

Globalization, language and media

- A quantitative analysis of the content and language in the Boogie chart

Introduction

This project examines the content and use of language in the television programme Boogie which is a show that presents music videos. In short, the study is based on theories about global communication, language and subcultures. It is a quantitative investigation which applies the theoretical method of content analysis.

The project has come about in cooperation with “KLF, Kirke og Medier”¹. To begin with, the overall objective was to examine the content and use of language in DR’s² media products targeted at young people.

Today, we have almost unlimited access to other countries, cultures and languages and we are constantly under the influence of cultural trends and flows from abroad. How does this influence us and how is it reflected in our everyday lives and in the media?

The project arrived at two purposes. The first part examines the signs of globalizing trends in Boogie. How does the content and language in the programme show signs of the global reality and to what extent? Naturally, it is not possible include all consequences that the global trends have on the programme, so I will choose certain elements to look for.

¹ www.klf.dk

² DR is short for the Danish public service station “Danmarks Radio”

The second part analyzes the use of rough and condescending language in the lyrics of the music videos. The hypothesis with regard to this part is that contemporary popular music uses many swearwords or rough language in general, and often in English. For instance, we often hear the words “fuck” and “bitch” in both Danish and English-speaking popular music. Not long ago, the Danish singer Anna David succeeded with the song “Fuck dig”. This second part will analyze the extent of rough language in the songs of Boogie.

These are the two overall purposes. The exact research questions will be formulated later, in the beginning of the analysis.

First, I will make a short presentation of Boogie TV.

Secondly, I will present the theoretical material which forms the basis for the project and which will lead to the formulations of the concrete research questions.

Thirdly, the theoretical method used to carry out the investigation is presented before turning to the actual analysis.

Finally, the analysis will be executed. As mentioned above, the exact formulations of research questions will be presented in the beginning of this part of the project.

Presentation of Boogie TV

Boogie³ is a music programme which is broadcasted on DR every week. The programme is primarily targeted at young people. Boogie consists of various media platforms as well as different TV broadcasts. For instance Boogie has its own website with all sorts of different functions and, furthermore, you can sign up to receive Boogie news on your mobile phone. Every Saturday the TV programme “Boogie Saturday” is broadcasted which presents news about music, TV and movies as well as interviews

³ For more information about Boogie go to www.dr.dk/boogie

with artists and celebrities. Every Friday “the Boogie chart” (Boogie Listen in Danish) is broadcasted. The Boogie chart presents a list, decided by the viewers, of the most popular music videos at the moment. The Boogie chart is typical of contemporary media in that the content, to a certain degree, is user-generated. It is one of these shows of the Boogie chart that I will analyze in this project. The chart presents the ten most popular music videos the viewers have chosen, and a number of so-called “boblere”. These are upcoming songs that are not yet on the chart but which are candidates for the chart. In addition, the show typically contains some clips with information about new artists or bands giving concerts in Denmark. I will introduce the content of the actual programme that I have analyzed in further details later on, in connection with the analysis.

Theory

Globalization

Introduction

In contemporary society the concept of globalization has become the center of much attention. Everybody is talking about globalization and the concept has become an important frame of reference when people try to explain new economic, political and cultural phenomena.

Globalization and language

According to Stig Hjarvard⁴ globalization is not only a new “explanation” of many changes around us, it is also a major challenge to policy and politics. He argues that globalization demands the reorganization of production and trade, new skills in the work force, and new policies in virtually all sectors of society, such as immigration, education, production, pollution, terror, the Arts etc. Furthermore, he argues that

⁴ Hjarvard, 2003, p. 15 (in “Readings for Global Communication”)

globalization is not only a challenge to policy-makers but it is to an increasing degree becoming part of our daily lives: our work, food, travel, language and entertainment.

So, how is globalization mirrored in our societies and in our everyday lives? Is it reflected by changes in our language and culture and how does it influence us? For instance, in April this year the Danish newspaper Jyllandsposten wrote that the Danish language is threatened: “Danish has become threatened due to the jungle of languages which spreads with the speed of globalization”⁵. The article especially focuses on the threat of the English language which is considered the big animal in this jungle. This discussion is not a new one but perhaps it is becoming a quite relevant topic to discuss. A year ago The Danish Parliament set up a committee of language in order to investigate how Danish can be “protected” from the competition of English and to examine how a poorer mastery of the native language can be avoided among children and young people, when English and other languages, to a very large extent, are spoken in the educational institutions, on TV, on the internet etc. The committee has made a report⁶ containing various suggestions on how to preserve Danish in the future. However, in the article in Jyllandsposten, the report is criticized by the member of the Danish Parliament, Pernille Frahm. She says that even though there are some good suggestions in the report it has great deficiencies with regard to a future strategy on how to preserve Danish culture, in terms of literature, drama and music. She argues that the development of Danish depends on whether there is something to read, talk about and sing in Danish, and she emphasizes the importance of also having new publications and releases. As mentioned in the beginning, this paper will investigate the content and language in the popular music programme Boogie. Is the content and language influenced by globalization and how do we even determine the influence of the globalizing trends?

