

LIBERAL FEMINISM REFLECTED IN KATY PERRY'S *PART OF ME* MUSIC VIDEO: A Multimodal Critical Discourse Analysis.

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Abstract: This research aims to find and elaborate the visual grammar found in Katy Perry's Part of Me Music Video and which scenes from the video contain Liberal Feminism values. This research employed descriptive qualitative method. The data of this research are visual images from a music video. The data were obtained from several scenes of Katy Perry's Music Video titled *Part of Me* that were being captured by the researcher. The researcher used theory of visual grammar by Kress and Leeuwen and Fairclough's theory regarding critical discourse analysis. The result of this research showed that there were 5 scenes that have liberal feminism values from a 4 minutes long music video.

Keywords: *liberal feminism, gender equality, discourse analysis, music video*

INTRODUCTION

As a human being, we surely need to interact with other human beings for human is considered as social beings. The way we interact with each other is called communicating. According to Rogers (1998 cited in Darsanti 2012,p.10), communication is defined as "the process by which an idea is transferred from the source to one or more receiver, with intent to change their behavior". Modes exist to help conveying the message or information in communicating. The modes can be in a form of words/text, images, color, body languages, etc. In the 1990s, "multimodality" became a widely studied term in the field of semiotics and linguistics in the West. According to Bi (2019) Scholars have come to realize that although language still plays an irreplaceable role in the process of meaning construction, however, in the field of discourse, it is only one of the symbolic systems. It is important to mix both the unimodal study of language in discourse linguistics with other fields such as vision and hearing. Kress and Van Leeuwen (2006) proposed a Social Functional Linguistics about visual grammar. Kress and Van Leeuwen (2006) stated that a word, a block of written text, an image and a number of an equation are visual element. It means that the visual element is not only an image, but also everything that people look. Kress and Van Leeuwen developed Halliday's Systemic Functional Linguistics. If Halliday focused more on the verbal text and linguistic modes, Kress and Van Leeuwen applied the theory of SFL which focuses on how visual modes contribute in the meaning-making process such as visual images. They utilize different terms of metafunctions: representation instead of ideational, interactive instead interpersonal, compositional instead textual. The visual grammar theory proposed by Kress and Van Leeuwen will be employed in this study for the research will analyze modes or visual images in a music video.

The critical analysis is based on the three-dimensional conception proposed by Fairclough (1994), which states that a truly critical analysis starts with the micro linguistic elements, considers the distribution of texts and their consumption and encompasses the

social practices, which include the ideological and hegemonic aspects of the texts. Ideology, according to Fairclough (1994), represents constructs of reality present in various layers, dimensions and forms in discursive practices. Since this study will analyze elements within a music video, this study will employ Fairclough's Critical Discourse Analysis theory.

Gender refers to the social process of dividing people, social practices, and *sexed identities*. There are two main genders that are commonly used in the society, namely woman and man. Ever since the term gender was invented, the society divided the role each gender has to play to create a dynamic within life. For instance, according to the society, men have to be the ones who make money while women stay at home and handling the house business as such house course, cooking, teaching their children, and so on. However, the roles that men and women got to play in the society have changed over the years. A lot of women want to work and earn money on their own. Women used to be afraid and punished for voicing their thoughts out loud especially in the earlier centuries until 17th century. Several feminism movements had emerged between 17th and 18th centuries and one of them is liberal feminism movement. According to Cottais (2020) this was a period of great social change in Western countries: the French and American revolutions, the transition from a feudal society to an industrial society, from a monarchical State to a democratic State based on the rule of law, the development of capitalism, etc. Major social movements appeared, such as labor, abolitionist, and feminist movements.

Liberal feminism is a movement that suggests every human being be it a man or a woman to own the same freedom and to be treated equally. It defends the equal rationality of the sexes and emphasizes the importance of structuring social, familial, and sexual roles in ways that promote women's autonomous self-fulfillment. Tong quotes Wendell opinion in *A (Qualified) Defende of Liberal Feminism* saying "the general purpose of liberal feminism is to create society which is equitable and careful of the freedom for the self-development so that women and men can improve themselves." Tong (2009) also added a definition of liberal feminism as "equality of opportunity, which would undoubtedly require and lead to both." Liberal feminism is a feminism of equal rights, i.e., egalitarian feminism; that is, it demands political equality - women's right to vote and stand for election, access to the labor market - but also equal rights when it comes to marriage, education or work (equal pay). In short, liberal feminists rededicate their right to play an active role in society and to be treated in the same way as their male counterparts.

