

2013


W.O.C. in da Biz

Graeme Aegerter
Chapman University

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W.O.C

Chapman University
WMST 101

in da



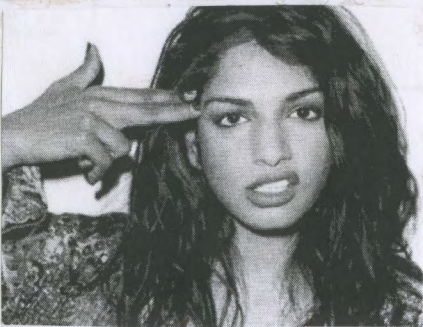
Biz

3 POWERFUL GRRRLS
WHO ARE

F*CKIN SH*T UP!

Mathangi "Maya" Arulpragasam

①



aka

M.I.A.

grew up in Sri Lankan political and social controversy, and has not left the scene since. Now in adulthood, M.I.A. uses her music to make bold statements about women, politics, and culture.

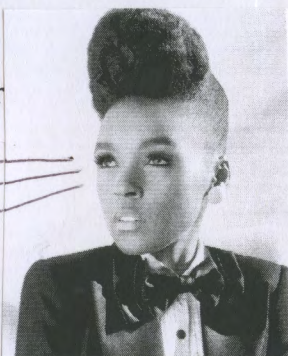


Name: Janelle Monáe / Cindi Mayweather

Age: 27/2719

Hometown: Kansas City / Metropolis Wonderland

Occupation: Musician / AndroidFunkFreedomFighter

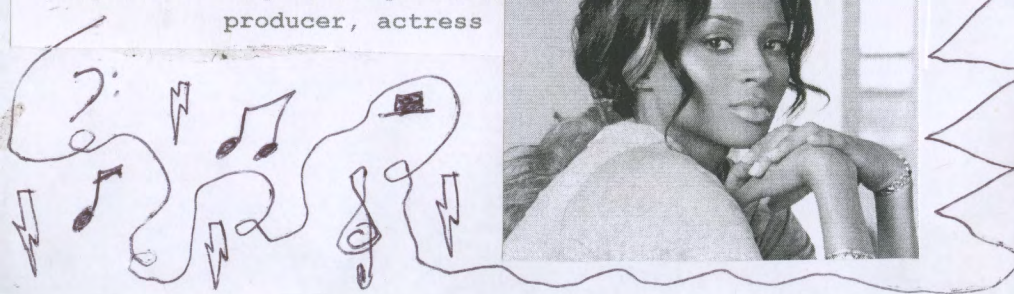


Name: Ciara Princess Harris

Age: 27

Hometown: Atlanta, GA

Occupation: singer, songwriter, producer, actress



1. LOVE yourself

2. Focus. Trance. WakeUp. Dance.

3. Be UNAFRAID

4. Tip on the tightrope

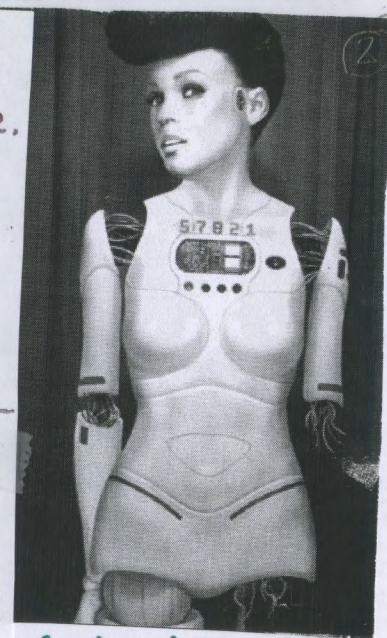
5. Do not be moved

by Violence

6. Get down in the streets

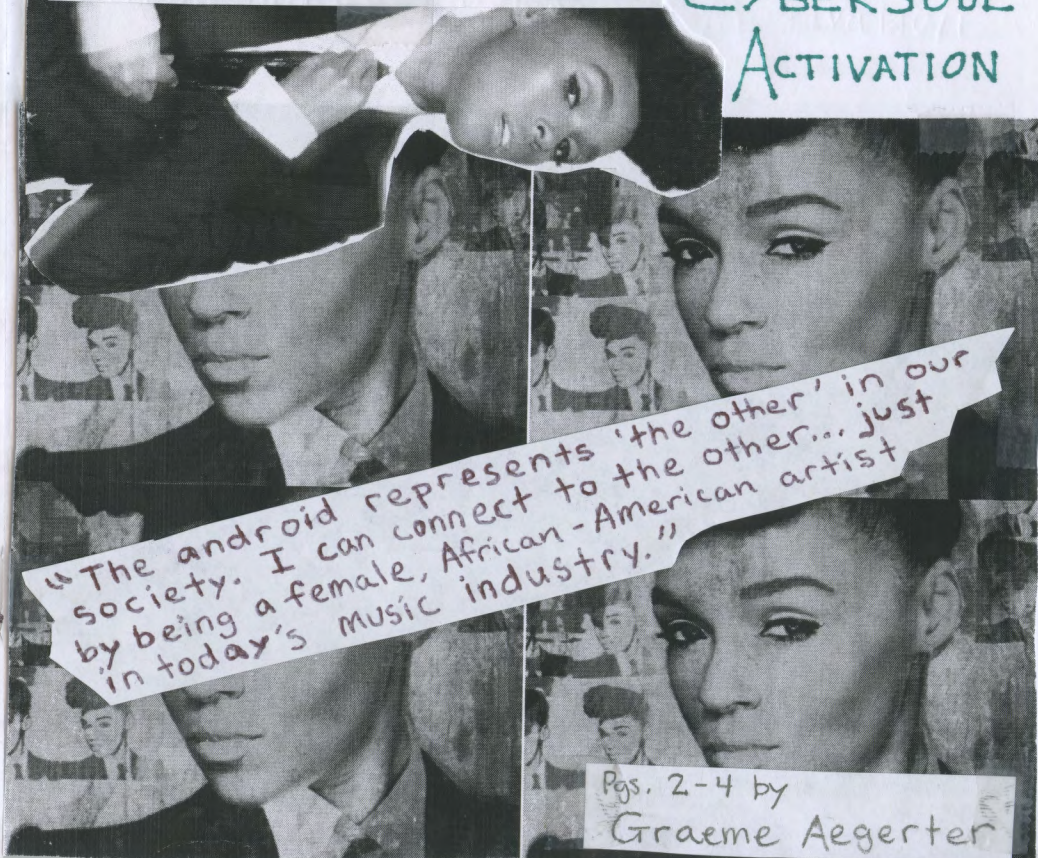
7. Collaborate, don't hate

8. DANCE or DIE



②