⁵ Jyllandsposten, April 8, 2008 (my translation into English)

⁶ The report is called ”Sprog til tiden” and was published in spring this year

Definition of the concept of globalization

In order to consider a way of answering the above questions it is necessary to go more into depth with the complex concept of globalization. As mentioned earlier, globalization has become the principal frame of reference when people try to explain new political, economic and cultural phenomena⁷. However, globalization has been defined in many different ways by various scholars. One of the reasons why it is difficult to define globalization is that globalization expresses itself differently in various sectors and in various spheres of activity. Furthermore, it is often argued that there is no reason to assume that globalization as a social process will have the same consequences for, for instance, the financial world as for what we cook or the words we speak⁸. Globalization expresses itself in various ways in different areas and has different consequences in different parts of the world. Consequently, these diffuse or, rather, manifold meanings of globalization make the concept difficult to use in academic contexts, where it is important to aim at a very precise definition of the terms used. So, on one hand this could make you consider whether it is wise to work with the concept of globalization. On the other hand, as mentioned before, the concept has already become a significant frame of reference and it occupies a central place in the current literature in the social sciences and the Arts. The concept seems too important to ignore: "...the last couple of decades of the twentieth century have witnessed a series of fundamental changes in human society – locally, nationally and internationally – that actually justify talk of a new social order, then “globalization” may well be exactly the term to capture some common denominators in this all-encompassing transformation”⁹.

Common traits of various definitions

Following I will go through some of the elements that many scholars agree are characteristic for globalization and globalizing processes. I will present some common traits of various scholars’ definitions.

Media

⁷ Hjarvard, 2003, p.15 (in “Readings for Global Communication)

⁸ Hjarvard, 2003, p. 16 (in “Readings for Global Communication)

⁹ Hjarvard, 2003, p. 17 (in “Readings for Global Communication)

Common to several of the various scholars' descriptions of globalization is that media and communication are ascribed a significant part in the processes of change. It is not possible to mention all of the important examples of theorists who ascribe media and communication a significant role so I will restrict myself to a few examples.

For instance, Manuel Castells, in the case of material, economic changes, describes the basic structure of the global network as consisting of "spaces of flows" that, not least, are artifacts of the global communications network¹⁰. On the level of psychology and subjective experience, Giddens emphasizes that: "the sense today of inhabiting one's world is in large part a result of the international scope of media and communication"¹¹.

However, despite the fact that the references to media in the discussions of globalization are frequent, it is very difficult to find any more exact characterization of the media's role in the social processes involved. Are the media to be considered determinants in the sense that without the internet and satellite communications, globalization could not have taken place, or are phenomena like global music and news channels to be seen as the cultural trappings of globalization, in the sense that they are phenomena that merely reflect social and economic changes that have taken place due to other factors? This is debatable but there is no doubt that the media play a very important part in the globalizing processes.

Time and space

Another important concept that various scholars put forward in connection with globalization is changes in the perception and conception of time and space. The liberation of action from the bounds of physical space is emphasized. The bounds between social actions and given places are to an increasing degree transcended¹².

According to Held et al. globalization implies a stretching of social, political and

¹⁰ Castells, 1996 (in Stig Hjarvard, in "Readings for Global Communications")

¹¹ Giddens, 1989 (in Stig Hjarvard, in "Readings for Global Communications")

¹² Held et al., 1999 (in Stig Hjarvard)

economic activities across frontiers so that decisions, events and activities in one region of the world can have significance for people and communities in other distant regions on the planet. They argue that, in this sense, globalization embodies transregional interconnectedness and the widening reach of networks of social activity and power as well as the possibility of action at a distance.

Another significant concept, the concept of time-space compression, is put forward by Harvey. The concept implies that time can annihilate space and he explains that this process is to be considered a development in which time can be reorganized in such a way as to reduce the constraints of space, and vice versa¹³. This means that time-space compression involves a shortening of time and a “shrinking” of space. The time taken to do things is reduced and this in turn reduces the experiential distance between different points in space. Consequently, if people in Denmark can experience the same thing at the same time as others in the USA, for instance a media event, it could be argued that they in effect live in the same place; space has been annihilated by time compression. Again, it could be emphasized that the media, as well as other communications and technologies, play an important part as a facilitator. They make possible the interconnectedness and one could argue that this involves a certain amount of power and control.