There are several studies which were conducted by different researchers regarding multimodes. The first one is a study conducted by Narindrani (2020). This study focused on metafunction in multimodes found in the movie *the Hunger Games; Mockingjay part 2*. In representation of metafunction, she found two modes: color and background. *The Hunger Games: Mockingjay Part 2* movie mostly using grey, black, white, brown, and gold color during the film. It indicates power, mystery, strength, fear, coldness, dullness, reliability, prestige, wealth, and luxuriousness. While the most background used in *The Hunger Games: Mockingjay Part 2* is using the actual place. Most scenes are shoot in the real and actual place to build up an actual ambiance and atmosphere of the chaos in the film. In line with the previous researches, the purpose of this research is to find and analyze liberal feminism value as well as multi-modes used in Katy Perry's *Part of Me* Music Video.

The second study is conducted by Widayanti (2016) titled *A Case Study of Multimodal Analysis: The Representation of a Female Model in the 'Insight' Rubric of Male*

Magazine 147th Edition. This study aims at discovering the image of Indonesian women presented in the men's magazine visually and verbally. The researcher used descriptive qualitative method, and applied multimodality based on Halliday's (1994) Systemic Functional Linguistics to analyze the visual and verbal modes in the data. In the visual stage, the data are analyzed by Kress and van Leeuwen's (2006) visual grammar, Wilfred's (1962) meaning of colors, and Barnard's (2007) theory of fashion and physical appearance. The similarity from this previous study with the current one is both studies employed a theory by Kress and Van Leeuwen regarding visual grammar. While the previous study analyzed a magazine, the current study will analyze a music video by Katy Perry.

RESEARCH METHODOLOGY

This study was carried out using a qualitative research approach by the researcher. According to Baxter and Jack (2008), a qualitative case study allows the researchers to analyze complex phenomena within their contexts. The descriptive approach aims to describe the phenomenon and its characteristics. As stated by Gall & Borg (2007) this approach more likely to concern what is happening rather than who or why it is happening. According to Dornyei, 2007 (as cited in Nurbawati, 2019) qualitative approach deals with various data sources including using recorded sounds, texts, and images as the data source. Therefore, this study used several scenes that used for analyzing multimodality. The data are taken from Katy Perry's *Part of Me* Music Video. The analysis would be focused on visual (images, movement) and spoken aspects that make an appearance in the music video.

The writer collected the data by screenshotting all scenes found in the music video. Then, it selected specifically and analyzed based on the modes that might appear in the scenes. The researcher won't be using all the scenes from the music video since not every scene has the data which researcher needs. Hence the researcher only chose several scenes that contained modes such as color, body movement, images and text that point out liberal feminism value in the music video. This study used Katy Perry's *Part of Me* Music Video as the data source which further being used to collect the data. This study analyzing the multimodal elements found in the music video.

RESULT AND DISCUSSION



Picture 1. Katy Perry's *Part of Me* MV

In this scenario, there's an announcement on a broad which says *"All women are created equal, then some become marines."* This shows that all women have the same opportunity regardless of background differences that woman has. We often find some cases regarding discriminations against some women from particular ethnicity or background, therefore this sentence is trying to spread a message that every woman could stand a chance to participate in the navy. As liberal feminism values the equality of every gender, the advertisement does not have any provocative point that could possibly try to impose the opposite gender. The advertisement is solely made to encourage women that want to enter marines. The font's colors in the advertisement are black and red, match with the marines' badge. The color red symbolizes power which indicates that women have the same power as men to join a not very friend occupation, in this case, as marines. The black font symbolizes grief and depression. In this music video, Katy Perry was once shown as an ordinary girl before she caught his boyfriend cheating with his co-worker. She then experienced a very deep grief until she stumbled upon this announcement. Therefore, the color black and red show that after being sad after her ex-boyfriend cheating on her, Katy was able to gain some power to feel make herself feel better and made some changes by joining the marines.



