

“Bitch”, “Ho” and “Pussy”: Messages of Popular Rap Music

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ABSTRACT

This study aims to examine the messages of the popular rap songs. The specific objectives are: (1) to analyse the messages of rap songs in the Billboard Hot 100 Year-End Chart from 2017 to 2021, and (2) to analyse the level of misogyny in the rap songs listed in the Billboard Hot 100 Year-End Chart from 2017 to 2021. The descriptive study involved the analysis of messages in 25 popular rap songs. The content analysis of the songs showed that the most frequently used type of misogyny is sexual conquest messages found in 23 songs, followed by derogatory manner and physical aggression but rape and sexual assault messages were less frequently used. Most of the songs fall under the high level of misogyny. The most popular words used in these five songs are “bitch”, “hoes”, “ho”, “pussy glitter”, and “whores”. As the rap music is dominated by male singers, the misogyny messages promote a culture of toxic masculinity and reinforce the belief that men should be dominant in all aspects. The rap music normalises the idea of sexual violence, by making it acceptable or even desirable. The findings indicate that there is a need to promote positive messages in the music especially on woman empowerment.

Keywords: Derogatory manner, misogyny, rap songs, sexual conquest

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INTRODUCTION

Music is a universal language. It has the power to transcend cultural, social, and linguistic barriers. It is also an art form that has been a part of human civilisation for thousands of years and continues to evolve in the world we live in. From the earliest forms of tribal music to the complex compositions of classical music and the modern sounds of pop, rock, and hip-hop, music has the ability to evoke emotions, express ideas, and connect people on a deeply personal level (Clark & Giacomantonio, 2013). Today, various musical genres have emerged due to geographical location, evolution, demand and necessity (Poulin, 2018). One of the most popular musical genres is rap.

Rap music started in the 1970s. It emerged from the African-American community in the United States (Irfan, 2022). What makes this music unique is it is characterised by its spoken lyrics, often set to a rhythmic beat or instrumental track. In its early years, rap music was often associated with the hip-hop culture. The marginalised communities, who had been excluded from the the mainstream society, used rap music a form of expression. Today, rap music has become a global phenomenon. However, there is controversy over the messages sent by rap songs. Rap music has been associated with drugs, crime, and socio-political issues (Irfan, 2022). Its messages often portray abuse and violence, and encourage women to embrace sexual objectification and degradation (Russo & Pirlott, 2006). The development of these messages indirectly supports misogynistic views in the rap music industry. Misogyny is “an ideology that reduced women to objects for men’s ownership, use, or abuse” (Adam & Fuller, 2006, p. 939). If the misogynistic lyrics are widely embraced, it will contribute to a culture that normalises sexism and woman objectification.

Over the years, several studies have been conducted to analyse the misogyny in rap music. Weitzer and Kubrin (2009) assess the portrayal of women in 403 rap songs in the albums that attained the platinum status from 1992 to 2000. The results showed a majority of songs do not degrade women, and some rappers even challenged rap’s misogynistic messages and advocated for a more inclusive version of masculinity. However, Cundiff (2013) discovered themes of power over, objectification of and violence against women in the popular rap and hip-hop songs on Billboard’s “Hot 100” chart between 2000 and 2010. Similarly, Quek and Dipolong-Ubanan (2017) found that in the rap and hip-hop songs listed in the Billboard’s Top Rap Airplay Artists in 2013 and 2014, women are depicted as subordinate gender, treated as sexual objects, and described in a demeaning way. Male rappers are

popular in spreading misogyny in their songs. Sepehri (2020) conducted a study on content analysis to discover how famous female rappers, Megan Thee Stallion and Rico Nasty, express misogyny in their lyrics. The results indicated that they both use misogyny, hegemonic masculinity, and hip-hop feminism in their songs. However, the degree to which they used these themes differed significantly from male rappers.

