



I'm 100% That Bitch With A Blank Space

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Background Information

Part 1: Existing Facts

This research is a content analysis based study more than anything else because it is what the content being researched calls for. By analyzing what Lizzo says about her music videos' feminism, as well as how society responds to her music videos and comparing that reaction to Taylor Swift's content and fan response, a new conclusion is reached given information that everyone with a computer can access. Put simply, the information researched already exists and a new conclusion is drawn based on the given information.

Part 2: Shortcomings

The things in this project that still need to be known are the similarities and differences in which Lizzo and Taylor Swift's music videos create a response from society. In my research, I researched what Lizzo, Swift, and popular sources had to say about their feminism.

Part 3: Purpose or Hypothesis

This research is being conducted to identify celebrity feminists' influence on modern day feminism, through an analysis of select music videos. Moreover, we are curious to see what the difference in influence is when it comes to their message. Taylor Swift is a white musician and Lizzo is a Black musician, so they target different audiences with different messages. What are they, and what is their influence?

Materials and Methods

Part 1: Participants

Taylor Swift, Lizzo, internet news websites, social media accounts specifically TikTok and Instagram

Part 2: Materials/measures

Brittany Barron analyzed Taylor Swift and Lizzo's feminist rhetoric in their music videos, what they say in interviews, and on social media.

Part 3: Procedures

First, we began by compiling sources with quotes by Taylor Swift and Lizzo talking about their art. Then, I compared the responses in certain videos, song lyrics, or quotes from the artist. Finally, Brittany Barron cross-analyzed everything and sorted out similarities and differences.

Part 4: Data analysis

The analysis conducted was all digital and using pre-published sources online.

Results

The results for this research will manifest as responses to three main questions.

1. **Question 1:** Lizzo and Taylor Swift identify as feminist pop music artists. How do the artists themselves describe their feminisms? To what extent do their definitions of feminism map onto Foss et. al's definition of feminism?

The results for this question were mainly found through content analysis of online materials, specifically quotes from the artists themselves. Barron analyzed the types of music videos they created, as well as questions the artists have answered about their music videos and their purpose.

2. **Question 2:** Hendricks lists feminist rhetorical strategies as: critical subjectivity, critique of patriarchal gender roles, subversion of sexual norms, and feminist circulation. How do Lizzo and Swift take up, subvert, and broaden Hendricks' established framework for identifying feminist rhetorical strategies?

Lizzo and Taylor Swift work intentionally to make feminist statements in their music. Barron's results found address the need for more explicitly intersectional thinking about celebrity and feminism in terms of gender AND race. Barron chose to analyze both Taylor Swift and Lizzo because of how different their feminisms manifest, and how their content varies in intention, execution, and response. Barron found that Taylor Swift focuses more on subverting societal expectations of her through her music videos. She focuses on how society has villainized her and shamed her for dating men and chooses to sarcastically embody that persona in her lyricism and music videos. Swift has expectations to be a soft, reactionless doll and chose to throw those all out the window, subsequently making a statement in her feminism.

Lizzo, on the other hand, makes videos embracing what society sees her as. She chose to reclaim the word "fat" and embrace society's reactions to her artwork and brand. Her music videos highlight her belief she should be able to create art with no limitations. She poses nude on her album covers, wears eccentric outfits, and shows her audience that there is no need to have shame in your body. Rather than subverting from society's expectations of her, she embraces them and reclaims them for herself.

3. **Question 3:** To what extent do Lizzo and Swift's feminist rhetorical strategies align with or disrupt their self-proclaimed feminisms?

Lizzo and Taylor Swift both align with feminist principles in their work, but their approaches and rhetorical strategies differ. Lizzo's feminism is bold and celebratory, focusing on self-love and empowerment, while Swift's is more nuanced and introspective, incorporating personal narratives and addressing social issues. Despite these differences, both artists have contributed to feminist discourse and empowerment through their music and platforms.

Conclusion

Through my analysis of Lizzo, I've observed how Lizzo and Taylor Swift's feminist expressions differ. Lizzo's bold celebration of self-love and empowerment contrasts with Swift's nuanced critique of societal norms. This study underscores the importance of considering intersectionality in feminist discourse within the celebrity sphere. While the findings offer valuable insights, limitations include reliance solely on publicly available materials and a focus only on two artists. Future research could explore audience reception and expand on intersectional feminist frameworks in popular culture. Overall, this study contributes to understanding feminist rhetoric in music and its societal impact.

Discussion

In the analysis, the findings delved into the contrasting feminist expressions of Lizzo and Taylor Swift, noting Lizzo's bold celebration of self-love and empowerment juxtaposed with Swift's critique of society's perception of her. This study emphasizes the importance of intersectionality in feminist discourse within the celebrity sphere, highlighting the need to consider how factors such as race, class, and sexuality intersect with gender in shaping feminist perspectives. While these findings offer valuable insights, they are constrained by the reliance on publicly available materials and a narrow focus on only two artists. To further this research, future investigation could explore audience reception of feminist messages in music and expand on intersectional feminist frameworks in popular culture. By considering a more diverse range of artists and incorporating audience perspectives, future studies could provide a more comprehensive understanding of how feminist expressions in music shape and reflect societal attitudes towards gender equality and empowerment. This study contributes to the ongoing dialogue surrounding feminist rhetoric in music and its broader impact on society.

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Lizzo



Taylor Swift

