate female of University of Lagos students that participated in this study are knowledgeable and have seen sexualised images of women in musical videos. Two (2) groups of FGDs (Two female groups), comprising 8 persons per FGD session, were used for the study. The first female focus group discussants were undergraduate young girls, single, aged 16 and 20. The second female group discussants were postgraduate married women aged 25 and 35. Therefore, in all, 16 discussants took part in the FGDs. The online survey was conducted using

the social networking site- Facebook, where opinions of users were sought (via their online comments) on sexualisation of women in music videos. The result shows that the discussants are of the opinion that sexualisation of women in music videos portray or represent women as people with no self-worth, dignity and respect. The researchers therefore recommend among others that parents, opinion leaders, coaches/mentors, teachers, and other agents of socialization should do their best to buffer the negative influence of the sexualization of women in the media.

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