Although there have been studies on the misogynistic content in the rap songs, the emphasis is more on the songs released from 1992 to 2014. There are little-known studies on misogyny and its level, particularly on the rap songs released from 2017 onwards. Therefore, this study aims to examine the messages of the popular rap songs. The specific objectives are:

1. to analyse the messages of rap songs in the Billboard Hot 100 Year-End Chart from 2017 to 2021
2. to analyse the level of misogyny in the rap songs listed in the Billboard Hot 100 Year-End Chart from 2017 to 2021.

METHODS

The descriptive study involved the analysis of messages in 25 popular rap songs featured in the Billboard's Hot 100 Year-End Chart from 2017 to 2021. The songs were selected because their lyrics contained unique violent or objectifying words. The song lyrics were obtained from the two famous websites: www.azlyrics.com and www.genius.com.

The content analysis of the messages in the lyrics was guided by an analysis framework from Cundiff (2013), shown in Table 1. Content analysis is appropriate for the study to make sense of the often unstructured content of messages or deduce textual meaning (Gheyle & Jacobs, 2017). It is also useful for providing detailed descriptions of complicated phenomena (Sofaer, 1999).

Table 1. Cundiff's (2013) Framework on Types of Misogyny

Types of Misogyny	Examples
Songs referencing actions of physical aggression against women	slap, punch, push, beat, hit, bleeding, pain, throw, pin, tie, whippings, murder, etc...
Songs referencing rape or sexual assault	fuck, rape, assault, cut up, bust open, etc...
Songs referencing women in derogatory manners	Pussy, bitch, pimp, nigga, etc...
Songs referencing portraying woman as sexual conquest	Love em/leave em, feel the pain, don't have to fight back, etc...

Based on visuals and meanings transmitted in the lyrics, the types of misogyny in the rap songs were classified into one or more of the following coding categories: degrading language, rape or sexual assault, sexual conquest, and/or physical violence. Based on the number of categories into which the lyrics were categorised, songs were additionally labelled according to their amount of misogynistic content. Misogyny levels can be high, medium, or low as defined by Cundiff (2013). Table 2 shows the level of misogyny and its criteria.

Table 2. Cundiff's (2013) Level and Criteria of Misogyny

Level of Misogyny	Criteria
Low	1 or 2 misogynistic references per song
Medium	3 or 4 misogynistic references per song
High	5 or more misogynistic references per song

RESULTS

The messages of rap songs in the Billboard Hot 100 Year-End Chart from 2017 to 2021

This section analyses the types of messages in the 25 rap songs in the Billboard Hot 100 Year-End Chart from 2017 to 2021.

Table 3. Frequency of Messages in Rap Songs on Four Types of Misogyny

Songs	Artists	Types of Misogyny			
		SC	DM	PA	RSA
Humble	Kendrick Lamar	3			
Bad N' Boujee	Migos	13	6		
XO TOUR Llif3	Lil Uzi Bert	1			
Mask Off	Future	1	1		
Bodak Yellow	Cardi B	3	14	1	
Rockstar	Post Malone & 21 Savage	5	3		1
Sicko Mode	Travis Scott & Drake	3	3		
Taste	Tyga	3	2		
Fefe	6ix9nine & Nicki Minaj	10	7	1	
Gucci Gang	Lil Pump	5	6		
Old Town Road	Lil Nas X	1			
Please Me	Cardi B & Bruno Mars	8	3		
Wake Up in the Sky	Gucci Mane, Bruno Mars & Kodak Black	2	2		
Life is Good	Future & Drake	2	4		
Roxanne	Arizona Zervus	4	1		
Say So	Doja Cat	3	1		
WAP	Cardi B & Megan Three	13	5		
Moods	24k Goldn & Iann Dior	3			
34+35	Ariana Grande, Doja Cat & Megan Thee	7	3		
Leave the Door Open	Silk Sonic	1			
Kiss Me More	Doja Cat	7	2		
Best Friend	Saweetie & Doja Cat	3	5		
Wants and Needs	Drake & Lil Baby	4		1	
Middle Child	J. Cole				
Lucid Dream	Juice WRLD				
TOTAL		105	68	3	1

