



Cállate No Me Hagas

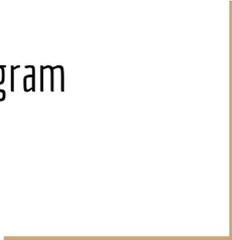
Preguntas:

A Metaphoric Analysis of Reggaeton
and Colombian Machista Culture

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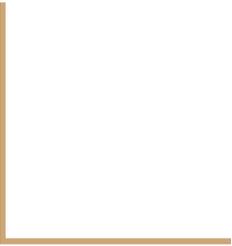
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“Callate no me Haga Preguntas”
-Maluma, *La Temperatura*



Purpose Statement and Research Questions

The purpose of this study was to explore how the messages presented by Colombian reggaeton reflect machismo culture, and ultimately influence the perception and treatment of women in Colombia.

Research Questions

- How does machismo culture in Colombia reflect attitudes of oppression and objectification of women?
- How does reggaeton in Colombia reflect these attitudes?
- What effects does this have on Colombian woman, both from a social standpoint and a health standpoint?

Colombia and Machista Cultura

- Colombia is not immune to a cultural concept known as *machismo*
 - Has been in place since Spanish conquest of Latin America (Hardin, 2002)
 - Richard Basham (1976):
 - “Display of sexual prowess, zest for action; including verbal ‘action,’ daring, and above all, absolute self confidence. The macho is a man who knows more than he tells, conquers women at his pleasure, who suffers no injustice without response, and who, above all, never evinces fear.”



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Reggaeton

- Roots in underground Puerto Rican music scene in the 1990's
- Fusion of musical components from different cultures and genres
- Adaptation of Spanish reggae
 - Spanish and English
 - Rapped and sung
 - Elements of styles such as Bomba and Salsa



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Metaphor Criticism

- Sonja Foss, *Rhetorical Criticism: Theory and Practice*
- “Nonliteral comparisons in which a word or phrase from one domain of experience is applied to another domain” (267).
- Tenor
 - Topic or subject being explained
- Vehicle
 - Mechanism or lense through which the topic is viewed
- Steps (272-273)
 - Read/view artifact in its entirety
 - Isolate metaphor or metaphor within the artifact
 - Sort metaphors, search for patterns of use within the artifact
 - Analyze use of metaphors, showing how structure may affect the audience

La Calle (The Street) and La Casa (The Home)

- Essential component of machista culture
- *Ay Vamos*
 - “cuando estoy en la calle, resolviendo mis problemas es pa’ nuestro futuro”
 - “Cuando no la llamo, siempre me hace reclamos, discutimos, peleamos, pero llego a casa en la noche la molesto y arreglamos”
- *Nota de Amor*
 - “Within the home her brightness shines, the queen of my castle, walking through the halls in her yellow nightgown”



Youtube
<https://www.youtube.com/watch?v=TapXs54Ah3E>



Woman as Drug

- *Nota de Amor*
 - “You are the woman who makes me happy, who cures my pain, my other half, you are an addiction and I want more”
 - “Your mouth intoxicates me, I did not have to go find the next...go ahead and give me the cure to fall in your overdose”
- *Ay Vamos*
 - “Que pena me daría, no tenerte en mi vida:” “What pain it would give me to not have you in my life”

Temperature

- *La Temperatura*
 - “I’m heating her, I’m provoking her...so the temperature rises”
 - Temperature is a woman’s sexuality and desire
- Temperature very clearly reflected in music video



Youtube

<https://www.youtube.com/watch?v=Tgt6iaSYMEM>

Women as Objects

- Overarching metaphor
 - Common theme throughout the genre
- Women reduced to objects to benefit the man
- Strip individuality of female



Youtube

<https://www.youtube.com/watch?v=wZRWpr1G1Qw>

Conclusions and Implications

- Messages about being a male in this culture
- Women belong in the home
 - Individual characteristics and aspirations are not worth acknowledgement
- Sexism in music happens worldwide and across genres
 - These ideals have the potential to affect the mindset of listeners, primarily youth
 - These ideals foster a mindset of violence and aggression toward women, as well as men who don't fit a masculine ideal

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