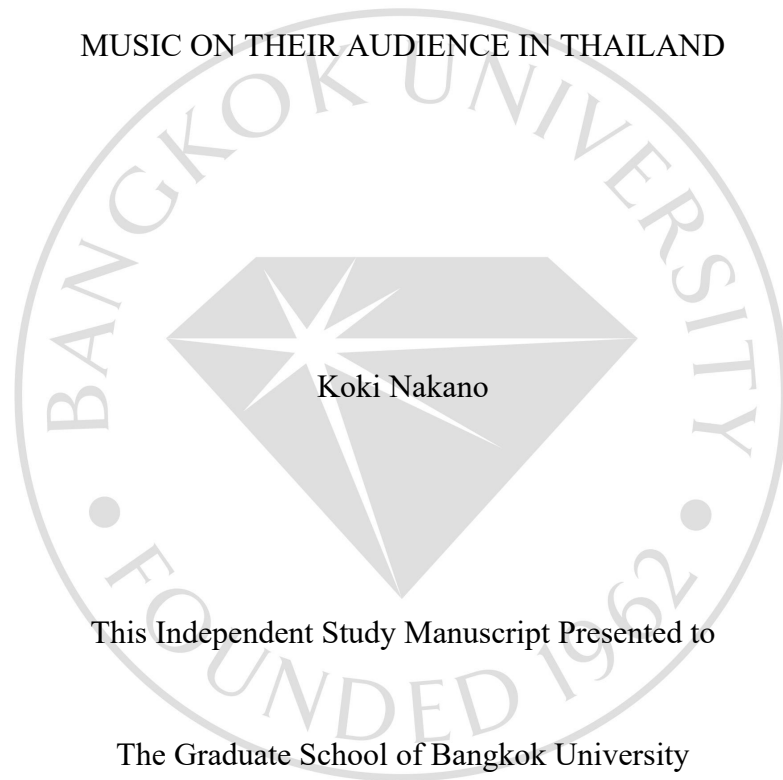


THE INFLUENCE OF THAI HIP HOP MUSIC AND AMERICAN HIP HOP  
MUSIC ON THEIR AUDIENCE IN THAILAND



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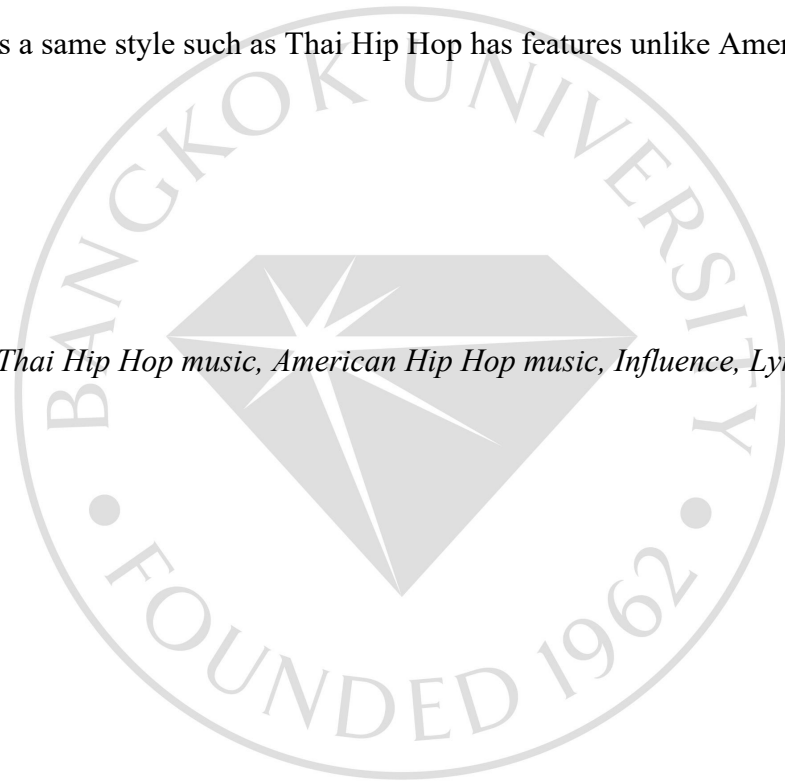
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ABSTRACT

The form of music has been transforming with the development of the internet. Music is a part of our lives all the time and has a power of affecting audiences. This study focused on Thai Hip Hop music and American Hip Hop music and examined how audiences of them in Thailand have been affected using a qualitative research. Thai Hip Hop music comes from American Hip Hop music. In the research, questions were created by 3 categories, media characteristics of Hip Hop, perceived effects for audiences of Hip Hop, and comparison of effects of Thai Hip Hop and American Hip Hop. The aims of this research are to examine Hip Hop as media characteristic such as lyrics has influences on their audiences, Hip Hop in terms of marketing or social issues has influences on their audiences, and what the

differences between Thai Hip Hop and American Hip Hop. This qualitative interview is conducted with 5 respondents whose nationalities are Thailand. The result finds out Hip Hop is an influential existence for their audiences, but lyrics of Hip Hop music do not affect audiences. This research also provides Hip Hop has a strong relationship between histories and backgrounds depends on areas or countries. Not every country's Hip Hop has a same style such as Thai Hip Hop has features unlike American Hip Hop.

*Keywords: Thai Hip Hop music, American Hip Hop music, Influence, Lyric*



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## CHAPTER 1

### INTRODUCTION

The first part of this chapter presents the transition of music industry and the backgrounds of Thai Hip Hop music, American Hip Hop music, and Thai politics.

The next parts present the practicability and the importance of this study. The structure of this introduction is as follows:

1.1 Rationale and Problem Statement

1.2 Objective of Study

1.3 Significance of Study

1.4 Communication Theory

1.5 Definition of Terms

#### 1.1 Rationale and Problem Statement

Nowadays, the position of music has getting facile and is necessary for our lives. People can never be apart from music, because they are in the environment which is impossible to escape hearing music such as in restaurant, station, and TV.

The form of music has advanced in both meanings of systematic and spreading. This development has involved with the development of Internet, and the spread of Internet and smartphone affected us. It makes the effectiveness of music influence getting bigger. Occasionally, the messages and the lyrics of songs become aggressive, critical, or antisocial. Some musicians especially Hip Hop musicians have rage to someone who has strong authorities such as government, and some musicians sing about daily lives with music power (David, 2014). Audiences of them are affected by their lyrics and their performances. This study focuses on Hip Hop music in Thailand and Hip Hop music in United States (WIX.com). This study digs into how and what Thai Hip Hop music and American Hip Hop music which have influences affected on their audience in Thailand. Moreover, this study is to reveal how Hip Hop music as an educational position attract and lead their audiences. Hip Hop music, one of cultures and one of entertainments, is getting an existence that their audiences admire. Some people think music is just a sort of entertainment, but there are some people music can change people's minds. Music is also able to enrich our lives and increase their motivation. As the spread of Internet gets wider, people are interested in music more and the influence of music gets stronger. The number of people who often listen to music has increasing in Thailand and Thai music industry has developing year by year

by the advance of Internet and online streaming (statista, 2019). It shows there is an opportunity of increasing the spread of Thai hip hop and getting wider the influence of Thai hip hop music.