Americanization

Another concept which is often put forward in discussions of contemporary society is the force of “McWorld” or Americanization. Actually, two contradicting tendencies have been put forward: Jihad vs. McWorld or tribalism vs. globalism as Benjamin R. Barber puts it. According to him, McWorld is being borne in on us by the onrush of economic and ecological forces that demand integration and uniformity and that mesmerize the world with fast music, fast computers, and fast food – with MTV, Macintosh, and McDonald’s, pressing nations into one commercially homogenous global network: one McWorld tied together by technology, ecology, communications

¹³ Harvey, in Waters, 2001, p. 65

and commerce¹⁴. Americanization is often linked together with homogenization and uniformity and this often breeds anxiety. For instance, exhibitors at the 1991 Cannes film festival expressed growing anxiety over the homogenization and Americanization of the global film industry when, for the third year running, American films dominated the award ceremonies. However, America has dominated the world's popular culture for much longer but today it is less the goods than the brand names that do the work¹⁵. They convey life-style images that alter perception and challenge behavior and this is a significant trait of contemporary Americanization.

The English language

Introduction

As mentioned above, the English language is considered the big animal in the jungle of languages. It has become an important language due to numerous reasons and is, from time to time, referred to as becoming *the global language*¹⁶. The following paragraphs deal with the influence of the English language in Denmark.

The English language in Denmark

The theorist Bent Preisler has investigated the influence of the English language in Denmark. English has a special position in Denmark as well as in many other countries. According to Bent Preisler, this is not only due to its spread around the world as an international communication language and the fact that it is consequently the most important foreign language in school as well as a significant element in many internationally orientated educations on higher levels. The English language accompanies the cultural influence of the Danish society which takes place everywhere, in the media, in most businesses and in all social classes. English words, expressions, sentences and complete texts are visually or audibly present in many situations in

¹⁴ Barber, 1992, p. 1 (in "Readings for Global Communication")

¹⁵ Barber, 1992, p. 4 (in "Readings for Global Communication")

¹⁶ Crystal, 2003, p.1 (in "Readings for Global Communication")

everyday life, in or outside of school¹⁷. Some of the findings of this investigation are relevant to this project. Among other things, they have to do with Americanization and youth culture. Following, I will therefore present some of the key issues.

In short, Bent Preisler's investigation is composed of two different parts. The first part is a quantitative questionnaire study of the Danes' attitudes to various aspects of English and bilingualism. For instance, the investigation gives an account of our opinion about our own English skills, the importance of learning English in school, our attitudes to towards the use of English language in the media, subtitles in English etc.

The second part is a qualitative analysis of conversations with representatives of five different subcultures. These five subcultures are youth cultures who defined their interests as being computers, death metal music, hip hop, rock music and amateur radio. I will not go deeper into the specific results of each investigation but merely describe some of the overriding key points.

Young people and English

In 1976 the ministry of education formulated an official goal saying that Denmark was to be bilingual with English as the second language. Even though this statement has been left out in later descriptions of objectives, Danish-English bilingualism is still very much on the political agenda. According to Bent Preisler, however, a lot suggests that the development since 1976 has overtaken the ministry of education on the inside. The target group of many of the English texts present in everyday life is obviously the young part of the population. Of course, children and young people learn a lot of English in school but it is apparent for most parents that young people, to a higher degree than earlier, use and develop their English skills in their spare time. This occurs while discussing rock music, listening to rap or hip hop or exchanging martial arts film. Or

¹⁷ Preisler, 1999, p.11

when they play on computer via the internet or engage in any of the numerous activities that, directly or indirectly, can be linked to young people's subcultures¹⁸.

Culture and subcultures

In order to explain why the English language has gained such an important footing, and why Danes from time to time use English when they communicate with other Danes and, also, why many TV broadcasts, to a large degree, is marked by English, it is not merely a question with regard to language, you have to ask. According to Bent Preisler it is just as much a cultural question; does the language of the text or show represent a culture which the receiver can identify with and which might even has status value? This question has to do with opinions and attitudes. Linguistics has put forward the idea that linguistic influence (and thereby alteration of language), only can take place against a background of certain attitudes towards the given language as well as the culture that the language represents. In other words, the changing and influencing of language does not take place merely because a population or group of people are exposed to a foreign language, for instance via the media. To grasp this, one must be aware of the fundamental principle of the relationship between language and society. Language is not only a means of sending messages – the form and pronunciation of the language is part of the identity of the individual user of that language. None of us can speak without sending signals about which groups in society we want to be identified with (e.g. geographic, social, ethnic groups or age groups)¹⁹. A clear marking of our linguistic peculiarity can also be a statement about which groups we do not want to be identified with. It could be said that with regard to identity, language is merely a more sophisticated version of the hip hoppers' big pants and turned around caps. And in the same way as our way of dressing can be affected every time we face changes in our lives, e.g. get new role models, enter in new alliances or change our social relationships, it can affect our use of language – and it does²⁰.

