

ABSTRACT

“Fashion Ova Style”: Hip Hop/R&B and its Influence on Teenage Lifestyle in Jamaica

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“Fashion Ova Style” explores the impact of American hip-hop and R&B music videos on teen lifestyle and the implications for cultural change in Jamaica. The research targets students in grades 9 and 10. The focus of the study centres on how visual stimulation from music videos can influence the processes involved in fashion choices and personal and group identity development.

Nine focus group discussions and three in-depth interviews were conducted in eight parishes. Purposive sampling was used to identify schools from the three counties. Social Cognitive, Social Identity and Symbolic Interactionist theories are among the main theories used to support the research findings.

The study was done to understand the processes involved in identity formation among adolescents in Jamaica. This is especially since there is heightened exposure to American cultural values through hip hop and R&B music videos.

The results established that, through specific symbolic objects, the values perpetuated in hip hop and R&B music video messages impacted on adolescent concept of selfhood, image and peers. The research also found that those perceptions influenced their personal choices and interactions in the public space.

Keywords: Rochelle Alafia Emanie Brooks; Fashion; Music Video; Jamaica