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For this assignment, I chose to analyze rapper SahBabii's 2021 music video for "Switch" as well as Anthony Falcone's 2009 Education Connection commercial.

Upon first viewing the music video for "Switch", the monochrome lighting which remains present throughout the video, strongly reminds me of advertising styles frequently used in commercials for expensive perfumes and other beautification products. Individual scenes in this music video depict a variety of commercial-esque tactics, in different forms and fashions. After delivering a line dealing with a Black&Mild, the viewer is shown a group of Black&Mild cigarettes, in which a hand appears and takes one upon SahBabii's completion of the line. Immediately, my mind was drawn to the candy commercials that were frequently aired on Disney and Nickelodeon during my childhood, in which a bowl of candy would be depicted being taken from by miscellaneous hands without a face.

The women who appear throughout the video are first depicted walking in high heels with a monochrome background, a form of visual representation that is sometimes seen in commercials dealing with beauty, specifically in the perfume industry.

SahBabii's clever wordplay is occasionally visually portrayed with real representations of his lines, however not every line is depicted, which makes the visuals that are carefully illustrated more meaningful and visually compelling to the viewer.

While SahBabii's target audience varies, his music undoubtedly attracts female listeners more than a lot of other rappers. In my view, the music video for "Switch" is carefully catering to his female audience, for a variety of reasons. For starters, compared to some of SahBabii's other songs, "Switch" is relatively tame in terms of outlandish lyrics dealing with sexual encounters, which may come as a surprise to a new listener, as the track most definitely has its fair share of raunchy lyrics. Additionally, the song's music video takes a swing at body positivity.

Body positivity, specifically in commercials, has become more of a trend in recent history, with companies such as Dove, H&M, and JCPenney, among others, all creating commercials or ad campaigns encouraging a positive self-image. However, a less-than-mainstream rapper preaching this through a music video sends a much more genuine message than a billion-dollar corporation doing the same thing.

Success is frequently measured on a scale of magnitude, however, SahBabii is not necessarily a mainstream rapper, so judging a work of art based on streams or views is unfair to the artwork itself. Agreeing with my view of a woman-targeted audience, this video both succeeds and fails. While the inclusion of all different sorts of body types is a bold and empowering artistic expression, at the end of the day, these women are still being sexualized, as we've seen so frequently in music videos over the years. However, is that truly enough of a reason to label the overall video as a failure? Rappers have sexualized women for decades in their music videos, and if SahBabii's lyrics already carry vulgar undertones, is there truly harm in his music videos only partially depicting what his songs already express, especially if this video is overall supportive of women as a collective? While that is a matter of opinion, in my eyes, SahBabii failed absolutely no one in the composition of this music video, and it's a work of art that deserves to be celebrated as such.