The rise of the official music distribution service has begun with iTunes Store by Apple in 2004, and that made a basement of online music communities. Before an appearance of them, some audiences used to download music illegally. Online music's business strategy is different from the record company's strategy in ways of promotion, marketing, and a system of revenue distribution (Ashraf, 2012). One of the distinctions of them is an abolishment of CD. As the marketing system before the establishment of online music service, record companies create and deliver CDs to record shop order and record shop sell them to audience. On the other hand, online music service make contract with record company, and sell their music on the Internet. Online music service plays a role as a lubricant between to distribute music and audience. Conversely, suppliers who related to music business such as musicians and proposers are afraid of piracy threatens (Sudip, 2014). The digital audio files can be used by people who own them illegitimately, even if music software applied preventive controls such as encryption and other technology (Gopal, 2015).

As the spread of digital technology and Internet, the scale of music industry gets wider. Thai hip hop is created in Thailand and that scene started in 1991 by Jetrin Wattanasin and Touch Na Takuatung, both Thai pop singers. They are known as the first artists of hip hop in Thai pop music industry. T.K.O (Technical Knock Out) is the earliest Thai hip hop group and they released their first album in 1993 after they signed to Kita Records. One of the early era's, in the middle of 1990s, Thai hip hop artists Joey Boy put his sly reggae patterns into the mainstream channel, and Thaitanium had rising in the early 2000s (HIGHSNOBIETY, 2019). Thaitanium also have an American hip hop label, Thaitanium Entertainment. Now rapping juniors to seniors belong to this label, and create music which have rhyme (Nitsanart, 2018). Their songs made Thai people acknowledge the existence of Thai hip hop music more. After they imported rap songs, the battle of Hip Hop underground, the Rap Is Now battle tournament, started in 2015 and born a lot of rappers such as AA Crew and Dajim. Their audiences had interest in Hip Hop from these activities directly or via their YouTube channel. These musician's lyrics were borderless and were against the society, culture, and politics. Their aggressive music style stimulated the music industry at that time.

Hip Hop music is one of musical genres, and is defined by four elements: rapping, DJing, sampling, and beatboxing. It was created in the poorest districts of New York City by African American and Latino youngsters from the late 1970s, including of the cultures of breakdancing and graffiti art. At that time people who are interested with Hip Hop music learn deejaying techniques such as how to use two turntables and DJ mixers. They go play funk and disco tracks in neighborhood parties and ask their friends to act as their MC. Basically, a roll of MC is presents performers, speak to the audiences, entertain people, and move the parties. They play a roll like a facilitator of their parties (HISTORYIFHIPHOP, 2014). As Hip Hop music became more popular, the number of DJ and MC had increased. They began improving music skills by using sampling and scratching. In the early of 1980s, Hip Hop singles had released one after another, and the features of them are they had a slow funk groove and the raps sung about social problems such as poverty, crime and how danger is their city. In the middle of 1980s, rappers started creating Hip Hop music with other music genres. For example, LL Cool J integrated catchy melodic hooks into Hip Hop and Run DMC established a style called rap rock by integrating hard rock guitar into Hip Hop. In the late of 1980s, Hip Hop music sung about politics, injustice, and racism such as Public Enemy was popular. In the early of 1990s, music producers



started using modern music software and create new Hip Hop styles along with the development of technologies. In the late of 1990s, Hip Hop musicians tend to be conscious of political and social issues. In the 1990s, there is a huge change in their lyrics. One of the famous gangsta Hip Hop group, N.W.A., rapped about injustice and violence from police. Their lyrics are aggressive and included a lot of explicit words. On the other hand, rappers who were affected by prior gangsta rappers focused on partying, drugs, and sex more than political or social issues. In the 21st century, Hip Hop became one of the popular music genres and spread over the world beyond the gender and races. A lot of Hip Hop musicians came out from various areas and countries (EnglishCLUB.com, 2013). One of the most famous Hip Hop musician, Marshall Mathers as known as Eminem, grew up surrounded by Hip Hop culture in the poor area of Detroit (BRITANNICA, 2019).

Hip Hop has influenced on their audience not only by their melody but also their lyrics. The messages in their songs speak for the voices of their audience and socially vulnerable. In addition, Hip Hop redefined cultural norms. “Hip Hop can use Black nationalism to explore the challenges that confront African Americans in the post-Civil Rights era” (Collins, 2006). People in United States especially black people lost the way of fight with racism and discrimination during the Civil Rights and after

that. Around this era, Hip Hop is born and Hip Hop artists are regarded as respectful figures for young black people who are suffered from society. Hip Hop is incorporated into daily lives of young people throughout 1990s. In this era, the establishment of street gangs had increased because of social reformation. The upbringing of low socio-economic status was related to street education. Young people from this status established new styles of learning, acting, and social interaction by Hip Hop culture (Kathleen, 2019). Thai teenagers absorb music from TV and Internet such as YouTube, JOOX Music, and Apple Music. Thai music channel, MTV Thailand, has an important role for them. This channel introduces many genres of music including Hip Hop and many foreign trend music. Thai teenagers have grown up in a music culture which incorporated into social life. This connection between young people and Hip Hop music as one of cultures is a common in Thailand and United States (Sandra, 2009).

## 1.2 Objectives of Study

1. To examine the impacts of Thai Hip Hop music and American Hip Hop music on their audiences in Thailand.

2. To compare the gaps between the influence of Thai Hip Hop music and American Hip Hop music.
3. To test how much Thai Hip Hop music and American Hip Hop music affect Hip Hop audiences in Thailand.

### 1.3 Significance of Study

This research explores lyrics, acts, and performances of Hip Hop musicians. It can connect with what their audiences are looking for and how people can aware the attraction of them. Hip Hop music in terms of their audiences learn something from them can be useful for later Hip Hop music and education. In this perspective, it can say that this research is not only for Hip Hop music, but also having effectiveness educationally.