Android No. 57821's Guide To CYBERSOUL ACTIVATION



"The android represents 'the other' in our society. I can connect to the other... just by being a female, African-American artist in today's music industry."

Pgs. 2-4 by Graeme Aegerter

love letter from a Q.U.E.E.N. junkie

NO ONE ELSE IN THE WORLD SHAKES MY SOUL AND GETS MY FEET MOVING LIKE **JANELLE MONÁE**. I BELIEVE IN THE UNSTOPPABLE POWER OF HER MUSIC BECAUSE SHE EXPERTLY MARRIES **TIME-TRAVELLING GROOVES WITH BITING SOCIAL CRITIQUE**. AS SHE SAID HERSELF, THESE SONGS SHOULD MAKE YOU "JAM. DANCE. FUNK OUT...DIALOGUE LATER."

HER NEW MASTERPIECE, "Q.U.E.E.N." FEATURING ERYKAH BADU, **BLAZES WITH REFINED FEROCITY**. SHE TEARS THROUGH THE CULT OF VIRGINITY, SHAKES THE FOUNDATIONS OF HETERONORMATIVITY, STANDS DOWN RACIST VICTIM-BLAMERS, AND **FEARLESSLY TOPPLES HER SHADE-THROWING H A T E R S.**

AS A WOMAN OF COLOR IN A MALE-DOMINATED INDUSTRY, MONÁE DEFINES HERSELF AS A **NEW BREED OF ROYALTY**. HERE YE, *GET DOWN* TO THE QUEEN WHO FIGHTS FOR THE EVERYDAY PEOPLE. *ALL HAIL OUR WARRIOR OF EQUALITY*, THE ARCHANDROID.

QUEEN.



QUEER/N?

Every album is suite.

