

CHAPTER 4

DATA ANALYSIS

In this chapter, the writer analyzes the collected data. The collected data is a music video from Taylor Swift, *The Man*. The writer analyzes the important moments in the music video based on gender stereotype theories. *The Man* music video demonstrates the stereotype that is used to describe men and women.

4.1 Scene One

The first figure is a capture screen of 1st scene of the music video. It shows how Tyler, who was wearing a business suit and opening his arms, gives a gesture to encourage his employees and later is given applause by his employees for his act of being their leader.

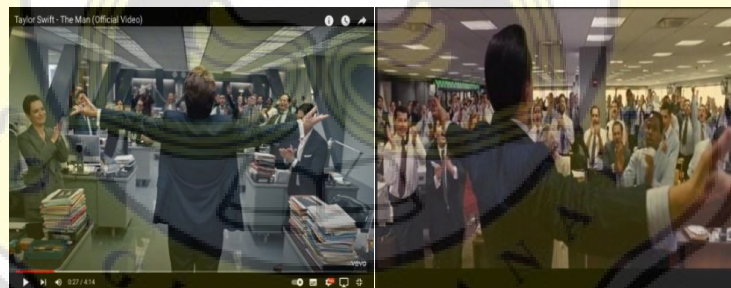


Figure 1. *The Man* Music Video (Taylor Swift, 2020) and *The Wolf of Wall Street* (Martin Scorsese, 2014)

In this first scene, Taylor Swift parodies a moment from the American movie, *The Wolf of Wall Street*, which tells the story of Jordan Belfort (See Republic World website). Swift choose *The Wolf of Wall Street* movie as a parody because Jordan Belfort in the film is an ultimate example of portrayed toxic masculinity. Toxic masculinity is a social trait, which encourages the dominance of masculine traits,

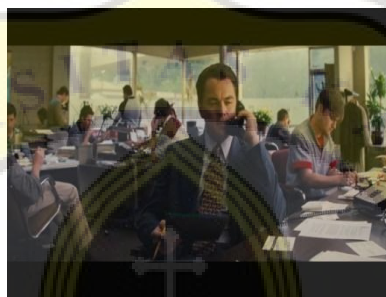
demeaning traits (especially in women), homophobia, and immoral acts of violence according to Terry Kupers in *Gender and Domination in Prison* (2017). As a person with stereotyped masculinity, there are several characteristics according to the Bem Sex Role Inventory (BSRI, Bem 1981 for a review) which were acting as a leader, being aggressive, ambitious, competitive, dominant, forceful, independent, masculine, and willing to take risks as argued by Prentice & Carranza (2002). As a case in point, masculinity in this film was shown in *The Wolf of Wall Street* when Jordan was cheered for his accomplishments and his employees admired him as their leader. For instance, Jordan Belfort is depicted as a leader who ambitiously always cheers for his employees to reach the company's ideal targets. He also pushes the performances of his employees by yelling at them. It shows how ambitious he is. (See fig. 1)

The lyric in line first scene says “I’d be a fearless leader” and “I’d be an alpha type” (Line 7 & 8 in appendix). The displayed image in the scene suits the visualization to show that when a man becomes a leader, he would be fearless. The alpha type is described as someone who has a leadership spirit, confidence, and ambition. This is also a portrait of toxic masculinity itself. A man must be shown that he is a strong and unbeatable person.

Masculinity cannot be separated from gender, which is a biological construct that is brought by each individual according to their nature from birth. This construction has never changed. The statements that men are strong, rude, and rational, whereas women are weak, gentle, and emotions have become stereotypes (Fakih, 1996, p. 158). Changes in traits that are constructed in men and women, however, could change from place to place, from time to time, and from community or society that is different. Schrock & Schwalbe 2009 stated that men in management or higher positions can use their authority to get respect, but they have to demonstrate their qualities and

capabilities. That is what Jordan Belfort and Tyler Swift did. Because of their skills, capabilities, and charms in making people around them admire them as leaders, the people ended up becoming their fans.

One of the other representations of masculinity that the writer found in the video of *The Man* was when Tyler was praised by his employees. The scene which shows how masculinity can be an asset for a leader is also parodied in the film *The Wolf of Wall Street*.



