How do morals change?

Moral psychology postulates several ways in which moral change can take place— for example, Haidt’s (2001) social-intuitionist model. But it is rather skeptical about the power of more formal moral education to bring about a moral change. It rather emphasizes the importance of informal moral education through art. In this poster I want to shed some initial light on the question of what is the role of narrative fiction in dissemination of morality?

RAPPERS AS “INFORMATION DISPATCHERS”

I) EXTENT

What is the extent of a typical product of a given medium?

Compared to singing, the degree of presentation in rap (i.e., rapping) causes the songs to be significantly longer (usually 500+ words).

assumption: MORE TEXT

GREATER POSSIBILITY OF & MORE COMPLEX MORAL MESSAGE

WARNING: Rather anecdotal evidence. Still thinking about the right way of comparison.

II) CONTENT

How much “moralizing” is present in a given product?

SOME HISTORY

Starting with Grandmaster Flash & the Furious Five’s song The Message (1982), moral issues become common theme in the rap lyrics continuing the tradition of social commentary one can find in such authors as Bob Marley, James Brown, Nina Simone, Marvin Gaye etc. (Sullivan, 2011). THEMES

Rap is usually used both to deal with moral issues of global (human rights, violence, racism etc.) and local importance (police brutality, legacy of slavery, mass incarceration etc.) in the USA; rise of far-right, Roma people etc. in Czech Republic and Slovakia.

DATABASE OF “MORAL RAP”

To have a better idea about the broad of moral concerns that can be found in rap songs, I have started to build a kind of database.

727 songs

73 moral “tags”

LED TO ANALYSIS:


1) Internet certification

Dr. 5 single / A - album

Gold – 500 (50. Platinum 1,000 (500, Multi-Platinum 2,000 (200, Diamond 10,000 (1,000)

2) Billboard charts

Billboard Hot 200 peak position of a single (weeks on chart)

Billboard 200 peak position of an album (weeks on chart)

3) YouTube views

 royally official owner - VIVO - is available

BIBLIOGRAPHY:


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