

MADONNA

DID SHE “MAKE OR BREAK” THE INDUSTRY FOR FEMALE ARTISTS?

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I mean, I wouldn't put it all on Madonna but there's a certain part of me that says when you start exploring sex as a woman's power and you project that into art as a business forum, you change the way women are forever looked at and when you become a sexual entity in a video for a guy, you're not the powerful one in the video.

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AXS TV, 2017

Dan Rather interviews Sheryl Crow on *The Big Interview with Dan Rather*

Music is just one of the many ways Madonna chooses to present her product. Her product is Madonna, in her myriad incarnations, and I would suggest that by far the most important method Madonna uses to sell Madonna is sex.

McCade, 2013

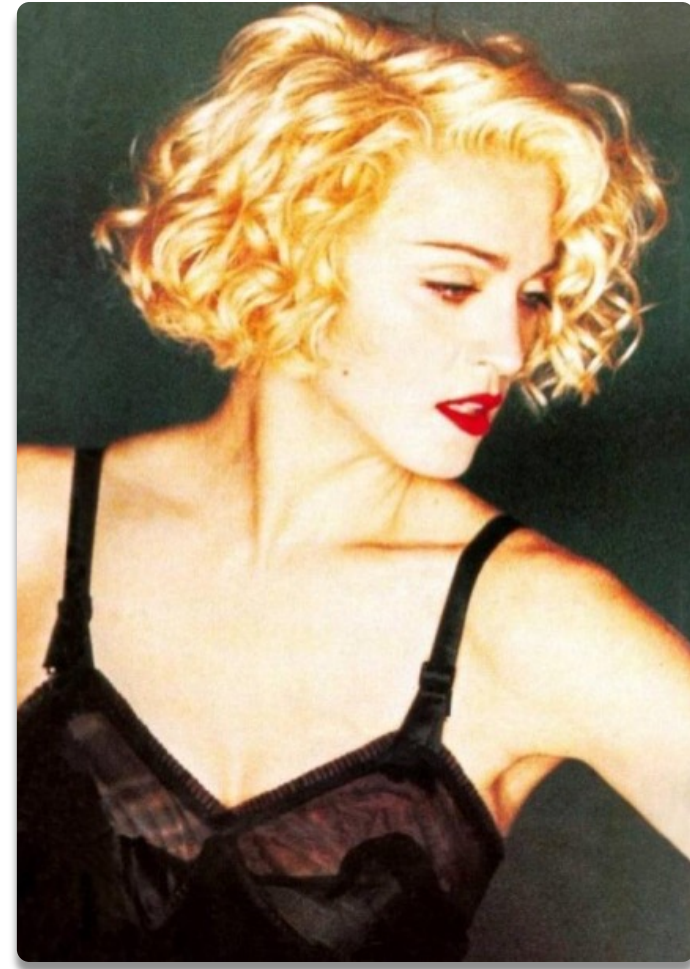


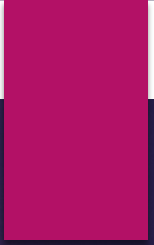
“ She has retained her status as the world’s leading pop star, partly by virtue of the high quality of her music over an unprecedentedly long period... but principally... because of the influence of her iconic 1980s and early 1990s work, which hugely influenced an entire generation of young female performers, post-feminist artists and pop cultural icons who have embraced the possibilities for sexual expression made possible by Madonna from the late 1980s onwards. ”

MCNAIR, P.101, 2013

The meaning of an image is determined not by the extent to which it 'objectifies' its subject, then, but by the extent to which power, agency and control reside with the person, or subject, who is objectified.

McNair, p.102, 2013





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Pop stars such as Charlotte Church who complain about the sexualisation of female singers are using the issue as a “convenient scapegoat” to excuse their own failures

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FURNESS AND MEMBERY, 2013

Reference List

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- ▶ McCade, F. (2011) *Madonna ruined pop music for women*. [Online]. [Tuesday 7th November]. Available from: <http://www.scotsman.com/news/fiona-mccade-madonna-ruined-pop-music-for-women-1-1667738>
- ▶ McNair, B. (2013) *Porno? Chic!: How Pornography Changed the World and Made it a Better Place*. Oxon: Routledge.