¹⁸ Preisler, 1999, p. 12

¹⁹ Preisler, 1999, p. 14

²⁰ Preisler, 1999, p. 14

So, according to Bent Preisler, the influence English has had on Danish language usage during the latest decades can only be explained if we assume that English (and the culture this language represents) has status value for large parts of the population. In connection with this, young international and global subcultures play a significant role. Bent Preisler has examined the role of subcultures and he has also investigated the Danes' attitudes towards British English and culture and American English and culture respectively.

As mentioned above, the fact that a population or a section of the population is exposed to a foreign language – even if they are exposed to it heavily in the media or in school – is not sufficient for their own use of language to be affected or changed. Besides being a simple code of messages every language is a symbol of a certain culture and the values people associate with that culture. Only if you, consciously or unconsciously, wish to identify with the foreign culture you will signify this by letting your own use of language be influenced by the other language.

So, if we look for groups to “blame” for the import of English loan words and a usage of language marked by code switching into English, perhaps it is not necessarily the people who watch a lot of English-speaking films on TV or the ones who use English at work we should turn to. Nor are the media alone responsible for the influence of English. However, the media reflect, communicate and reinforce a tendency of language usage that is already present in the population.

The important groups or people, in this respect, are the ones whose identity and activities are inextricably linked with the English language. In order to exert a significant influence on the usage of the media's language the groups must also represent an important financial factor which means that they must be trendsetters and have prestige. This description applies to many of the youth and subcultures.

In the following I will shortly go through some of the important social and psychological mechanisms which make the organizational form and structure of the subcultures an ideal incubator for language alteration. Briefly, I will introduce these mechanisms because it is my assumption that Boogie, to a large degree, communicates the symbols of various youth and subcultures. In particular, subcultures that are rooted in American or British cultures.

The role of language in the processes of formation

This paragraph briefly describes the role that language (in this case English) plays in the processes of formation and socialization. According to the cultural anthropologist, Kjeld Høgsbro, the utilization of English words and expressions is one element of the cultural development of the individual's competence to get by in society²¹. This paragraph presents some key points with regard to the relations people establish in contemporary society. That is, relations that occupy an important place in the socialization of the individual, the processes of formation and the acquisition of life perspectives and strategies.

The individual acquires competences in an active process in which he or she establishes social relations with groups of people in the surrounding society. The individual acquires the norms, values and frames of reference of these groups in his or her attempt to master the challenges and problems of everyday life.

Traditionally, the family has been considered the most important of these groups. Below is a list of some of the important functions the family represents, with respect to the development of the individual human being²²;

- Organization of the *physical and psychological* needs in everyday life

²¹ Preisler, 1999, p. 114

²² Preisler, 1999, p. 114

- *Redistribution* of material resources
- Organization of a *process of formation* in which the human being acquires norms and values that are relevant for the individual's participation in society
- *Emotional stabilization* of the individual in the process of the ups and downs that he or she is exposed to with respect to social status and standing at the labour market
- *Organization of the sexuality* by establishing guidelines for the development and exploration of the sexuality

Today the families still have great importance for the individual as regards the *physical and psychological* needs of everyday life and likewise with regard to the *emotional stabilization*. And even though the *redistribution of material resources* in Denmark is taken care of by the state's social policy, there is still a significant amount of financial security attached to the family relations.

However, with respect to the *process of formation* and the *organization of the sexuality*, the family, according to Kjeld Høgsbro, has had its importance weakened²³. Society has become difficult to survey and cope with for parents and the problem for them is that they do not really know what demands their children will meet while growing up. Therefore, they are only, to a low degree, capable of providing their children with norms, values and frames of references relevant for the children's participation in future society.

Theorist Ivar Frønes points to the fact that the parent-child relation has always been something one should grow out of as an adult. It is in the relationship to other children that the child learns about the ways of interacting that characterizes equals. Research in socialization processes has, according to Ivar Frønes, been based too much on the idea that it is only through relations to professional adults and the parents that the child learns and acquires knowledge. He emphasizes the significance that groups of children

²³ Preisler, 1999, p. 115

and young people of the same age have for the development of identity and social qualifications. This applies to both early childhood and social puberty²⁴.