Note: SC=Sexual Conquest, DM=Derogatory Manners, PA=Physical Aggression, RSA=Rape/Sexual Assault

Based on Table 3 results, the most frequently used type of misogyny is sexual conquest (SC). There are 105 words identified in 23 songs belonging to the category. The second most frequently used type of misogyny is derogatory manner (DM) with 68 words found in 17 songs. Physical aggression (PA) ranks third with three words found in three songs. Rape and sexual assault (RSA) is the least used type of misogyny in the rap songs. However, there are only two songs, Middle Child by J. Cole and Lucid Dreams by Juice WRLD, that do not belong to all categories. Interestingly, there are 18 songs used more than one type of misogyny content.

Analysis of Sexual Conquest (SC) in Rap Songs

SC is the most apparent message found in the 23 songs. In this section, only four songs have been selected as examples because of their uniqueness: female rappers are more aggressive in spreading SC message than male rappers. Tables 4 to 7 show analysis of SC in four songs.

Table 4. Analysis of Sexual Conquest (SC) in Fefe (6ix9ine and Nicki Minaj)

Lyric	Meaning
<i>Pussy got that wet, wet, got that drip, drip, Got that super soaker, hit that</i>	The rapper (6ix9ine) believes that his phallus is able to sexually satisfy the girl. He also uses 'super soaker', a term for a girl that gives the best oral sex, because he wishes to experience it.
<i>All I know is that I just can't wife that, Talk to her nice so she won't fight back</i>	The rapper (6ix9ine) does not want to marry a girl that is easy to have sex with. However, he will do anything to have sex with her and he does not want the girl to reject him.
<i>Turn around and hit it from the back, back, back, Bend her down then I make it clap, clap, clap</i>	The rapper (6ix9ine) wants to do doggy-style sex with his girl so that he can take control of her.
<i>Put-put it all up in his face, did I catch a case?, Pussy game just caught a body, but I never leave a trace</i>	The rapper (Nicki Minaj) believes that her vagina is able to make men fall for her. In this context, she also expresses her intention of having men to perform cunnilingus.
<i>Eeny, meeny, miny, moe, I catch a ho right by her toe, If she ain't fuckin' me and Nicki, Kick that ho right through the door</i>	Both rappers (6ix9ine and Nicki Minaj) use children's counting rhyme and change the lyric. 6ix9ine wants to have sex with a sexually promiscuous woman. However, if the woman does not want to have sex with both of them, she will be kicked out from the room.

Table 5. Analysis of Sexual Conquest (SC) in Please Me (Cardi B and Bruno Mars)

Lyric	Meaning
<i>Please me, baby, turn around and just tease me, baby</i>	The singer (Bruno Mars) expresses his interest to have sex with the girl.
<i>Don't want no young dumb shit, Better fuck me like we listenin' to Jodeci</i>	Jodeci is a band that is known for their slow and sensual style of music. The rapper (Cardi B) implies that she wants to have slow and gentle sex to gain the best pleasure.
<i>Dinner reservations like the pussy, you gon' eat out</i>	In this context, the rapper (Cardi B) figuratively expresses her desire to have man performing oral sex to her.
<i>I'm gonna ride it, do it just how you like it, Tonight and after that</i>	The rapper (Cardi B) implies that she wants to have sex all the time.
<i>Booty so round (Round), booty so soft (Soft), Bet you wanna smack it again</i>	The rapper (Cardi B) wants the man to hit her butt (in a teasing and playful manner) because she confidently thinks her asset is 'round' and 'soft'. This lyric clearly indicates a sexual conquest because the rapper use her butt to seduce men.