### 1.4 Communication Theory

#### Media Ecology Theory

Media has a strong relationship with society. Media, a way of commuting information, acquires by the world and society which is common to interact with

people. Media makes people aware themselves and fix their perceptions. In this study, Media Ecology Theory is applied when lyrics and performances of Hip Hop musicians reach their audiences by way of media such as mp3 and CD and they aware, find out, or learn something from these media.

### 1.5 Definition of Terms

1.5.1 Piracy is an acting of using another's work without permission or to reproduce another's work. Sound sources of music can be reproduced or can be spread on the Internet illegally. People can download them for free. This problem has a serious impact on economic of music industry.

1.5.2 Facilitator is a person or thing that makes a process easier. In this study, it indicates a person who attracts attention, makes fun, and gathers audiences with introducing music and DJ mixers.

1.5.3 Civil rights are the rights of citizens complain of political and social freedom and equality to their country. In this study's context, Civil rights refers American civil rights which happened in Southern United States. It is a mass protest movement against racism and discrimination. The root of this movement is

slaves from Africa and their descendants resist racial oppression and abolish slavery.

1.5.4 Rap (Rapping) is a primary element of Hip Hop music and the combination of rhyming and poetry to a beat. The origin of rap is in Midwest USA, Southern USA from late 1980s to early 90s.



## CHAPTER 2

### LITERATURE REVIEW

This chapter provides the history and culture of Hip Hop, and the characteristic of Hip Hop music based on related literature and past studies. It also describes the perceived effects of Hip Hop music, media characteristic and their effects, and the related theory.

#### 2.1 Related Literature and Past Studies

##### 2.1.1 Hip Hop Culture

Literatures about Hip Hop are primarily written about the origin of Hip Hop culture, the distinction depends on the features of areas in the United States, and the types of Hip Hop style on Marcyiena and Dionne's (2011, p.176-196) study. Their study clarifies the specificity of Hip Hop community or group. Hip hop communities and groups cherish their own sense of artistic achievement and integrity especially in North America. They use hip hop to develop critical thinking and analytical skills which they are able to adapt to their lives. As the result, young people who are affected by hip hop absorb the materials of Hip Hop and critique the cultural form and

their social lives. Their study notes audience can use the power of hip hop to their daily lives. There are many conflicts on daily life such as abuse, religious and ethnic conflict, gender problem, and so on.

According to the writing of Jacqueline (2011), it is used not only Hip Hop examples but the examples of rock musician and punk rock culture. These examples have similar features with Hip Hop culture. The features of them that are they play dual roles in the struggles for autonomy and basic cultural rights, basically they focus on their musical vision, lyrics, and their style. In the aspects of their music, music made a process of cross-cultural activities and can tell about contradictory cultural and political significance. In addition, understanding how the mass mediated sounds and signs of Hip Hop acquire the social and political messages for audience requires the contextualization. The point is the importance of unity of audience and performer. Audiences are attracted by their music and attitude, and they get messages from performers. The influence of performers is getting bigger and stronger, if audience gathers to them.

### 2.1.2 Characteristics of Hip Hop Music

Samy's (2009) writing researches the linguistic Hip Hop from views of language background and politics. Firstly, that writing says Hip Hop's traditional "four elements", breaking, DJing, rapping, and writing, rely on performance modes of Hip Hop that go well beyond language such as visual representation, sound, monument, and technical manipulation of objects, but Hip Hop artists focus on performances as an artist and identities more than verbal art and language. Rap lyrics are focused on as most Hip Hop language-centered studies. It can be distinguished from Hip Hop as a cultural hypernym and rap as one of its hyponyms. In addition, this writing focuses on to develop an understanding of three aspects of Hip Hop, artist expression, media disclosure, and discourse among Hip Hop fans and activities. His writing says intertextuality is used in rap lyrics and songs. That can be divided into two types, "horizontal" and "vertical". Horizontal intertextuality is about relations between individual texts such as a video clip's allusions to a particular film. Vertical intertextuality is relations between text with different functions in the circuit of popular culture. Rap lyrics and songs can be applied as horizontal intertextuality in terms of quotations, references and other processes of "textual sampling".

In the view from the politics of literacy, Samy's (2011) study focuses on the politics of identity, particularly the intersection of language and race. It connects hip



hip hop culture in the United States with racism, whereas Black and Nuyorican youth use linguistic and literacy practice to create spaces that resists their marginalization in boarder society. They use language in ways which their cultural priority and commitment to the specific and multiple identifications within their society through hip hop. It shows that the position as victim or subjects encounter the racial discrimination. Black and Nuyorican youth who were affected by hip hop culture confront against the racism with linguistic and literacy practice. People who affected by hip hop culture use their own hip hop language, make their own communities, and encounter the huge social issue. They keep the dignity through linguistic and literacy practices.

George and Andrew's (2011) study shows the relationship of Aboriginal Hip Hop, youth, and politics. The feature of Aboriginal hip hop is to incorporate traditional rituals and practices into Hip Hop techniques such as MC, breaking, and freestyling. A lot of young Aboriginal people listen to American rappers and learn their own music describing and reacting to local oppressions and pay respects to histories of Aboriginal resistance and traditional culture. This study writes about the detail of ethnic culture such as work, and the politics associated with their creative practice. The genre of Aboriginal hip hop is not singular form. This genre ranges from

expressions of a rage and masculinity to music with expressed the importance of education, performer's ambition, and respect. It explains hip hop have multiple forms in ways of performer's messages and lyrics. In addition, it is not affected only by the politics but also by social bonds. Hip hop as an attitude, value the view of the central identity.

## 2.2 Perceived Effects for Audiences of Hip Hop Music

Paul's (2004) article emphasizes the influence of hip hop on consumer and Hip Hop organization. For example, Hip Hop has had a huge impact on fashion. Rap stars present fashion brands that produce top selling clothing. One of the prominent stories is Russel Simmons, the co-owner of Def Jam records, created the Hip-Hop Summit Action Network (HSAN). This organization is an organization without consideration and is "dedicated to harnessing the cultural relevance of Hip-Hop music to serve as a catalyst for education advocacy and other societal concerns fundamental to the well-being of at-risk youth throughout the United States"(Hip-Hop Summit Action Network [HSAN], 2013). One of the aims of HSAN is to reform of the criminal justice system such as an abolition of police brutality and the unjust incarceration of

people of color and all others. This article shows the intermediary position between performer and audience can be a powerful supporter to deliver the message of performer. Audience can be a powerful force too when they make group, community, or organization.

This study focuses on the influences of Hip Hop music on Thailand. Countries which have own Hip Hop culture has aspects or issues such as discrimination of gender and races, and Hip Hop musician uses music as a tool for against them. This study also makes clear the characteristics of Thailand as a country and the actions and behaviors of audiences as citizens to Thai government and Thai government to audiences.

