

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Introduction

This chapter is the conclusion of the discussions in the previous chapters within certain limitations. It includes conclusion of the representation of violence issue in Snoop Dogg's selected song lyrics and video clips. This chapter ends with suggestions for further research on text analysis.

5.2 Conclusions

The discussion of the study mentioned in chapter IV is concerned with the representation of how violence is constructed in Snoop Dogg's selected song lyrics and video clips. The song lyrics and video clips were analyzed with the framework of Van Dijk's macrostructure (topic) and superstructure (schema) Textual Analysis. The framework was used to find out the textual and visual evidence of violence indicators in the song lyrics and video clips. The macrostructure (topic) level raised several main topics that indicated violence, such as using vocative 'nigga' to call men and vocative 'bitch' to call women, partying with the presence of alcoholic drinks and illicit drugs, objectifying women, intimidating the foes, and doing implicit and explicit sex. The superstructure (schema) level depicted the topics in chronological order.

Popular culture theory also framed the representation of violence. The textual and visual evidence of violence indicators in the song lyrics and video clips are constructed through popular culture, by putting Snoop's songs, daily life and controversies in

publication and broadcasting them on radios, televisions and the internet. The publication spreads violent messages contained in the lyrics of rap songs and in the representation of the rapper's day by day life in the video clips.

5.2 Suggestions

Song lyrics along with the video clips can be an effective medium to explore the issues in them which usually reflect a group of people's problems, such as politics, romance, tragedy, and so forth. The issues that exist in a group become a culture that only prevails in the group. Those issues are then published and broadcasted worldwide, that many of the consumers adopt the messages and lifestyle shown in the lyrics and video clips. When the issues are broadcasted worldwide and adopted by many other people outside the group, it can become a popular culture. So, we can assume that song lyrics and video clips can also become tools to spread a culture, especially a popular culture. Many aspects of popular culture are pictured in song lyrics and video clips.

This study is limited to finding the construction of violence issues in the lyrics and video clips. It did not only find some evidence of violence from the lyrics and video clips, but also found other supporting evidence about the issue from other media. It is recommended that the further study should be more detailed in examining the issues in the song lyrics and video clips. Van Dijk's macrostructure (Theme) and superstructure (Schema) Textual Analysis can also be used. Literary theories then framed the examination of the issues raised by the textual analysis.