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### Addressing Rap Music and Social Media's Impact on African American Cultural Perceptions

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# Addressing Rap Music and Social Media's Impact on African American Cultural Perceptions

## Abstract

**Question:** How does Rap music affect the perception of African American culture from other races pertaining to negative lyrics and images that rappers and their music sometimes portray, and the increased availability of images on social media?

**Fieldwork:** The Billboard charts and lyrics of the most popular songs were studied to draw conclusions and recommendations. Research findings illustrated that *every* song studied and used for purposes of such discourse included references to oversexualization of women, promoted drug use (selling and abusing), prophesizing the need for money and material possessions, and other profanities.

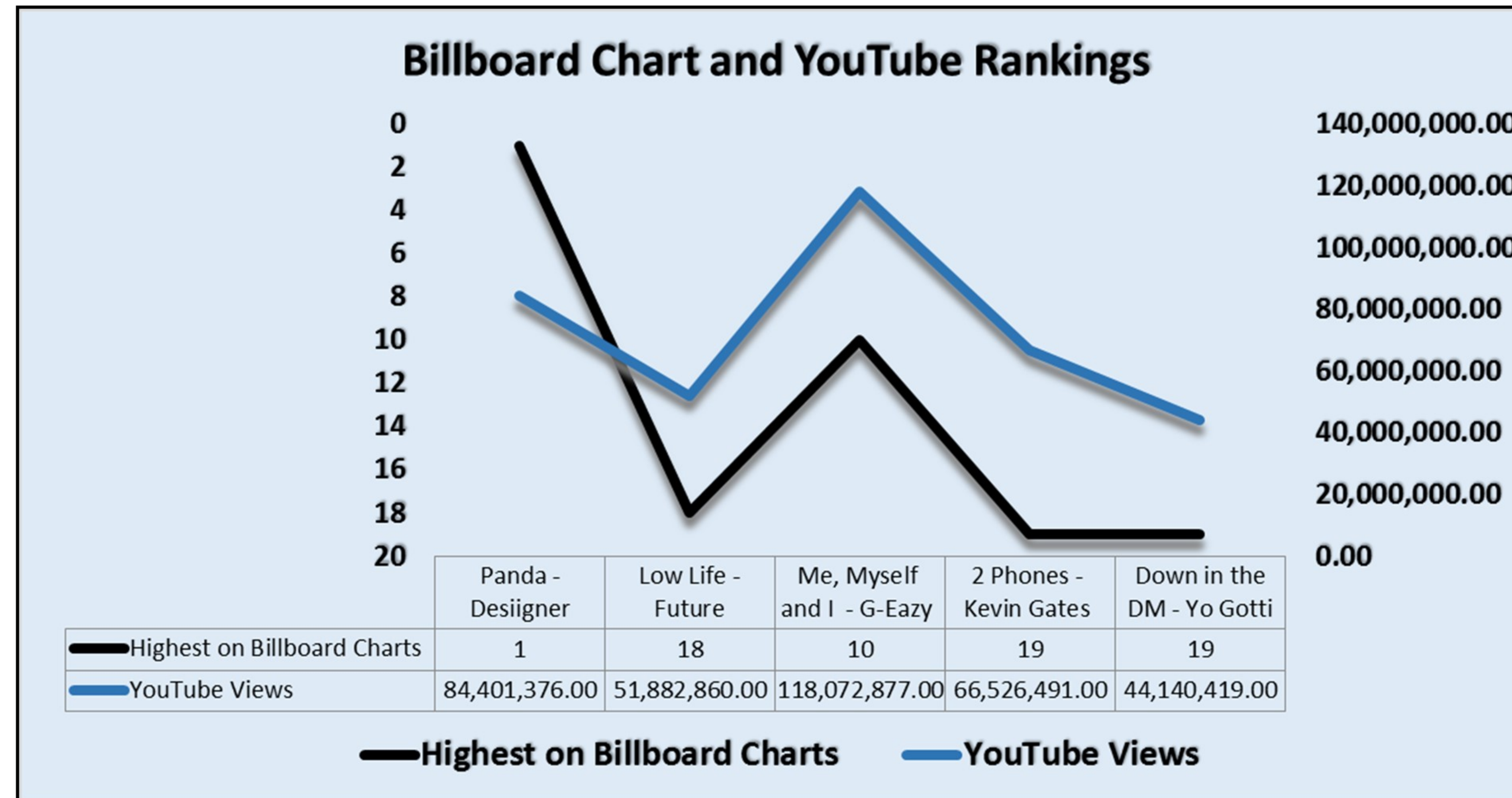
**Conclusion:** There is a need for education, calls to action, and increased opportunities and execution of positive imagery for African American Millennials.

The main recommendation pertains to a social media campaign that creates an increase of positive imagery in the black community, driven by celebrities/rap artists.

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## Conclusion



There is no current balance in the persona of rappers and negative messaging disseminated throughout social media. The recommendations provide a sense of reality and put faces to the musical listeners instead of mere perceptions and judgements.

Further research could include an analysis and comparison of music over the decades. The research questions could entail finding the reasoning behind any shifts in the lyrics and concepts of rap songs. Further research could also investigate the drug culture, importance of material possession and how it correlates to rap music.

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## Recommendations

### Education on Music's Ability to Represent Identity— Creating a Call to Action

Encourage African American Millennials to read the lyrics to their favorite songs & reflect if they've created a social media post of a song. If not, search YouTube/Billboard site and read the comments to inquire what the public is saying about the songs—good or bad. Also, demand a more diverse subset of music from their favorite artists.

### Challenging Stereotypes that may be Formed

Create a social media campaign that aligns the rap artists and the target audience in a positive fashion thus using Agenda-Setting to frame a positive image.

Rap artists should use their platform to highlight Black Millennials completing positive acts. Begin a #beyondthestereotype or #bts social media campaign that would be complete with PSA's aired on TV and individual documentaries that could follow the rap artist and his/her journey to speak and connect with certain positive Black youth.

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