### 2.3 Media Characteristics and Their Effects

In this research, the formula that media affect society works in an interrelationship of Hip Hop culture and its audience. “Communication media create unique cultural environments, providing broad paradigms of understanding biased toward the parameters of a dominant medium” (Jayne, 2018). Hip Hop has an influence on their audiences, that means Hip Hop has a power that affects society. It

affects people and society through not only their music but also their messages and lyrics about social problems or politics and their lifestyle such as fashion and acting.

#### 2.4 Related Theory

This study tests how and what society and Hip Hop audiences are affected by Hip Hop as one of culture using Media Ecology Theory. “Media ecology is the study of techniques, modes of information and communication codes as the main part of an interrelated environment performing various effects in a given context” (Islas, n.d.). It tests the matter of how media of communication (Hip Hop) affect their audience’s perception, understanding, feeling, and value. “Word” has a message system which impose on human being ways of thinking, feeling, and acting. “Word” is one of tools of communication technologies such as books, radio, television, and Internet. Media environment derives from interrelationships between human being and these technologies.

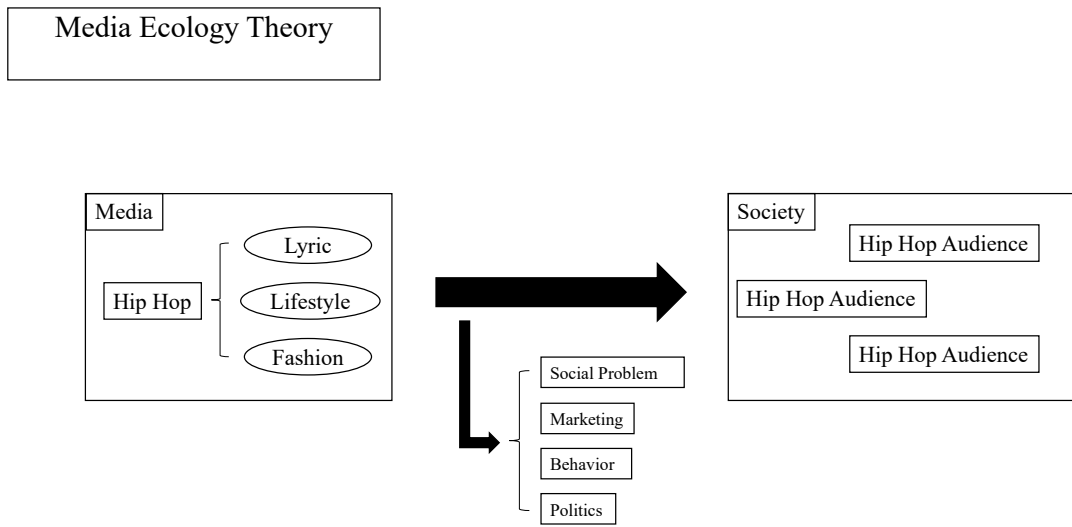


Figure 1: Media Ecology Theory



## CHAPTER 3

### METHODOLOGY

This chapter describes the research design, key informants, issues of study, tools of this research, research procedure and measurement, data collection, and data analysis.

#### 3.1 Research Design

This research is going to be a qualitative research, using a depth-interview. The purpose of the depth-interview is basically to find out the element of influences Thai Hip Hop music or American Hip Hop music inflict on their audiences and to compare the levels of such effects between Thai Hip Hop music and American Hip Hop music. The reasons why the interview is conducted with Hip Hop listeners are because they clearly know how they are affected by Thai Hip Hop music and American Hip Hop music and how much influences have they been affected. The interview also aims to acquire backgrounds of why the research participants listen to Hip Hop music and what kind of changes to themselves after being fans of Hip Hop music.

### 3.2 Key Informants

Key informants of this research are 5 Thai citizens or half Thai citizens who live in Thailand, who are males, females, or even transgenders, aged from 18 to 45 years old. Other qualifications include that they have been listening to both Thai Hip Hop music and American Hip Hop music more than one year and recognizing themselves as a Hip Hop fan. The respondents will be selected purposively from some Hip Hop music listeners in Bangkok, the researcher's acquaintances, or those who engage in Hip Hop music. The participants should also be those who like Hip Hop, or who listen to Hip Hop music willingly and who said Yes to the question, "Have you ever affected by Hip Hop?". The influences of Hip Hop music should extend to cover not only music itself but also fashion, the way of thinking, lifestyle, and culture.

### 3.3 Issues of Study

From the theoretical framework of this study, points of this interview are divided into three parts, the view of media characteristics of Hip Hop, the view of perceived effects of Hip Hop audiences, as well as the comparison of effects between Thai Hip Hop and American Hip Hop. Participants of this study are audiences of Hip

Hop music or people who like Hip Hop culture, so questions are focused on the latter more than the former.

### 3.4 Research Tools

The research tool is a list of questions asking about media characteristics of Hip Hop music, its effects as perceived by the Hip Hop audiences, and comparison of effects between Thai Hip Hop and American Hip Hop. The questions were checked for content validity by an expert in communication and found that they can provide answers to the stated research objectives. The questions are listed below.

#### 1. Media characteristics of Hip Hop

1.1. What element do you focus on when you listen to Hip Hop music?

1.2. Does the lyrics of Hip Hop music affect you?

1.3. What channels are you using or which channels do you prefer when you know new Hip Hop music?

#### 2. Perceived effects for audiences of Hip Hop



- 2.1. Does the Hip Hop music you listen affect your behavior? If the answer is Yes, what kind of behavior have you been affected?
- 2.2. Did Hip Hop music inspire your thinking about social issues? If the answer is Yes, what social issue have you been inspired?
- 2.3. Did Hip Hop music affect you in terms of marketing? (e.g. Fashion, Car, etc.) If the answer is Yes, what is it?
- 2.4. Did Hip Hop music change your political idea?
3. Comparison of effects on Thai Hip Hop and American Hip Hop
  - 3.1. Which one do you prefer, Thai Hip Hop or American Hip Hop, and why?
  - 3.2. Do you think there are differences between Thai Hip Hop or American Hip Hop? If the answer is Yes, what are the differences?

### 3.5 Research Procedure and Measurement

The interview is going to be a single interview one by one. The participants gather this interview in each time. In this interview, the interviewer provides some topics and questions related to Thai Hip Hop music or American Hip Hop music to

the participants. The purpose of holding group interview is to let them discuss the research issues. That will find the detailed backgrounds such as how the participants are aware of Thai Hip Hop or American Hip Hop and the transformations towards the image of Hip Hop from the first time the participants had an interest in Hip Hop until now.

