

**AN ANALYSIS ON THE VISUAL PRESENTATION OF THE SELECTED MUSIC VIDEOS
OF NICKI MINAJ**

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ABSTRACT

Using the descriptive-analytical design, this study focused on analyzing the visual presentation of the music videos; specifically, it determined the visual presentation of selected music video in terms of; character, creativity, message and language. Samples were taken from the selected music videos of Nicki Minaj ; Anaconda: one of the most popular music video in of Nicki in the year 2014, Stupid Hoe written by Nicki and Tina Dunham, from Minaj's second album *Pink Friday: Roman Reloaded* (2012), and Super Bass, also from Nicki's deluxe album *Pink Friday*. The visual presentations of the selected music videos were assessed in terms of; character, creativity, message and language. Study shows that, there are lots of sensual scenes, vulgar and malicious language used in the music video. It was observed that the three (3) selected music videos of Nicki Minaj were mostly similar in terms of; character, creativity, message and language. The use of foul language was very dominant in the three (3) selected music videos of Nicki Minaj. Results of the study from the three (3) selected music videos of Nicki Minaj revealed the three (3) dominant values: sexuality; which is often seen in all samples of Nicki's videos, in which artist was being aggressive in all her actions, obscenity; which is frequently observed in the samples of Nicki's videos, too much exposure of the body of the

characters that is suggesting immoral behavior among the viewers and elegance; which is dominantly seen in Nicki's videos, where it shows her characters' elegant way of living in terms of; character, creativity, message and language.