Picture 2. Katy Perry's Part of Me MV

In this scenario, it shows that Katy sat while holding a letter and was wearing her army uniform including weapons. She was surrounded by her colleagues in the same uniform; behind her was a large vehicle that is very commonly found in the military named Tank. It appeared that she cut her hair short when she joined the Marines. In this particular scene, it could be seen that Katy's colleagues were both men and women. Liberal feminism ensures that every individual has to be treated equally no matter what their gender is. Liberal feminism does not try to bring the opposite gender down and make superiority out of women, instead, Liberal Feminism wants everyone to have the same right and freedom. This scene shows that every man and woman can participate in the marines as long as they commit to it. Our society often divides gender by physical appearances. It is not so odd if we hear people think that short hair is for men while women must have a long hair. In this scene, Katy's hair is short, indicating that women could also cut their hair as short as they wish. The background that this particular scene gives is somber. We could see the skies were pretty dark and looked like it was going to rain soon. This vibe was given because Katy had a flashback of her broken relationship after she received a letter from her ex boyfriend.



Picture 3. Katy Perry's Part of Me MV

In this scenario, it shows that Katy and her colleagues were patrolling across some particular areas. Judging from the building in the back, these women were most likely walking around their station. Everyone in this scene is women. They were all wearing army uniforms and each person was also holding a gun. It's shown that each woman has different skin tones and physical appearance. This leads back to the first picture which says "*All women are created equal*" in the announcement. It points out one of Liberal Feminism values which believes in every individual's rights and freedom. Us, as a woman might be born from various backgrounds; however, we have the same chance to explore the world and be anything we want to be without feeling scared of being discriminate. The background in this picture is still somber. Showing a less happy side of the reality we live in; wars.



Picture 4. Katy Perry's Part of Me MV

In this picture, Katy was going through a military training. Her partner in this sparring was a man. Judging by the situation and color, the background place where this event has happened was in a pool. This training was done to prepare every marine in case they are attacked by enemies under water. Instead of pairing Katy with another woman, she got herself a male partner. This scene indicates that women are equal with men in a sense of power. In the picture, it's shown that Katy took a higher position by strangling her partner's neck from on top of him. The bubbles surround both of them point out that the man was struggling to oppose Katy's grip. Again, this shows that Katy was a strong as her sparring partner. Women are often seen as a weakling especially when compared to men. The majority of our society believes that men are much stronger than women especially in physical ability. However, this picture just shows the opposite of that belief by displaying that both men and women have the same power, in fact, some women could be much stronger than some men.



Picture 5. Katy Perry's Part of Me MV

In this picture, it shows that all of the military members were doing some kind of exercise by walking while holding a gun and carrying a backpack. The military often exercise by walking or running miles away and carrying heavy stuffs at the same time to train their strength and power. As what we could see from the picture above, the military team consists of both men and women. Again, this proves the point where both men and women have equal strength and power. We could see that Katy, as a woman, was walking while carrying a gun which is not a light thing to be carried, as well as a backpack. The background place of this picture shows a very barren and dry location, making the hardship looked more real. The color of the majority scenes from this music video is a classic old pop filter, including this one.

CONCLUSION

Discrimination against women is very commonly found in our society. It is not a secret that women are seen weak, sensitive, and illogical. There have been many feminism movements against discrimination against women which resulted in several feminism ideologies including liberal feminism. Liberal feminism is a movement where people believe that every individual ought to be treated the same, equal. Some of the feminists often voice out their opinion regarding this matter by bringing down other genders, men mostly. However, that is not how liberal feminism works. Liberal feminism only wants the society to stop treating women like an object and start to treat them equally. This study also shows how visual images could add a lot in conveying a message.

The researcher hopes this study will help the readers on how modes contribute to the meaning-making of the audiovisual text. The researcher also suggest for other researchers to conduct a study on liberal feminism and multimodality.

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