*Figure 2. Jordan is wearing suit in a small office
(Martin Scorsese, 2014)*

This scene above shows Jordan making a telephone call at a small stock company called *Investor's Center*. From the appearance, unlike the other employees who wore casual clothes, Jordan was the only person who wore a neat suit like a leader. The employees there were initially focusing on their jobs, but after hearing Jordan's way of dealing with clients who want to invest in Jordan's office with wonderful persuasion and convincing sentences, they became amazed and decided to listen to Jordan until he was done with the client. Jordan Belfort showed his capability how to attract his client's interest and make him pay for what Jordan offered, thus qualifying him as a great leader.

4.2 Scene Two

The next scene also represents the superiority and domination of men. When Tyler Swift gave his *fist bump* only to male employees and didn't give attention to a female employee in that room shows the different treatments that women and men have towards each other. (See fig. 3)



Figure 3. Tyler gives Fist-Bump an appreciation only to male employees

(Taylor Swift, 2020)

According to the Merriam-Webster dictionary website, the Fist-Bump is defined as a gesture in which two people bump their fists together. Fist-bump is a common greeting gesture in industries that offers a hint of trust or intimacy towards a person or people. It is a form of greeting or celebration for the Tyler team's accomplishment of reaching the daily target as a broker company. According to Schrock & Schwalbe, Tyler's Fist-Bump act only towards male employees represents one of the instances of collective sexist ideology that exists in office industries that difficult or prevent women to achieve gender equality and lack of appreciation in the office industry (2009).

The next lyrics say, "I'm so sick of running as fast as I can", "Wondering if I'd get there quicker" and "If I was a man." (See lines 11-13 in appendix). Show that according to Taylor Swift's perspective, men have many privileges in every aspect of their lives that make them faster, easier, and happier in living their lives. "Quicker"

refers to the benefits of being a man in the work environment the sexist ideological behavior exists. The man's privilege obstructs women from carrying out and getting higher positions in their career paths.

4.3 Scene Three

The next discussion talks about Tyler Swift sitting on the train as a man along with other passengers in an inappropriate ethics position that takes up other seat space. According to Burgoon and Dunbar in Jane (2016), someone who sits in more than one seating position in a public place can be seen as dominating the pace and reflecting deviations from norms and expectations. *Manspreading* is considered inappropriate behavior because it harms others because it takes over a space that should be used by others. In some countries, people can be arrested for doing this.



Figure 4. Tyler's sitting position on train
(Taylor Swift, 2020)

Tyler's sitting position is called *Manspreading* which is the way men sit in public places with their legs spread apart widely while others with lesser status compress themselves to take up less space than the central male subjects (Jane, 2017). His unethical behavior is, moreover, shown by the way he also smokes carelessly without caring about other people around him, he also flicks and lets his cigar ash fall into the lap of the woman next to him. (See fig. 4)

Although the sitting behavior is unethical, society pays any attention nor shows any concern because he is a man and assumes the behavior is a natural thing for men to do. This is the kind of behavior that is shown by Tyler is considered a men stereotype. Diekmann & Eagly (2000) support this condition when they show their beliefs that men are born to be competent but less nice by being tough, rough, careless, and selfish in their surroundings. So, Tyler's behavior inside the train can be understandable by society because no one dares to scold him and let him be. However, if a woman would sit with her legs apart and take up public space to sit, she would most likely be criticized by others. Tyler acts disrespectfully to everyone not only because he is a man, but he is living his life of privileges by earning enough money from his job and having a high position. Thus, he is earning a good reputation and is acknowledged as a respectable man. This is by the statement submitted by Schrock and Schwalbe in 2009, from the writer's interpretation that a man usually gains privilege, resists being controlled, and likes to be more dominant.