Bent Preislers' investigation of the influence of English language follows this inspiration and therefore it has examined how other social contexts than those linked to the family and the educational system influence the Danes' attitudes towards language. Especially, focus is on subcultures. This project is also inspired by this conception and several of Bent Preislers' main points and results are significant in relation to my examination of Boogie.

Bent Preisler questions to what extent it is possible to "control" the process of formation from above, via the educational system. He emphasizes that the informal networks to a large degree competes with the educational system, for instance, with regard to language learning and usage. He mentions different networks but emphasizes the subculture. Subcultures are occupied with the interpretation of social phenomena and the development of collective frames of reference for such interpretations and they surround themselves with symbols that signify a certain style. The individual makes a position for him or herself within the subculture by mastering its style and by knowing its values and way of thinking.

In addition, the subcultures are characterized by the fact that they cross national borders. They spread their symbols, norms and values in an international social space. The subculture is not located in relation to time and place but in relation to systems of meaning. Young people group in cliques about e.g. music genres, computer or skateboard. On national and local level the subcultures' expressions and styles will mark these cliques. The production of symbols is used to signal a membership to the respective subculture and thereby give the cliques an international reference. Against

²⁴ Preisler, 1999, p. 116

this background, it can be argued that the internal dynamic of the subcultures is a significant factor in the internationalization or globalization of the English language.

Key ideas

Some overriding key points are that you must distinguish between two tendencies when talking about the influence of English in Denmark, that is, influence from above and from below. The influence from above is the language skills and the attitudes towards English which we learn and acquire via the educational system and the internationally orientated business world. In accordance with this influence, English is first and foremost a practical arrangement because English is the most important international communication language.

On the other hand, the influence from below characterizes the use of English among Danes, among the ordinary people so to speak which is due to the high status that the English language has gained as a value symbol in connection with the spreading of the Anglo-American subcultures. The English language has become a value symbol especially for young people and, in that way, English enters into Danish language and usage from below to a large extent.

Bent Preisler's investigation also concludes that more than a third of the population (particularly the young people) sees the use of English as a result and reflection of the influence from the USA and a lot suggests that English is much more than a "culture neutral" means of communication. The study concludes that orientation towards American English is characteristic for young people who feel drawn to Anglo-American subcultures and that orientation towards British English is a style marker for the older part of the population.

The majority of young Danes regularly buy various subcultures' symbols and since the English language may be the most significant meaning -and value symbol of all the Anglo-American subcultures, this means that import of English from below primarily takes place via the young generations.

According to Bent Preisler, when the media try to use young people's language in order to communicate with them, it first and foremost signifies that the youth affects the media. When the Danish media and commercials use English it presupposes a linguistic development that has already taken place in the spoken language of the young people. However, I still think the media play a very important role because any direct mediation of Anglo-American subculture in the media (film, music videos etc.) naturally influences the development in the spoken language and reinforces and spreads the tendencies to a broader audience. I think it could be argued that a circle is created in which the media is influenced by young subcultures and tendencies in society. The media adopt these tendencies and symbols and spread them to more people and thereby inspire, and consequently, influence a much broader audience, faster than they would have been at any rate. For instance, when a certain use of language is communicated in Boogie, e.g. inspired by the hip hop culture, these symbols are mediated to a larger audience and more subcultures. I think many different subcultures watch Boogie due to the many different music genres that are represented in the show, however, within the same sphere of interest; music and youth culture.

Finally, Preisler's investigation argues that English obviously has a very strong position in Denmark and if this is considered a negative thing, or threat, or if society wishes to stop this influence, it can only be done if there is a political will to curb its material cause; the general Americanization of the Danish society.

Method

Definition of content analysis

As mentioned previously, this study applies content analysis to investigate the content and language of Boogie. Content analysis is a quantitative method which involves counting and measuring quantities of items such as words, phrases, images etc. It takes a reductionist approach in that the content under study is divided into smaller elements and then analyzed to draw conclusions about the whole²⁵. Content analysis is an important means of categorizing all forms of content. Many definitions have been made along the years of content analysis as a social science tool, some more general than others. An often quoted definition is that of Berelson (1952): “Content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication”²⁶. This definition specifies the process as being objective, systematic, and focusing on the content’s manifest (or denotative or shared) meaning as opposed to connotative or latent “between-the-lines” meaning.

The centrality of content

The focus of a vast number of research projects has often been communication content. Scholars have studied content because it is assumed to be the cause of particular effects, and it also reflects the antecedent context or process of its production²⁷. This centrality of communication content is illustrated in the model below. Content analysis has been used in mass communication as well as other fields both to describe content and to test theory-derived hypotheses.