### 3.6 Data Collection

The steps in collecting data are as following:

- I. Contact Thai friends and let them introduce people who are satisfied with the conditions of this research.
- II. Ask for their permission to interview and tape recording and decide who are going to be the participants of this interview.
- III. Explain about this interview to them. In addition, ask them to introduce the researcher to other participants and ask them whether they can join or not.
- IV. Explain about the brief purposes and structures of this interview and recruit the reliable participants who are willing to join (around 3 to 5 participants).

- V. Arrange the schedule to have the interview. Interview format is going to be a group interview for one time. Interview style is going to be face to face via online phone call such as Zoom or Skype.
- VI. Start the interview officially. In the interview, the participants will not answer the question, but will also discuss with each other to provide addition thinking or information.

### 3.7 Data Analysis

The acquired data will be categorized into the proposed issues, and then analyzed thematically to yield findings in accordance with the set themes. The findings will be presented descriptively.

## CHAPTER 4

### FINDINGS AND INTERVIEW LEARNED

This chapter presents the results of in-depth interviews with the respondents. Interviews of this research were mainly conducted following by the listed questions. In addition, each of the respondents was asked some additional questions depending on their answers to the listed questions.

The respondents were interviewed regarding the effectiveness of influences of Hip Hop music. The first section presents background data and the information of the respondents. The second section presents the findings in media characteristics of Hip Hop music. The third section presents the interview results of the perceived effects for audiences of Hip Hop music. The last section presents the ideas of respondents regarding the comparison of effects between Thai Hip Hop music and American Hip Hop music.

#### 4.1 Background Data

The respondents' background data included name, age, residential area, gender, and the period of time they have listened to Hip Hop music. Interviews of this

research were conducted by using video call. The total number of respondents of this research interviews were five and they are named R1, R2, R3, R4, and R5, respectively.

All respondents were male, live in Bangkok, Thailand, and have Thai nationality. In age categories, the youngest respondent is 23 years old and the oldest one is 31 years old. R1, R4, and R5 said they met Hip Hop music when they were university students and they have still been listening to Hip Hop music. R3 said he has just started listening to Hip Hop music four months prior. R2 met Hip Hop music through his friends' recommendation. R2 said: *"My friends were dancers and the genre of dance was Hip Hop style."* Besides, R2 started to listen to American Hip Hop music. He said: *"I like a song which is called Rap God of Eminem. His raps really fast, and I think it is so cool. I was attracted by his songs."* R5 was interested in Hip Hop music by Hip Hop fashion style. He liked fashion and tried to get to know the culture and histories of the designs of cloths or his favorite fashion brands. R5 said: *"There are lots of Hip Hop elements of my favorite fashion brands. They sampled the lyrics or photos of Hip Hop musicians into their cloths. Recently, there are lots of musicians who have their original apparel brands like OVO by Drake and Yeezy by Kanye West."*

## 4.2 Media Characteristics of Hip Hop

The questions of media characteristic of Hip Hop part contain about respondents' listening behaviors of Hip Hop music. The first question was "What element do you focus on when you listen to Hip Hop music?". The results of this question were that R2, R3, R4, and R5 indicating melody is an important element when listening to Hip Hop music. R1 said "*I focus on lyrics when listening to Hip Hop music.*" R2 said: "*I also focus on who the singer is.*" and R3 said: "*I focus on beat of Hip Hop songs as well as melody.*" From this data, it is considered that importantly most of Hip Hop listeners focus on the melody as the important element of listening to Hip Hop music.

The second question was "Does the lyrics of Hip Hop music affect you?". All respondents answered "No" to this question. R3 said: "*I do not care about lyrics. I am not interested in what Hip Hop musicians sing about.*" R4 said: "*I listen to Hip Hop music whether the melody is cool or not. I do not think about the lyrics.*" R1 answered he does focus on the lyrics when he listens to Hip Hop music, but he said: "*I think about lyrics, but they do not affect me.*" R5 said: "*Maybe I have been influenced by Hip Hop culture, but not by lyrics.*"

The third question was “What channels are you using or which channels do you prefer when you know new Hip Hop music?”. R2, R3, R5 answered they basically use YouTube. R3 stated: *“YouTube is a very useful platform for listening to music. Once I listen to music on YouTube, other similar types of music come up in recommendation. I explore new Hip Hop songs from there.”* R1 reported he uses Facebook. He said: *“I am using Facebook, and I am following some rap music channels and accounts.”* R4 said: *“I am using Spotify. This music streaming service provides me many recommendations and lets me know new released songs and trend music.”*

The first finding of media characteristic of Hip Hop is that, Hip Hop audiences think the melody is an important element when they listen to Hip Hop music comparatively. This result shows most of Hip Hop audiences listen to Hip Hop music for fun or enjoy the melody not for understanding or looking for the messages of Hip hop songs through the lyrics.

The second finding is the lyrics of Hip Hop songs do not affect their audiences. R1 and R2 said most of the lyrics of Thai Hip Hop is about girls or love. These topics are different from social issues such as racism. Songs about social issues are basically to let the audiences be aware of the absurdity or how this issue is

ridiculous. The influences about these topics appear to the minds of audiences clearly. On the other hand, songs about love or girls are basically that singers are telling their experiences or what they think about these topics to the audiences through the lyrics.

The third finding is social media have a strong connection between audiences and Hip Hop music. There are ways to find new or unknown music such as recommendation by friends, but the result of this interview indicates social media is a powerful tool to explore new music. Social media have a feature of recommendation. It automatically appears or suggests the recommended items or music based on the consumer's access histories. This feature helps audiences to meet new music a lot. It signifies that the measure to listen to music and to get to know new music has changed regarding the development of internet.

#### 4.3 Perceived Effects for Audiences of Hip Hop

There were four questions in perceived effects for audiences of Hip Hop. These questions were created to extract the information of respondents' direct perceptions. The first question of this part is "Does the Hip Hop music you listen to affect your behavior?". All respondents except R1 answered "Yes" to this question.



R2 said: *“Hip Hop music made me sing Hip Hop songs.”* After he was interested in Hip Hop song, he started making Rap music for fun. He stated: *“I write lyrics of my original songs and sing these songs. Beats of their songs were used free beats which have been posted on YouTube. I admired to be a Hip Hop star.”* R1 said: *“I like listening to Hip Hop music, but there is no influence on my behavior.”* The results of this first question show that Hip hop music is able to affect the audiences.