Table 6. Analysis of Social Conquest (SC) in WAP (Cardi B and Megan Thee Stallion)

Lyric	Meaning
<i>Put this pussy right in your face, Swipe your nose like a credit card</i>	The rappers (Cardi B and Megan Thee Stallion) consider their vaginas as an asset to get into men. They basically use men to sexually please them.
<i>Spit in my mouth, look in my eyes, This pussy is wet, come take a dive</i>	The rapper (Cardi B) wants her man to perform oral sex to her.
<i>He bought a phone just for pictures of this wet-ass pussy, Paid my tuition just to kiss me on this wet-ass pussy</i>	The man does anything to have sex with the rapper. This includes buying her a phone pay her tuition fee. The rapper (Megan Thee Stallion) basically uses her sexual appeal to get what she wants from her man.
<i>My head game is fire, punani Dasani, It's goin' in dry and it's comin' out soggy</i>	The rappers (Cardi B and Megan Thee Stallion) regards their sex performance as the best.
<i>Put him on his knees, give him somethin' to believe in, Never lost a fight, but I'm lookin' for a beatin'</i>	The rapper (Megan Thee Stallion) wants her man to kneel down when he performs oral sex to her. The kneeling position, generally associated with praying position, suggests that the rapper wants her man to sexually worship her. She also prefers a man who can give her the best sexual pleasure.

Table 7. Analysis of Social Conquest (SC) in 34+35 (Ariana Grande, Doja Cat and Megan Thee Stallion)

Lyric	Meaning
<i>If I put it quite plainly, Just gimme them babies</i>	The rapper (Ariana Grande) implies that she wants to conceive a baby with her man.
<i>I want that six-nine without Tekashi, And I want your body and I'll make it obvious</i>	Six-nine refers to a sexual position in which two people simultaneously giving each other oral sex. The rapper (Ariana Grande) also wants to perform it with the man she really likes and is sexually attractive.
<i>Forget your girl, pretend that I'm her, Come make the cat purr, come make my back hurt</i>	The rapper (Doja Cat) wants the man to forget his girlfriend. She even allows the man be sexually rough on her.
<i>Bad, bad bitch, all the boys wanna spank me, Left him on read, girlfriend need to thank me</i>	The rapper (Ariana Grande) believes that her butt is her biggest sexual attraction. In this context the rapper also implies that she can steal anyone's boyfriends but she does not want to.
<i>I hope you ain't tired, we ain't stoppin' 'til I finish</i>	The rapper (Megan Thee Stallion) implies that she will not stop having sex with her man until she reaches her orgasm.

Analysis of Derogatory Manner (DM) in Rap Song

DM is the second highest message found in the 17 songs with 68 words associated with it. In this section, there are only five songs used as examples: Bodak Yellow, Gucci Gang, Fefe, WAP, and Best Friend.

Table 8. Analysis of Derogatory Manner (DM) in Bodak Yellow, Gucci Gang, Fefe, WAP, and Best Friend