Every song is an experience.

Every album is suite.

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DO YOU KNOW WHAT YOU'RE FIGHTING FOR?

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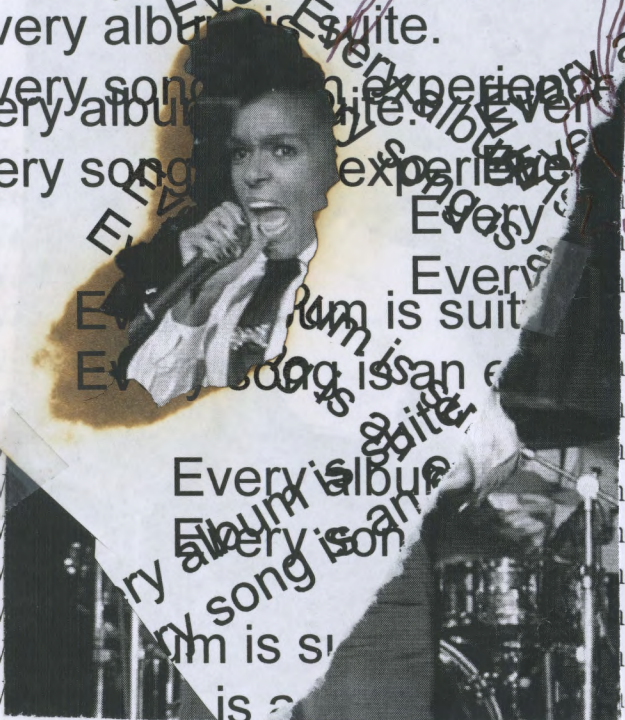
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DO YOU KNOW WHAT YOU'RE FIGHTING FOR?

We will create and destroy ten art movements in 10 years.
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THIS IS OUR COLOR!!

Ciara

What statement does she make?

Ciara makes a bold statement through her songs and just her image in general empowering women. She gives off the type of confidence and sexual freedom that makes other women feel proud and beautiful, however they may look. Ciara has a lot to say, especially to young women, about self-identity, self-confidence, and self-respect.

Does she fit the stereotype?

Ciara may not fit the feminist stereotype but in reality, not many people do. Not all feminists are angry lesbians trying to take down every man for no reason. Ciara is a feminist in that she stands for what she believes in and does what she can to spread awareness about patriarchy.

Does race affect her career or image?

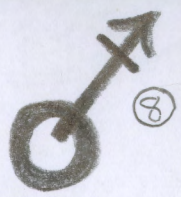
Race does not affect Ciara's image especially in the music industry because being African-American in da biz is most common. In fact, many African-American men and women in the music industry are more respected because of their race.

Why is she cool?

Ciara is cool because she takes feminist ideals and applies them in the everyday world. In one of her most famous songs, "Like A Boy", Ciara emphasizes the unique social rules and gender roles for men and women. The lyrics address a man's daily routine being looked down upon if done by a woman. Can you say double-standard?

Katie Davidson
page 8-9

Like A Boy



[Verse: 1]