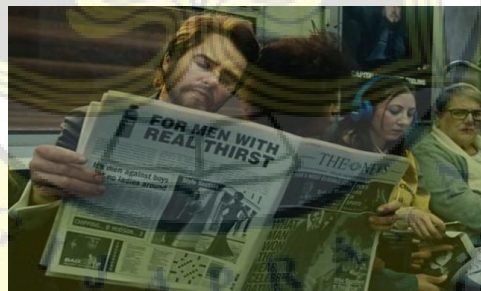


Figure 5. Tyler is reading newspaper with man topic as a headline

(Taylor Swift, 2020)

Still, in the same scene on the train, Tyler takes out the newspaper where we can see the headline says, “What Man Won the Year in the Celebrity Dating?” (See Fig. 5). In this case, when a man routinely dates a woman, and even changes partners every period, or has many ex-girlfriends, society and media tend not to judge him for what he has done. Instead of getting criticized, men get appreciated even if they have got an

award event for that. Not for a moment do men feel guilty about their womanizing behaviors. Interestingly, in response to the behavior, society would instead feel sorry for them or even stand by them and even blame the females who are told to have betrayed them, and even blame the females who are told to have betrayed them, that they got to be written up as men's exes in songs, such as written by male musicians: John Mayer, Ed Sheeran, and Bruno Mars (see Studybreaks website). In my opinion, men's feelings of pride come from their neighborhoods, where they consider if they could conquer women as much as they can, they will feel great and enjoy the highlight of being the center of attention in their neighborhood. The stereotype generated among men, especially influential artists, shows how normal it is for men to constantly change romantic partners.

When the newspaper is turned over, the male dominance is also displayed on the heading, "It's men against boys, no ladies around". This thereby means that women of females are no match to the men who are occupying almost all field sites. The pictures of scene three refer to "And I'm so sick of them coming at me again" (See lines 14 in appendix). The lyrics have been interpreted as the situation when an alpha-type man is sick of people who cannot do anything.

4.4 Scene Four

The next scene shows the stereotype on how men are being normalized to be constantly partying with women.



Figure 6. Tyler in yacht (Taylor Swift, 2020) and Jordan in yacht (Martin Scorsese, 2014)

From the train station, the first scene then moves to the second one where Tyler Swift held a party on his yacht with lots of women around him. Compared with the movie, *The Wolf of the Wall Street*, the scene of Tyler on a yacht is parodying Jordan who is holding a party also on his yacht (See fig.6). The name of the actor in the movie, Leonardo DiCaprio, is also mentioned in the lyrics, “I’d be just like Leo in Saint-Tropez” (line 25 and 26 on appendix). It is intended to parody the movie. The scene shows how society looks at a man’s savior. Society normalizes the conception of men having fun with girls. Neither society nor the media would take a look at this behavior negatively. (See fig. 6)

4.5 Scene Five

This next scene depicts how acceptable it is for men to rapidly changes romantic partners while women only serve as an achievement for men to conquer.



*Figure 7. Tyler’s in a hotel room with a girl
(Taylor Swift, 2020)*

This particular scene starts with Tyler waking up earlier than the woman, and then moving into another room, which is referring to a dating lifestyle called a one-night stand (see Fig. 7). His celebration of leaving the girl with a high-five hands symbol (see Fig. 8) is showing how happy he is in successfully making a one-night stand relationship without feeling any guilt. For the male society, what Tyler did was a celebrated accomplishment. Yet, in opposition, if a woman is doing a romantic conquest like this, she will be looked on as being wild and unnatural because a woman

is created to be obedient and play true to a single lover. A woman's romantic conquest is often seen as being unnatural to women's traditional sex behavior (Siegel et al, 2018).



Figure 8. *The Man Music Video Poster*
(Taylor Swift, 2020)

The number of hands in Figure 8, when counted totals 19 hands. This number can be equated to the United States 19th amendment, which states: “The right of the citizens of the United States to vote shall not be denied or abridged by the United States or any state on account of sex” (See History website). This fact can be interpreted that the case of having non-marital or one-night stand partners should also apply to all women, who have the freedom to also choose what she wants. Reading Taylor Swift's biography, however, maybe the number 19 is, instead, reflecting her 19th birthday success when she got awarded her VMA in 2009.

Taylor Swift's music video for *The Man* was released on February 27th along with the ratification of the 19th amendment by the Supreme Court (See nbcnewyork website) in 2020 In other words. it took over 98 years before Taylor Swift released her music video for *The Man* on the same date in February 2020. She might have wanted to show that women finally do have the right to do what the opposite sex has been enjoying for such a long time. Gender is not an excuse to ban or to rate people for how they are but for the qualities that define them. The repeated lyrics “I'd be the man, I'd be the man” emphasizes how the one-night stand is common among men.