Song Title/Singer	Derogatory Manner
Bodak Yellow (Cardi B)	<ul style="list-style-type: none"> ▪ <i>Said lil' bitch, you can't fuck with me if you wanted to</i> ▪ <i>What bitch working as hard as me?</i> ▪ <i>I don't bother with these hoes, don't let these hoes bother me</i> ▪ <i>They see pictures, they say, "Goals," bitch, I'm who they tryna be</i> ▪ <i>My pussy glitter is gold, tell that lil' bitch play her role</i>
Gucci Gang (Lil Pump)	<ul style="list-style-type: none"> ▪ <i>My bitch love do cocaine, ooh</i> ▪ <i>I fuck a bitch, I forgot her name (Brr, yuh)</i> ▪ <i>I can't buy a bitch no wedding ring</i> ▪ <i>Fuck a lil' bitch, make her pussy wet</i>
Fefe (6ix9ine featuring Nicki Minaj)	<ul style="list-style-type: none"> ▪ <i>Keep this pussy in Versace, said I'm pretty like Tinashe – Referring to herself as (not cowardice)</i> ▪ <i>So they hit me, told me bring my wrist back, Come through rockin' fashions, That got all these bitches like "Yo, what's that?"</i> ▪ <i>Eeny, meeny, miny, moe, I catch a ho right by her toe, If she ain't fuckin' me and Nicki, Kick that ho right through the door</i> ▪ <i>In fact this that bitch that I hate small talk, I don't fuck with chit-chat"</i> ▪ <i>I don't really want no friends, my old ho just bought this Benz, Nicki just hopped in this shit, now I won't see that bitch again</i>
WAP (Cardi B featuring Megan Thee Stallion)	<ul style="list-style-type: none"> ▪ <i>Pussy A1 just like his credit – Implying that herself (also wordplay for her vagina) is the highest grade for a girl</i> ▪ <i>Your honor, I'm a freak bitch, handcuffs, leashes, Switch my wig, make him feel like he cheatin'</i> ▪ <i>Wet-ass pussy, make that pullout game weak, woo,</i> ▪ <i>Whores in this house, There's some whores in this house, There's some whores in this house, There's some whores in this house</i>
Best Friend (Saweetie featuring Doja Cat)	<ul style="list-style-type: none"> ▪ <i>That's my best friend, she a real bad bitch</i> ▪ <i>Bitch, you look goodt, with a T at the end</i> ▪ <i>If a bitch get finicky, she gon' bring that energy</i> ▪ <i>I hit her phone with the tea, like, "Bitch, guess what?, All the rich-ass boys wanna fuck on us!"</i> ▪ <i>And my main bitch, she my day-one, On my way, bitch, let you get drunk</i>

Based on Table 8 results, the five songs contain a lot of words related to DM. The most popular words used in these five songs are “bitch”, “hoes”, “ho”, “pussy glitter”, and “whores”. All these words are associated with women because they are often used as derogatory terms to insult, degrade, and objectify women. In these songs, women have been viewed as objects of sexual desire, these words are used to reinforce the idea that women’s value lies solely in their ability to fulfill men’s sexual desires.

Analysis of Physical Aggression (PA) in Rap Songs

There are three songs associated with PA message. These songs are Bodak Yellow, Fefe, and Wants and Needs. Interestingly, each song contains one phrase related to PA.

Table 9. Analysis of Physical Aggression (PA) in Bodak Yellow, Fefe, and Wants and Needs

Song Title and Singer	Lyric	Meaning
Bodak Yellow (Cardi B)	<i>If you a pussy, you get popped, you a goofy, you a opp, Don't you come around my way, you can't hang around my block</i>	In this context, the rapper (Cardi B) explains how women are still subordinate to men.
Fefe (6ix9ine and Nicki Minaj)	<i>Eeny, meeny, miny, moe, I catch a ho right by her toe, If she ain't fuckin' me and Nicki, Kick that ho right through the door</i>	This lyric indicates that any girls who do not want to engage in any sexual activity will be kicked out physically.
Wants and Needs (Drake and Lil Baby)	<i>I hit today, by tomorrow, she miss it, I grab her neck, she look up, then I kiss it</i>	The rapper (Lil Baby) believes that any woman who had sex with him before would want to have it again with him.

Analysis of Rape and Sexual Assault (RSA) in Rap Song

There is only one song related to RSA. Rockstar by Post Malone and 21 Savage contains Spanish word like *no más*. Literally, the word means ‘no more’ in English. However, in this song, it connotes negative meaning. In this lyric, ‘*Hit her from the back, pullin' on her tracks, And now she screamin' out, "¡No más!*’, the rapper continues having sex with the girl although she begs him (screaming ‘¡No más!’) to stop. This non-consensual sexual behaviour is considered as RSA.

The level of misogyny in the rap songs listed in the Billboard Hot 100 Year-End Chart from 2017 to 2021

This section analyses the level of misogyny in the rap songs listed in the Billboard Hot 100 Year-End Chart from 2017 to 2021. There are three levels of misogyny: low (L), medium (M) and high (H). The level of misogyny is determined by number of misogynistic contents.

