

HIP HOP MUSIC AND MUSIC VIDEOS: MALAYSIAN FANS' PERSPECTIVE

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ABSTRACT

This paper explores hip hop music and their music videos as a medium of popular culture that has relevance in the lives of its young Malaysian fans. The paper discusses the interrelations of rap music and the English language, and has as its focal point the ways in which this genre influences male and female fans' English language use in everyday communications. This qualitative study examines the changes in respondents' English lexicon and speech styles as members of hip hop social groups, and then discusses these impacts from both positive and negative points of view as reported by them during semi-structured interviews. Social recognition and acceptance of hip hop language, principally profanity and slang terms are investigated. The paper also discusses the different ways in which hip hop music, and their music videos' visual and auditory portrayals have social and cultural impacts on Malaysians in general. It also considers the appeal of mainstream hip hop artistes or rappers from America to young Malaysians. The findings suggest that hip hop music has a negative impact on respondents' English language usage as profanity and slang terms have a strong presence in their regular communicative practices. Nonetheless, some positive effects of hip hop music is evident in terms of improved vocabulary, and motivation to learn English. Additionally, the positive values that Malaysian fans have discovered through the underlying messages in the lyrics are encouraging too.