Specifically, R2 was influenced by Hip Hop musicians, and that influence made him want to be a Hip Hop musician. R3 also answered: *“As an influence of Hip Hop music on my behavior, I started writing lyrics of Hip Hop music.”* Both R2 and R3 are not Hip Hop musicians, but they are interested in making Hip Hop songs or writing lyrics as triggered by the influence of Hip Hop music. One of the interesting findings is that nobody has been affected as by bad influences of Hip Hop music in this interview. R4 said: *“There are lots of Thai Hip Hop songs about drugs such as weed. Some of them insists that weed is good.”* There are some Hip Hop songs which promote the use of illegal drugs. In this interview, the respondents agreed that Hip Hop music affected their behaviors in positive ways.

The second question is “Did Hip Hop music inspire your thinking about social issues?”. All respondents’ answers were “No”. R4 said about this question: *“As*

*I said, I do not think about lyrics when I listen to Hip Hop music in the previous question. The answer of this question is No. Not at all.*” What R3 said about this

question is: *“I do not care about lyrics when I listen to music, so there is no inspiration for me.”* This question is combined with the second question of Media

Characteristics of Hip Hop which is “Does the lyrics of Hip Hop music affect you?”.

If the audiences of Hip Hop music were not affected by the lyrics, they basically will not think about social issue through listening to Hip Hop music, because they did not accept the messages via lyrics. There is no indication that Hip Hop musicians are able to convey the messages about social issue to their audiences except for charities or activities.

In addition, the result of this question indicates the gap of Thai Hip Hop music background and American Hip Hop music background. The origin of American Hip Hop history started from conflicts in society such as racism or human rights, while most of Thai Hip Hop songs are about girls or love as R1 and R2 mentioned.

To the third question, “Did Hip Hop music affect you in terms of marketing?”, R2, R4, and R5 said “Yes”, and the rest of them, R1 and R5 said “No”.

R3, one of the respondents who said “Yes”, stated: *“Yes, but a little. When I watched music videos of Hip Hop songs, sports cars and gold chains shows up. If I can afford*

*to buy them, I want to buy them.*” R5 answered: *“Yes. I like watching live video of Hip Hop musicians on YouTube. They are wearing cool cloths. These cloths make me feel like I want to buy them.”* This result shows that Hip Hop music is able to affect audiences in terms of marketing. Music videos of Hip Hop songs are good examples of influences of marketing as R3 says. Expensive cars or luxury fashion items show up in these music videos repeatedly. Nowadays, the connection between luxury fashion brands and Hip Hop culture is strong. Some Hip Hop musicians have collaborated with famous fashion brands and brand sides have released signature models of these musicians (Sowmya, 2019). The intention of this question is to examine whether Hip Hop audiences are influenced in terms of marketing, but R5 has been a fan of fashion before he started listening to Hip Hop music. It was found that the effect of marketing influence from Hip Hop music is not only to make someone be interested in fashion through this data and R5’s answer.

The fourth question is “Did Hip Hop music change your political idea?” All respondents answered “No”. R3 said *“Creating or even singing Hip Hop songs about condemnation or criticism of Thai government or administration is dangerous, that is why Thai Hip Hop music have few political songs.”* R5 said: *“I know one song which criticized Thai government. That song is called ประชาชนกูมี by Rap Against Dictatorship,*

*but I do not know there is other Thai Hip Hop songs about politic except this.*” This question is related to the second question in Perceived Effects for Audiences of Hip Hop part, “Did Hip Hop music inspire your thinking about social issues?”.

The reason why the result of this fourth question was all “No” is similar to that of the second question. The backgrounds of Thailand links with political influences through Thai Hip Hop music. It is risky that Thai entertainment touched the politic subject, so Thai Hip Hop musicians do not want to sing about it (Associated Press, 2019). The result of analysis of this fourth question’s answers is the audiences of Thai Hip Hop music do not perceive having political influences from Hip Hop songs that they listen to, because Thai Hip Hop musicians do not tend to sing about political issues.

#### 4.4 Comparison of Effects between Thai Hip Hop and American Hip Hop

In this part, the researcher asked two questions to the respondents. The first question is “Which one do you prefer, Thai Hip Hop or American Hip Hop, and why?”. The results of this question were R5 prefer American Hip Hop music and the rest of him answered they prefer Thai Hip Hop music. R5 stated: *“I prefer American*

*Hip Hop, because their music is the latest and I feel their rap skill and beat skill are the best. Thai Hip hop music imitate American Hip Hop music.”* He started to listen to Hip Hop music from American Hip Hop music and he still like listening to it now.

Among the respondents who prefer Thai Hip Hop music, the reasons why they prefer it of R1 and R2 were similar. R1 said: *“Sometimes I listen to American Hip Hop music because I love their melody, but I prefer Thai Hip Hop music because I understand their language. I can understand their lyrics.”* R2 said: *“I do not understand English of American Hip Hop music. I like Thai Hip Hop music because I want to sing songs and I can sing their songs.”* They say the gap of language is the reason why they prefer Thai Hip Hop music. R3 said: *“I prefer Thai Hip Hop music because it is easy to find new songs and their songs cheer me up.”* R4 said: *“I like Thai Hip Hop music because I am living in Thailand and feel familiar with it and I can get Thai Hip Hop information smoothly.”*

These results show that most of the Thai audiences who like Hip Hop music prefer to listen to Thai Hip Hop music. It can be considered that there are geographical and lingual differences as the reason of that. It is sure that the existence of Thai Hip Hop music is close to Thai people who are living in Thailand. There is no language barrier between Thai Hip Hop music and Thai people. They can go to

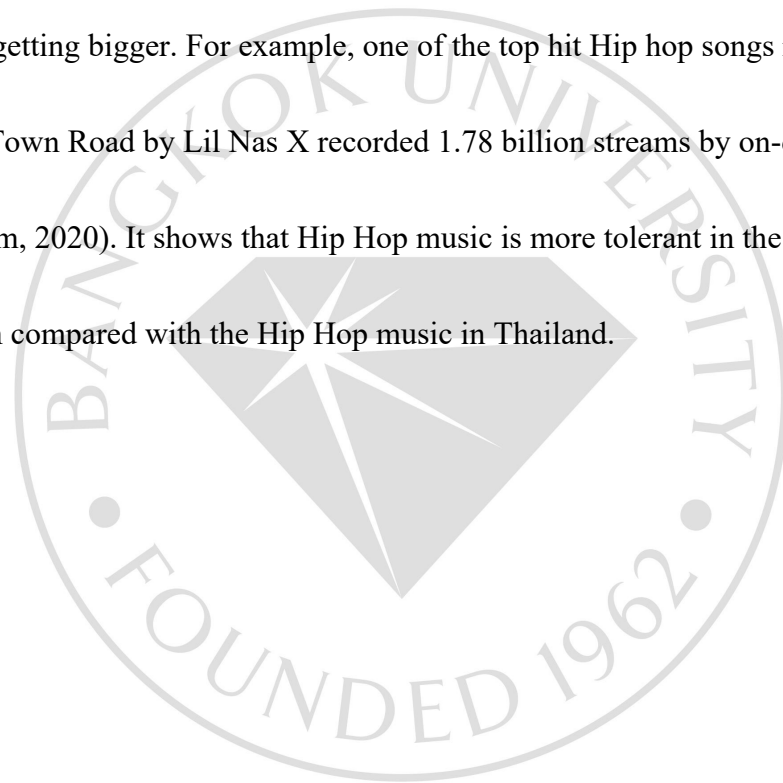
concerts of Thai Hip Hop musicians more easily than to concerts of American Hip Hop musicians because the frequency that American Hip Hop musicians come to play concerts in Thailand is less than the frequency of Thai Hip Hop musicians. It means Thai Hip Hop audiences who are living in Thailand have many opportunities to be exposed to Thai Hip Hop music compared with American Hip Hop music. At the same time, there are some audiences who focus on melody of Hip Hop music more than understanding the language. They enjoy the sounds or melodies of music rather than understanding the messages which is lyrics of music.

