



A Metaphoric Analysis of Gender in Reggaeton Lyrics by Female Artists

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Abstract

Reggaeton is one of the most popular musical genres nowadays, especially in Latin America and recently in the US. This musical genre is considered as a sexist and male – centered because its lyrics are mostly composed by male artists and treat women like sexual objects. However, in the last 5 years, reggaeton female artists have become more popular and have changed the stereotype of this musical genre. This study aims to examine the role of metaphor in the construction of muscularity, femininity, and sexuality in the reggaeton lyrics by female artists and to compare the image of gender in this group with the mainstream reggaeton lyrics. The findings showed different perspectives and image of both men and women in this group of material, although seductive interaction still plays an important role, as it does in the mainstream reggaeton lyrics. In most female reggaeton lyrics, the metaphoric construction of femininity was frequently found as of strong and independent women. Therefore, the result of this study can be interpreted that in the Latin America society women still seeks for the liberty and the equality of gender.

Key words: reggaeton; female reggaeton; Critical Metaphor Analysis; conceptual metaphors; metaphors; gender; music