Table 10. Level of Misogyny in 25 Rap Songs

Songs	Artists	Types of Misogyny				Level of Misogyny
		SC	DM	PA	RSA	
Humble	Kendrick Lamar	3				Medium
Bad N’ Boujee	Migos	13	6			High
XO TOUR Llif3	Lil Uzi Bert	1				Low
Mask Off	Future	1	1			Low
Bodak Yellow	Cardi B	3	14	1		High
Rockstar	Post Malone & 21 Savage	5	3		1	High
Sicko Mode	Travis Scott & Drake	3	3			High
Taste	Tyga	3	2			High
Fefe	6ix9nine & Nicki Minaj	10	7	1		High
Gucci Gang	Lil Pump	5	6			High
Old Town Road	Lil Nas X	1				Low
Please Me	Cardi B & Bruno Mars	8	3			High
Wake Up in the Sky	Gucci Mane, Bruno Mars & Kodak Black	2	2			Medium
Life is Good	Future & Drake	2	4			High
Roxanne	Arizona Zervus	4	1			High
Say So	Doja Cat	3	1			Medium
WAP	Cardi B & Megan Thee Stallion	13	5			High
Moods	24k Goldn & Iann Dior	3				Medium
34+35	Ariana Grande, Doja Cat & Megan Thee	7	3			High
Leave the Door Open	Silk Sonic	1				Low
Kiss Me More	Doja Cat	7	2			High
Best Friend	Sweetie & Doja Cat	3	5			High
Wants and Needs	Drake & Lil Baby	4		1		High
Middle Child	J. Cole					None
Lucid Dream	Juice WRLD					None
TOTAL		105	68	3	1	

Table 8 shows that the rap songs listed in the Billboard Hot 100 Year-End Chart from 2017 to 2021 contains high level of misogyny. 15 songs are categorised under high level of misogyny because they contain five or more misogynistic elements. These songs are Bad N’ Boujee, Bodak Yellow, Rockstar, Sicko Mode, Taste, Fefe, Gucci Gang, Please Me, Life is Good, Roxanne, WAP, 34+35, Kiss Me More, Best Friend, and Wants and Needs. Among all of these, Bad N’ Boujee tops the highest chart with 19 words and phrases are related to SC and DM. Woolf (2017, para. 4) describes the song as “the rhymes from everyone featured mostly tread over the familiar ground of beautiful women, drugs, and expensive things”. Bodak Yellow, Fefe, and WAP rank second highest under High Level category. Interestingly, WAP which is an acronym for Wet Ass Pussy, is a song sang by two female rappers, Cardi B and Megan Thee Stallion. The song won three awards at the 2021 BET Hip Hop Awards and was even clinched Song of the Year Award too (Woods, 2021).

There are only four songs listed under Medium Level category: Humble, Wake Up in the Sky, Say So, and Moods. These four songs, however, carry different themes although they contain both SC and DM messages. Wake Up in the Sky ranks first under this category with four words and phrases related to misogynistic elements. Solomon (2023, para. 2) explains that the song also “discussing drugs, alcohol, and the finer things in life”. Kendrick Lamar’s Humble was considered as the best rap song of the year in 2018 after claiming the Grammy Award. The lyrics send a strong message to “black men to take an introspective look at their place and power” and encourage them to remain “humble in their relationships with women” (Rizzo, 2018, para. 3). However, the SC message is still apparent in his song. Rosewarne (2017, para. 8) claims that “Lamar is still asking women to fulfil *his* wants. He’s still expecting women to display themselves to him. *For him*”.

On the other hand, XO TOUR Llif3, Mask Off, Old Town Road, and Leave the Door Open fall under Low Level category. These low-level misogynistic songs carry SC message. Future’s Mask Off, the only song that carries both SC and DM under this category, was once sparked controversy due to its lyric that glorifies taking hard drug (The Daily Campus, 2019). Apart from that, Mathis (Mathis, 2017, para. 10) explains that the song makes an “offensive classification that some women are worthy of respect and others are not”. Lil Nas X’s Old Town Road, however, gained popularity because of young TikTok users posting short clips using the tune (Leight, 2019). Interestingly, J. Cole’s Middle Child and Juice WRLD’s Lucid Dream belong to no category they contain zero misogynistic elements.