The second question has been made to find the features of Thai Hip Hop music and American Hip Hop music by comparing between them. This question is “Do you think there are differences between Thai Hip Hop or American Hip Hop? If the answer is Yes, what are the differences?”. Only R1 answered “No” to this question. He said: *“I think they are the same.”* R2, R3, R4, and R5 answered “Yes” to this question. R2 said: *“The difference between Thai Hip Hop music and American Hip Hop music is their rap style and contents of lyrics. Thai Hip hop songs are basically about girls. The biggest difference is a gap of the declaration of human rights.”* R3 said: *“I think American Hip Hop music style is old school. Thai Hip Hop music style is trap style. I mainly listen to trap music because the melody is sweet and*

*having a lot of love songs.” R4 said: “The lyrics between Thai Hip Hop music and American Hip Hop music are different. Thai hip Hop songs are almost about girls or weed.” R5 said: “The scale of Thai Hip Hop music industry and American Hip Hop music industry are different. American Hip Hop music use more money than Thai hip Hop music. For example, American Hip Hop musicians often collaborate with famous pop singers or rappers.”*

The majority of the respondents answered that there are differences between Thai Hip Hop music and American Hip Hop music in this question. Each respondent who agreed with this question provided different opinions. R2 mentioned there is a difference of constitution between Thailand and United States, and it affects Thai Hip Hop music in terms of the restriction of lyrics. What R2 mentioned can say to the difference between Thailand and United States as countries comprehensively. R3’s opinion refers to a difference in perception. He stated American Hip Hop music is of old school type and Thai Hip Hop music is the trap music. Actually, the origin of trap music is from the United States and the trend Hip Hop music style in United States is the trap music style as well. R4 mentioned that the difference between Thai Hip Hop music and American Hip Hop music is lyrics. As R2 mentioned, it restricted the messages that Thai musicians are allowed to sing. This is a demerit for Thai music

and Thai musicians including Thai Hip Hop genre. On the other hand, R5 picked the merit of American Hip Hop music as an answer of the question. That is, the United States do not have strict rules or regulation such as singers should not release songs about political critique. He said many famous American Hip Hop musicians collaborated with musicians from other music genres. The scale of American Hip Hop industry is getting bigger. For example, one of the top hit Hip hop songs released in 2019, Old Town Road by Lil Nas X recorded 1.78 billion streams by on-demand streams (Tim, 2020). It shows that Hip Hop music is more tolerant in the United States when compared with the Hip Hop music in Thailand.





## CHAPTER 5

### DISCUSSION

This chapter presents the summary of the research findings and discusses the findings of this study with past research and theories mentioned in the previous chapter. In addition, it also discusses the findings in social and cultural context. After these parts, this chapter provides the limitation of study and suggests recommendations regarding to the research findings.

#### 5.1 Summary of Findings

There are three huge findings in media characteristics of Hip Hop. The first finding of them is Hip Hop audiences tend to focus on the melody when they listen to Hip Hop music. They listen to Hip Hop music for fun, and the melody is more important than other elements such as the lyric in Hip Hop music. The second finding is the lyric of Hip Hop music do not affect their audiences. Most of Thai Hip Hop songs sing about love or girl not social topic, and this background provides this finding. The third finding is social network platform is a powerful tool when audiences of Hip Hop music find Hip Hop music or listen to it. The development of internet has a strong connection with listening to Hip Hop music for their audiences.

Through the questions of perceived effects for audiences of Hip Hop, there are four findings. The first finding is Hip Hop music is able to affect their audiences, and the ways of how they are affected by Hip Hop music is various such as letting audiences create Hip Hop music. The second finding is it is difficult that audiences of Thai Hip Hop music changes their thinking about social issues by listening to it, because there are only few Thai Hip Hop songs which are sung about social issues. The third finding is Hip Hop music has an influence in terms of marketing on their audiences. The last finding of them is Thai Hip Hop music is not able to change political ideas of their audiences. There is a restriction on speech about Thai government and a royal family in Thailand. That has been a deterrent when Thai musicians make songs about politics. This background links to the last finding of perceived effects for audiences of Hip Hop.

As findings in comparison of effects between Thai Hip Hop and American Hip Hop, the first finding is Thai audiences who like listening to Hip Hop music tend to listen Thai Hip Hop music more than American Hip Hop music. The existence of Thai Hip Hop music is close to them in terms of geography and language. The second finding is audiences of Hip Hop music in Thailand have been recognizing that there are differences between Thai Hip Hop music and American Hip Hop music.

## 5.2 Discussion of Finding

### 5.2.1 Discussion in Relation to Past Researchs

As a feature of Hip Hop, Hip Hop musicians and Hip Hop communities cultivate critical thinking and analytical skills (Christopher, 2019), and adopt them into Hip Hop music such as integrating a critique of their social lives into their lyrics. They play dual roles for claiming autonomy and basic cultural rights through their music. That makes their audiences unite together and increase the number of fans and the influence. The form of Hip Hop has been transforming by the era and areas (Bentley, 2019). For example, people of Aboriginal Hip Hop have a racial discrimination as a social problem. They use their own Hip Hop language and create their own communities to protect the dignity. They also pay respects to Aboriginal cultures and histories by incorporating traditional rituals into their Hip Hop music (George & Andrew, 2011).

