

The portrayal of women in hip hop videos can influence people's ideas about gender. The videos that have been analysed are 'give it up to me' by Shakira, 'rude boy' by Rihanna and 'man of the year' by Schoolboy Q. The role played by women in all three clips is that of a sexual object to be admired by men. We see this in the behaviour – women are dancing seductively and provocatively. The women seem an easy target for men's sexual desires and they live to give men pleasure. This is also evident in the appearance of the women – dressed in bikinis or very little clothing, slim but curvy with large breasts (hourglass figures), make-up and jewellery worn. These images show the cultural attitudes seen in the hip hop industry. This portrayal puts ideas in people's heads that this is what is important to the opposite sex and what is expected as a gender role.

The influence of these video clips on **male's ideas about female gender roles [1]** is that they may expect all females to be sexually interested in them, and easy to get. Women will do anything that a man asks of them, in order to fit in and please her man. Males will expect girls to look perfect in relation to their body, clothing, make-up and hair. Since it is often seen on music videos that heterosexuality is normal for everyone, a male or female watching these video clips will believe this is what is expected (this links to influence on sexual identity). A female watching these hip hop videos might get the impression that it is expected for her to show off her body. She may also pick up ideas about how she should behave in order to be seen as attractive to the opposite sex. She will see that it is acceptable in society for women to use their sexuality to attract males and please a partner. The video clips also suggest that bisexuality is accepted in females. This is seen in Schoolboy Q's video where the females are dancing provocatively with each other. One other influence relating to Schoolboy Q's video is that being polygamous, having many partners, is normal. Females may be influenced to think that all men want this and don't expect to be tied down to one partner.

The values of social justice are not being encouraged, especially in relation to gender roles for women in society. A way inclusiveness is not being encouraged is through the limited images seen of women in the video clips. These images do not include everyone and very few women actually look and act like this in real life (this is unrealistic and fake). The portrayal of women in hip hop videos is also unfair due to the limited images shown and discriminatory in relation to women being seen as sexual objects. Another value that the video clips fail to encourage is respect for females.

Personal attitudes, values and beliefs related to sexual orientation can influence people's ideas about sexual identity. Harry is attracted to the same sex but he identifies himself as heterosexual. He is uncomfortable and ashamed of being gay, possibly because he doesn't see homosexuality being accepted or encouraged in his peer group, family or society. Harry is into the typical male interests, like spending time with his friends, skateboarding and sports. Harry is confused because the gay males he sees on TV are into beauty, fashion and portray themselves as more feminine. Harry is not like this, and his sexual identity is influenced by attitudes and values relating to those of the 'typical kiwi male', so therefore he goes off with girls.

These beliefs **influence other young homosexual males in a similar way [2]**. Heterosexuality is seen as the norm, and if you are male attracted to the same sex, you are soft and feminine; and 'abnormal'. This idea has formed a stigma that is related to being gay and makes it harder for gay people to come out to others and accept their own sexual identity. If people have the attitude that being homosexual is wrong, it would indicate that it is expected that people are heterosexual, which is confusing and distressing for people like

Harry who are trying to figure out who they are. The beliefs not only come from individuals, but from the influence of others (friends, family, school mates) and from society itself. For example the media is often very stereotypical with how it presents people of different sexualities and this has the ability to influence people's views. If someone like Harry has been brought up around mainly (or only) straight males and he only sees images of homosexual males in the media, it can become confusing when the limited images portrayed in the media does not match reality for young gay people. It is important for teenagers to feel as though they fit in, and the thought of not being accepted or being excluded makes the fear worse for those who are scared of coming out. This means they will be influenced to continue to present themselves as straight, like Harry.

The values of social justice are not being shown in relation to Harry. One of the things that Harry personally feels is unfair is that homosexuals have to come out whereas heterosexuals do not. Teenagers just want to be normal and accepted, so having to go through this process, when others don't, is unfair as it makes them feel uncomfortable, unequal and different. The resource refers to Harry feeling this way and this is making his decision to come out even harder. Another way social justice is not being promoted relates to lack of inclusive portrayal of homosexuality in the media. The limited representation of gay males in the media as feminine does not match people like Harry who don't have these tendencies and aside from sexual preference are like other guys. This makes them feel that they would not fit in with either group.

A societal strategy involves equal opportunities and policies that make homosexuality as equally accepted as heterosexuality. For example, in NZ we now have marriage equality. Another action that relates to this would be more inclusive portrayal of diverse sexual identities in the media, for example in popular TV shows and as hosts and presenters of news and sports shows. Doing this will help to take the stigma around being gay and send a strong message that people are treated as equals, no matter what their sexual identity. With marriage equality, this will address the unfairness and discrimination that can be shown to homosexuals because their relationship can be recognised legally. This will help to change people's attitudes towards relationships and what defines a family. With inclusive portrayal in the media, this will make it seem less unusual for someone to be homosexual and it can show that, just because they are gay, it doesn't mean that they dress or act any differently from anyone else.

An interpersonal strategy that connects to the societal action is to communicate with other people openly and positively and respect each other. Because the societal action will increase the chances of equal opportunities and acceptance of homosexuality, then people are likely to feel more comfortable in supporting others around them who are gay or are coming out. This may involve supporting them to tell other people, being a good friend and advocate. Social justice will be encouraged as people like Harry will feel more likely to be included, and less likely to be discriminated against, when he comes out.

A personal action that links to the above is to be responsible for your own learning about sexual identity to develop a better understanding of their own sexual identity but also develop more tolerance and openness to other people's sexual identities. This links to the interpersonal strategy if this learning is shared when communicating with others, and links to the societal strategy [3], as some of this learning is likely to come from a better understanding of equal opportunity policies and portrayal of gay people in the media. This further supports social justice as people will be more likely to be inclusive and respectful of other people's sexuality [4].