4.6 Scene Six

In the garden scene, Tyler sat in the middle with a kid beside him who is indicated as his daughter. Again, Tyler sat in *Manspreading* style while the kid looked oppressed by him. Women in the scene are amazed at Tyler's actions.



*Figure 9. Women in the scene amaze with Tyler's act
(Taylor Swift, 2020)*

After that, the video scene shows people around Tyler surprised and praising him for a little thing that he has done to his daughter, that is, by patting his daughter's head to show the bare minimum quality of a responsible father in taking care of children. (See fig. 9)



Figure 10. The Man Music Video Garden Scene "World's Greatest Dad" banner behind Tyler

(Taylor Swift, 2020)

The video movie then shows how Tyler is off carrying his daughter in his arms while people in the garden celebrate his achievements as the "WORLD'S GREATEST DAD", just as shown on the banner behind him. It is interesting to see how a man like

Tyler can be awarded by doing such a small thing as a father, and yet people around him look at him as if he is the ideal man in his family. Not only is he celebrated as a breadwinner, but as someone who gives time for his daughter. If it was the other way round, society would just say it was the right behavior for a woman to take care of her child, and if she was a single mother, then it was also her duty to be the breadwinner. This is just to show that society treats men and women differently in parenting life. (See fig. 10)

4.7 Scene Seven

This scene which shows Tyler's face and a bunch of money on a woman's body is referring to another domination of men in this music video. Here, a bunch of rich men is having fun in the bar. The men are devaluing women by using their bodies as a table for their pleasure. It is argued here that partying together and wearing fancy suits are associated with rich men's behavior who are the highlights of current society. Yet, women are powerless and have no choice but to be their prey for entertainment. (See fig. 11).



*Figure 11. Women as an object for man's pleasure
(Taylor Swift, 2020)*

The lyrics “Raking in dollars, and getting bitches and models, and it's all good if you're bad, and it's okay if you're mad” (See lines 38-39 in the appendix) are seen by Taylor Swift in depicting how men tend to dominate women for the sake of having fun.

The acts of getting mad or having a quarrel are normalized by the society if it is done by men.

4.8 Scene Eight

At the end of her music video, Taylor Swift appears as a director who asks Tyler to be “sexier” and “likable” because she appreciates “astonishing, excellent”. It entails that women need to work harder to get decent appreciation from others. The writer sees this as gender-reserved because men are usually praised when they do some normal or normal unlike men, women are told to do more effort for their effort as not giving enough effort. Therefore, the director of the music video wants to show how hard it is for women to get acceptance by society throughout the music video. (See fig. 12).



Figure 12. End scene when Taylor Swift asking Tyler to be more have expressions

(Taylor Swift, 2020)

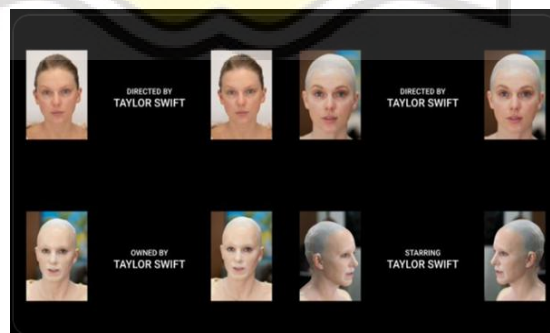


Figure 13. Ending credit The Man music video

(Taylor Swift, 2020)

The ending credits scene from *The Man* music video is another satirical moment. Through her music video, Taylor Swift wants to define that women like her have the capabilities and qualities to handle jobs like the opposite sex. She made her point in her documentaries on *Netflix*, which had been directed by a woman, Lana Wilson.

In the music video, Lana Wilson and all her female crew were underestimated while filming Taylor Swift's documentary, *Miss Americana*, as reported by *Glamour* magazine in 2020. Lana Wilson said sometimes people come to them and then ask if they were working on a school project or something like that because all her crew gender was female. The movie ending credit wants to prove to everyone that Taylor Swift who is a woman, can handle any kind of working position in answer to all of her critiques. Taylor Swift has proven in making *The Man* music video that she can do everything.