DISCUSSION

The findings show that 23 rap songs in the Billboard Hot 100 Year-End Chart from 2017 to 2021 mostly spread the sexual conquest message. This type of message can have negative consequences particularly on gender stereotypes and the normalisation of sexual violence. The rap songs generally reinforce harmful gender stereotypes that position women as inferior and subordinate to men. Sepehri (2020) explains that male rappers include misogynistic elements in their songs to amplify themselves in a society that devalues them. This aspect will lead to a culture of toxic masculinity and reinforce the belief that men should be dominant in all aspects. Moreover, normalising the idea of sexual violence, by making it acceptable or even desirable through rap songs, will bring more sexual assault and harassment incidence, as some individuals may feel emboldened to engage in such behaviour after being exposed to such messages (Cundiff, 2013; Sepehri, 2020). Hence, this will build a culture of victim-blaming, where survivors of sexual assault are blamed for their own victimisation, rather than holding perpetrators accountable for their actions. The second highest message in the rap songs is derogatory manner. Calling a woman using a derogatory word is considered an insult because it is a form of disrespect and demeaning behaviour that seeks to diminish a person’s worth based on their gender. Using derogatory language to insult women is harmful too because it reinforces negative stereotypes and gender inequality. Weitzer and Kubrin (2009) also add that promoting derogatory language will bring a serious impact on women's mental health, self-esteem, and sense of safety. By treating women as objects to be belittled or insulted, it creates a culture where violence against women is more likely to occur.

From these findings, it is interesting to note that there is an evolution in the misogynistic message found in different era. A study on the analysis of rap songs listed in The Billboard Hot 100 from 2000 to 2012 by Cundiff (2013) show that only 20 songs carry misogynistic message. Out of these 20 songs, 19 songs are highly associated with the physical violence towards women. During this era, the rap songs put a great emphasis on physical violence or “Gangsta Rap” because the rappers believed that the major labels only preferred the image of tough black men (Flores, 2012). However, in this study, the sexual conquest shows the highest types of messages found in the rap songs from 2017 to 2021. The current era seems to champion sexual conquest as rap that features along with other themes like sex, money, drugs, and violence which are more likely to succeed commercially (Charles, 2020).

Furthermore, the rap songs listed in the Billboard Hot 100 Year-End Chart from 2017 to 2021 contains high level of misogyny. Nowadays, although misogyny in rap music has received significant criticism from both feminists and the public, there are female rappers championing this element in their songs. In the 1990s, Black feminism heavily criticised female rappers for sexually exploiting themselves in their music. However, Sepehri (2020) explains that the younger third-wave feminists embraced sex positivity in their music. This revelation is an evidence why female rappers like Cardi B, Nicki Minaj, Doja Cat, Megan Thee Stallion, Ariana Grande, and Saweetie High have paved their way to this musical genre. When misogyny is present in popular culture, it can lead to the normalisation of such behaviour. When this happens, people will become desensitised to the harmful effects of misogyny, thus leading to the perpetuation of sexist attitudes and behaviors. Moreover, the negative portrayal of women in rap music can have a direct impact on women's self-esteem and self-image. Women who

are exposed to misogynistic lyrics may internalise negative messages about their bodies and their worth as human beings (Sepehri, 2020; Weitzer & Kubrin, 2009).

CONCLUSION

The rap music nowadays is indeed polluted by the elements of sexual conquest and derogatory manner that objectify women. The fact that most of the songs fall under the high level of misogyny clearly indicate that there is a need to promote positive messages in the music especially on woman empowerment. This will help to change the narrative around women in the rap music. The change will inspire others to follow suit. Music industry executives, companies and labels should establish clear standards and guidelines for promoting respectful and inclusive content in the rap music. One of the ways to implement this is to formulate explicit policies against misogynistic content and measures to hold artists accountable for promoting harmful messages.

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