ANTECEDENT CONDITIONS

(a) individual psychological/professional (b) social, political, economic, cultural (c) other

that are assumed or demonstrated to affect

²⁵ Riffe et al., 2005, p. 67

²⁶ Riffe et al., 2005, p. 24

²⁷ Riffe et al., 2005, p. 22

COMMUNICATION CONTENT

which is an antecedent/correlate of

EFFECTS

(a) assumed or demonstrated (b) immediate or delayed (c) individual, social or cultural

The analysis

Stages

In short, a content analysis typically consists of four main stages²⁸;

1. Formulating a problem(s) or question(s).
2. Deciding on the range and size of a sample.
3. Counting within that sample, and coding the data.
4. Interpreting or writing up the data.

This is, of course, a quite short and simplified version of the process of making a content analysis. Following I will go through these and other relevant parts in my analysis.

Research questions

Against the background of the above theory it is my supposition that the content and usage of language in the youth programme Boogie reflect current tendencies in society. Furthermore, I think that Boogie communicates many symbols of various youth subcultures who are interested in the different music genres presented in Boogie. So, do Boogie reflect Bent Preisler's argument that the English language has gained footing as value symbol in connection with the spreading of the Anglo-American subcultures?

²⁸ Gillespie and Toynbee, 2006, p. 142

On the basis of the theory I have chosen different elements to look for. I will attempt to study the traits of Americanization visible in the content of the programme. I will try to establish the extent of this trend by counting how many of the videos come from the USA. I believe that the presence of American bands and artists is an indication of the influence from “McWorld”.

In addition, I will study the influence of the English language in the show. I will examine the extent to which English is used by counting the number of English words in the programme. This will indicate the influence of the English language and, being a strong symbol of the cultures of the English-speaking countries, not least the USA, it will also indicate the cultural influence that Boogie reflects.

As regards the second part of the analysis which analyzes rough and condescending language in the lyrics of the music videos, I will count the number of swearwords and other rough or condescending words in order to conclude on the extent of these.

So, the research questions are as follows;

How many of the music videos are from the USA?

How many of the songs are performed in English?

How many words are spoken, sung and written in English and how many are spoken, sung and written in Danish?

How many swearwords or rough and condescending words appear in the videos and in which language?

Range, size and parts

The study examines one TV broadcast of the Boogie chart which has a length of 58 minutes. This means that it is a small investigation with a limited amount of study units.

I have divided the content of the show into three main parts that I will distinguish between in my analysis; the music videos and their lyrics, talk and interviews and written text boxes.

1. The first part is the music videos. This part will examine the origin of the videos and the number of songs performed in English. Furthermore, the lyrics will be analyzed in order to establish the extent of swearwords and rough language. I have chosen only to look at the ten songs that are on the chart and therefore I have not included the so-called “boblere”.

2. The second part I have defined as the “talking part”. This part contains all the words spoken in the programme, that is, all the talking not the singing. So, this part analyses the words spoken by the host, Christiane, and the band Paramore and some of their fans who are interviewed in the show. Furthermore, it contains the words spoken by a male speaker (not visually present) who inform about different things during the programme. Finally, it accounts for the words being spoken in various clips in which different people or bands present themselves. The number of English and Danish words is counted in this part in order to establish the extent of the two.

3. The third part examines the small text boxes that appear in the programme. Throughout the show, small texts appear on screen presenting, among other things, the artists and the titles of their songs. These, however, I will *not* include in the analysis although I *will* analyze the ones written by the viewers. The viewers can send in their comments about songs, artists, the show etc. to Boogie and some of these are reproduced on screen. I will count the amount of English and Danish words in the texts. These text boxes provide the opportunity to analyze small bits of the young audience’s language.

So, the sampling units include the ten videos on the chart as well as all the talking in the programme. Finally, the text boxes written by the viewers are included in the analysis. All other text present in the show is left out and “Boblere” and background music have been left out.

Counting and measuring

In my enumeration of English and Danish words I have counted all words with roots in the English language as being English. This means that even though a word like “interview” has been incorporated into the Danish language and dictionaries a long time ago, I have counted it as an English word in order to draw conclusions about the extent of the influence of English on the Danish language. Therefore, I have tried to count all the words that have been imported from English as being English, even though they are now Danish too. So, all English words and words that have been imported into Denmark have been categorized as English in my count.

As mentioned above, I have counted the words of the ten music videos that are on the chart. However, three of the songs are shortened in the show so that you can only hear some of the verses. In the analysis of the lyrics, I have only included the verses that you can actually hear in the show.

In the counting of swearwords or rough language, I have not distinguished between different categories of words or expressions. I have taken all the cases in one category.