Findings of this study refer to the fact that the listeners' own cultures and histories have close relationship with their Hip Hop listening. Thailand is one of the Asian countries, and it does not tend to meet racial problem comparatively because approximately 75% of population in Thailand are Thai (Jeffrey, 2014). American Hip

Hop music still has songs about social issues such as epidemic of illegal drugs, racial discrimination, etc. On the other hand, there are some other social issues in Thailand such as economic inequality or policy operation of Thai government. In Thailand, lese-majesty is thought as a sensitive subject (Erich, 2018). Section 112 of Thai Criminal Code is as follows: “Whoever, defames, insults or threatens the King, the Queen, the Heir-apparent or the Regent, shall be punished with imprisonment of three to fifteen years”. This law which is one of the characteristics of Thailand affects the originality of Thai Hip Hop music in terms of restriction of lyrics.

### 5.2.2 Discussion in Relation to Theory

This research applied Media Ecology Theory. Audiences of Hip Hop music have been affected by Hip Hop music they listen to in terms of melodies of their songs and marketing. Thai Hip Hop musicians convey these influences through hearing and vision such as their music or their performance in music videos and concerts except lyrics. Whereas, audiences of Thai Hip Hop music do not receive the influences in terms of social issues. Hip Hop communicate a passion and an energy to their audiences via social platforms or music concerts.

### 5.3 Limitation of Study

All of data through the interview of this study were collected by only Thai audiences who like listening to either Thai Hip Hop music or American Hip Hop music, so it may be difficult to apply these data to explain the influences of other country's Hip Hop.

The listed questions of this interview were created based on their experiences and thinking. This interview was conducted as in-depth interview focusing on collecting the perceptions of the respondents. It would be found more various types of features, if this interview was conducted with many respondents. Besides, all of the respondents of this interview were male. Interviewing with females of this study may bring forth different results.

Comprehensively, this study is able to be perceived as the examination of how music affect audiences. However, Hip Hop music has differences from other music genres such as contents of lyrics, backgrounds, or histories. These differences make various types of how and what audiences were affected by music.

### 5.4 Recommendation for Future Research

This study focused on the perspective of audiences who have been affected by Hip Hop. It will be able to explore this study more if the scope of this research

expands to the perspective of Hip Hop musicians who have affected their audiences.

That might find gaps or differences of values by examining in terms of interaction

between the perspective of Hip Hop musicians and the perspective of their audiences.

To make clear the correlation between how the audiences of Hip Hop music have

been affected by Hip Hop music and how Hip Hop musicians affect their audiences

through Hip Hop music could show how much influences do Hip Hop music has.

The number of the respondents of the interview of this study has been set as a small number. When the study focuses on superficial data such as “Which media audiences tend to use when they listen to Hip Hop music?” or “How many hours audiences listen to Hip Hop music per day?”, the number of the respondents should be increased.

The future study could be considered that collecting and comparing with data of foreign audiences of Hip Hop music bring more detailed results of influences of Hip Hop music. Every country has different problem and different languages. Data of influences of other country’s Hip Hop music on their audiences enrich researches about influences of Hip Hop music. In addition, this study could be applied not only the influences of Hip Hop music on their audiences but also how other music genres affect audiences.

The future research also should be divided into the categories of people who have been affected by Hip Hop music, people who have been affected by Hip Hop in terms of marketing, people who have been affected by Hip Hop dance, etc. That provides the features of each categories and clear differences among them, and results of influences of Hip Hop in terms of not only music but also culture or marketing.

Lastly, the form of Hip Hop has been transforming. Nowadays, Hip Hop music has been popularizing and any people who are not looking for messages from their songs or do not have social problems listen to Hip Hop music. The types of media and internet have been developing year by year, and they affect measures of how audiences listen to Hip Hop music. It also has transformations that how Hip Hop musicians provide their music to their audiences. The ways of how the audiences are affected by Hip Hop music now might be different from couple decades ago, and it will change couple decades later. Differences or gaps may come out compared the data and results of this study with the future research.

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## APENDIX

## Interview Protocol: Question Guideline

1. What element do you focus on when you listen to Hip Hop music?
2. Does the lyrics of Hip Hop music affect you?
3. What channels are you using or which channels do you prefer when you know new Hip Hop music?
4. Does the Hip Hop music you listen affect your behavior? If the answer is Yes, what kind of behavior have you been affected?
5. Did Hip Hop music inspire your thinking about social issues? If the answer is Yes, what social issue have you been inspired?
6. Did Hip Hop music affect you in terms of marketing? (e.g. Fashion, Car, etc.) If the answer is Yes, what is it?
7. Did Hip Hop music change your political idea?
8. Which one do you prefer, Thai Hip Hop or American Hip Hop, and why?
9. Do you think there are differences between Thai Hip Hop or American Hip Hop?  
  
If the answer is Yes, what are the differences?

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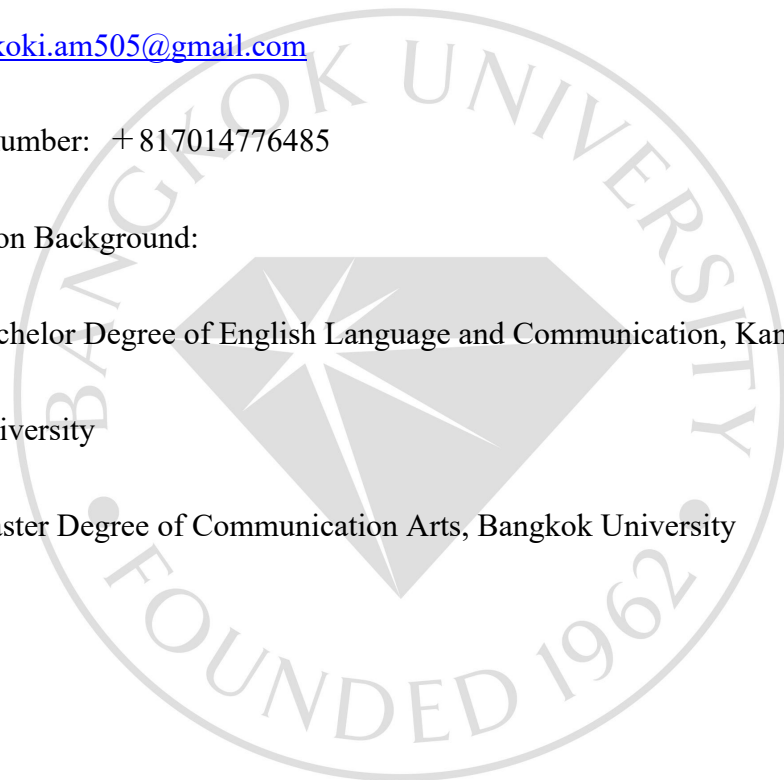
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