Part one

The tables below present the results of the counting:

Music videos	Total videos	The USA	Denmark	Canada
	10	7	2	1

Music videos	Total words	English words	Danish words
	2403	2355	48

Seven out of ten music videos in the show are American. Two are from Demark and, finally, one is from Canada. This corresponds to 70%, 20% and 10%. Nine of the ten songs are performed in English which corresponds to 90%. Only one is performed in Danish. This means that 2355 words out of 2403 are sung in English and 48 words are sung in Danish. In other words, 98% of the words sung are in English and 2% are in Danish.

Talk and interviews	Total words	English words	Danish words
	3561	3065	496

The counting of the talking in the programme showed that 3065 words out of 3561 are spoken in English. 496 words are spoken in Danish. This corresponds to 86% and 14% respectively.

As regards the statements from the viewers 39 out of 394 words are written in English and 355 are in Danish. So, in this category the Danish words outnumber the English. The English words represent 10% and the Danish words represent 90%. See table below:

Statements from viewers	Total words	English words	Danish words
	394	39	355

When all the words of the programme are counted, both the sung, spoken and written, 5459 of 6358 words are English and 899 are Danish. This means that 86% of the total

words counted are English, and 14% are Danish. It should be mentioned that the interviews, of course, have Danish subtitles. The songs do not.

Part two

With regard to the investigation of rough and/or condescending language the result is presented below:

<u>Lyrics</u>	<u>Swearing/rough expressions (English)</u>	<u>Swearing/rough expressions (Danish)</u>
	14	0

I found 14 words or expressions in the ten videos that I categorized as being swearwords or rough language. All of them were in English. Even in the song performed in Danish, the English swearword “fucking” was used. However, it could be discussed whether more sentences should have been included. I have counted swearwords and expressions and sentences containing words that, in my estimation, were rough. However, the counting does not take into account sarcasm or irony, for instance. Furthermore, the analysis is based on my subjective view of rough language. I will elaborate on these deficiencies of the method later.

Inferences

The fact that 70% of the videos are from the USA indicates that this Boogie chart reflects an extensive cultural influence from America. Furthermore, the influence of the English language reflected in the programme, is massive. Nine out of ten songs are performed in English. In other words, this means that only 2% of the words sung in the show are Danish. Naturally, this can be a coincidence but I think it is rather characteristic that the great majority of popular music presented in Boogie is performed in English, also by Danish bands. In this programme one of the two Danish bands, carrying the English name Infernal, performs in English. Regarding the talk and interviews, 86% of the words spoken were English. Again, it could be argued that this is

a coincidence since the large interview carried out in the show was with an American band. It could have been with a Danish artist. However, I think this, once again, reflects the cultural influence and the fact that the majority of the music and bands presented in the show are American. More often than not it will be an American artist or band that is interviewed.

The only category in which the Danish words outnumbered the English, was the small comments written by the viewers. It could be expected that more words would have been in English if we assume that the media should reflect the viewers' use of language. However, the two cannot really be compared in this case. On the other hand, it could perhaps be argued that when the media pick up on the tendencies of society they are multiplied many times when mediated in shows.

There were some quite interesting examples of code switching from Danish to English in the statements by the viewers. For instance these two: "...jeg elsker den her sang. Den skal nr. 1. Go Jonas Brothers!" and "Hun er og bliver den sejeste punkprincess!"²⁹ I think these are great examples of the type of code switches many young people use. A reason why there are not more English words in the comments by the viewers could be due to the fact that they are written. I think it is more difficult for young people to write English words than to speak them. So, even though the majority may speak a lot of English words in their everyday lives, they may not be used to writing them. However, many young people do have high levels when it comes to writing English today.

With respect to the examination of rough or patronizing language, I found 14 incidents in the ten videos. The incidents are divided among five of the songs. This means that 50% of the lyrics contain swearwords or other rough expressions. This seems quite a lot in a programme targeted at young people. However, I do not think it is unusual. In the interview with the fans of the band Paramore, one of the girls says that *finally* there is a

²⁹ All statements are enclosed

band that her parents like because they do not swear. This could also indicate that there is a tendency of many bands swearing.

A word that is used various times in the lyrics is the word “fuck” or “fucking”. I found 3 cases. One of the cases is in the song performed in Danish by the Danish band carrying the English name “The Dreams”. They sing: “Han skal jo være så fucking perfekt”. I think this is a typical example of a code switching that many young Danes use and I think it is quite normal to use the word fuck. I have already mentioned the hit “fuck dig” by Anna David and a lot of others could be mentioned. I believe the word fuck has lost some of its meaning, or changed meaning, in the sense that many young people do not consider it bad to say fuck. So, the meaning of the word has changed in people’s conception of it, especially among the youth. I think the fact that we hear the word a lot in popular music, films, TV serials etc. is one of the important reasons why this change has taken place. When we hear certain words all the time and hear our idols use them, they become accepted and normal for us to use ourselves. However, there are other reasons for the use of rough language. Again, the subcultures play an important role and young people a certain age will tend to rebel to some extent and this is also reflected in their language.

As I have briefly touched upon, more cases of rough language could have been included since this study does not include sarcasm and irony or other ways of being patronizing or harsh language wise. I will elaborate further on this below.

So, based on the results of the count, I would argue that “McWorld” has found its way into this broadcast of the Boogie chart, to a large extent. Depending on your view on culture you could argue that this implies cultural uniformity or homogenization. Furthermore, a brutalization of the language is indicated in the sense that half of the videos contained harsh expressions or swearing.

Limitations of the method

Naturally, the size of my study is a weakness with regard to reliability and the ability to draw general conclusions. The larger the scale, the more accurate the content analysis will be³⁰. This investigation works as a “spot test” as the conclusions drawn are based only on one Boogie chart programme.

Another problem in this investigation is the fact that it is difficult to transcribe some of the conversations a 100% accurately. For instance, as regards the interviews made with the band Paramore and their fans. Sometimes when more people speak at once, it is quite difficult to hear all the words. A few times during the interviews it sounded like a lot of mumbling. In the few parts where I could not hear the words at all, I have had to leave those words out. Therefore, they do not count anywhere. Due to this fact, there is a small percentage of error with regard to the results. But it is a very small percentage.

Furthermore, I have transcribed the interviews as I heard them and therefore I have used contractions. So, when Paramore said “we’re” it counts as one word. Had I written it out, it had of course counted as two words and the result would be slightly different³¹.

As mentioned, many theorists argue that content analysis is best suited for analyzing the manifest content of texts or the denotative order of signification³². However, the part regarding swearwords and rough or condescending language, is based on my subjective view of what is harsh or condescending. This is often an individual estimation and therefore the objectivity can be discussed in this part. In other words, you could say that this part does not examine manifest content. Furthermore, as mentioned earlier, the count does not capture sarcasm and irony, for instance. For instance, the song by Rihanna is clearly sarcastic and therefore it could be argued that more sentences could

³⁰ Fiske, 2003, p. 136

³¹ The transcriptions are enclosed

³² Fiske, 2003, p. 136

have been included in the count. Consequently, it could have been beneficial to combine the content analysis with another method, e.g. a qualitative discourse analysis. However, this lies beyond of the scope of this project.

Conclusion

The content analysis of the Boogie chart showed that 70% of the music videos originated in the USA and nine of the ten songs were performed in English. In other words, 2355 words of a total of 2403 were sung in English, corresponding to 98%.

The counting of the spoken words in the programme showed that 3065 words out of 3561 were spoken in English which corresponds to 86%. 14% were spoken in Danish.

With regard to the statements written by the viewers, the Danish words outnumbered the English. In this category, 90% of the words were written in Danish and only 10% in English.

However, when counting the total words spoken, sung and written in the sample, the English words outnumber the Danish words manifold. 5459 of a total of 6358 words were in English corresponding to 86%. These are the numerical facts of the first part of the content analysis.

These results indicate an extensive linguistic influence of the English language in the programme as well as a great predominance of American music videos. Against the background of the theoretical discussions it can be argued that these results reflect a present tendency in society. The English language has gained a high status as a value symbol in connection with the spreading of various American subcultures, especially for young people. It could be argued that the force of “McWorld” is reflected in Boogie.

The young subcultures play an important part in making the English language global when spreading their symbols across borders.

To some extent, the media's use of English presupposes a linguistic development already present in society. However, they play an important role as communicators of American trends and culture and they influence their audience and their language to a large extent. They communicate to large groups at high speed and they reinforce, accelerate and multiply the tendencies they choose to adopt. The media, as channel, play a significant role in globalizing the English language and the American culture and they make possible a time-space compression which means that the subcultures in Denmark can experience the same popular cultural phenomena originating in USA, at the same time as they experience them there. The experimental distance has become smaller and less important.

The second part of the content analysis showed that in the ten music videos of the Boogie chart, 14 apparent cases of rough language or swearing occurred. The incidents were divided among five videos. This means that half of the songs contained harsh expressions or swearing. All the incidents were in English. Also the only Danish song used English swearwords. This again, indicates the linguistic influence of English in general. Furthermore, the results of this count indicate a significant presence of rough language in the lyrics of the music videos in that 50% contained this sort of language. This could indicate a certain tendency in the usage of language of popular music and culture as well as in society.

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