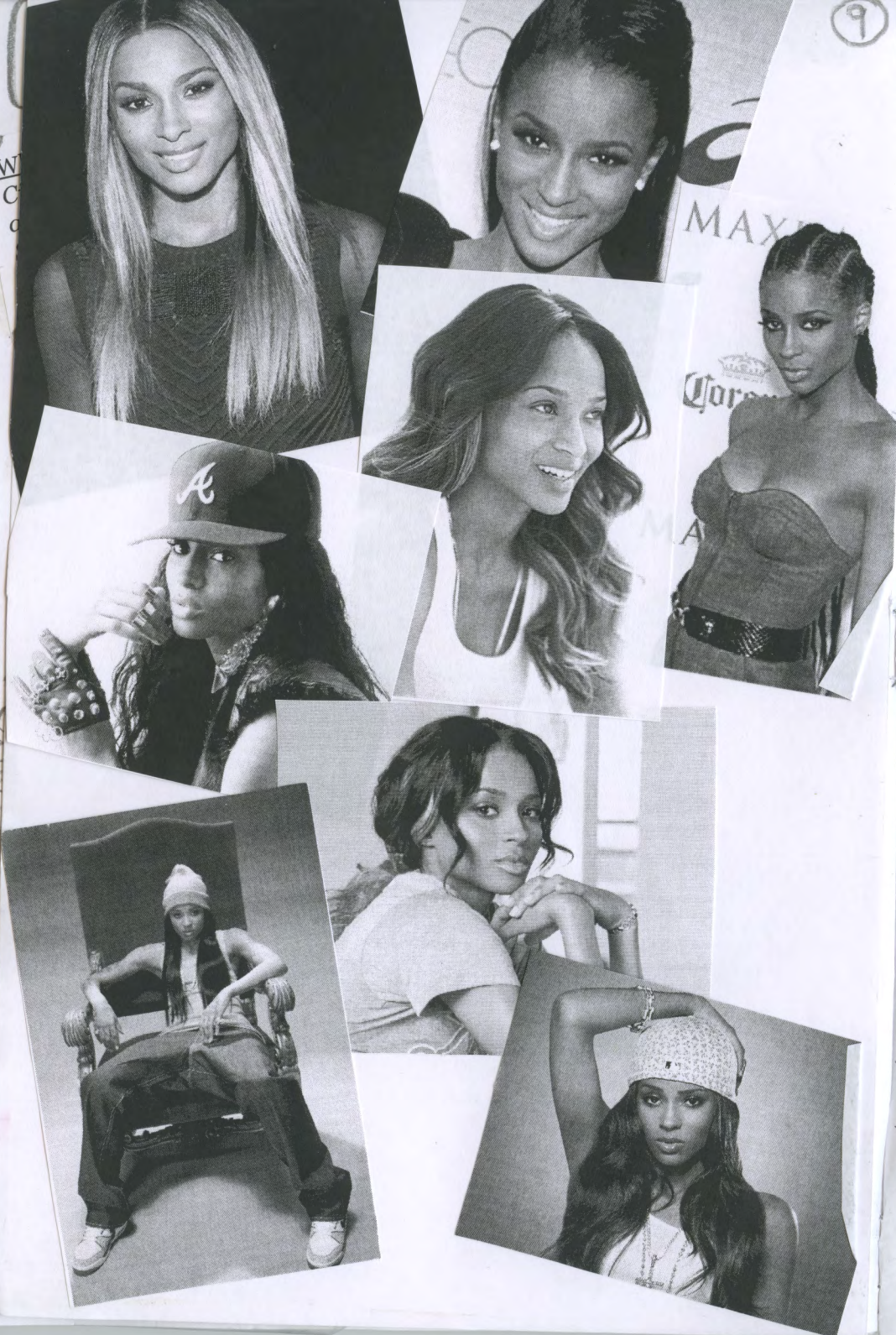
Pull up your pants
(Just Like Em')
Take out the trash
(Just Like Em')
getting ya cash like em'
Fast like em'
Girl you outta act like ya dig
(What I'm talkin' bout')
Security codes on everything
Vibrate so your phone don't ever ring
(Joint Account)
And another one he don't know about

[Hook]

Wish we could switch up the roles
And I could be that...
Tell you I love you
But when you call I never get back
Would you ask them questions like me?...
Like where you be at?
Cause I'm out 4 in the morning
On the corner rolling
Doing my own thing
Oh

[Chorus:]

What if I?...
Had a thing on the side?
Made ya cry?
Would the rules change up?...
Or would they still apply?...
If I played you like a toy?...
Sometimes I wish I could act like a boy



A NOTE FROM THE AUTHORS...

When choosing our topic and creating this zine, we were aware of our limitations of lived knowledge on the subject given our group consists of three white individuals, including one man. That said, our highlighted artists spoke to us on an emotional, political, and social level that sparked our curiosity of the topic. In exploring the unique music of these three pioneering women of color in da biz, we were struck by how each of the artists consciously strive to break patriarchal and racial boundaries, and speak to multiple oppressed groups. Although these women give a voice to W.O.C. in particular, we feel that their music emphasizes collaboration, creativity, and self-empowerment in a way that enables us to be better allies as well. Music is the weapon of the future, and let us use it to challenge norms of sexism, racism, and other forms of oppression in our society.

With love and soul,
Graeme, Ellen, and Katie

Challenge da biz
 Redefine da BIZ
 OWN da biz

Sources - Images

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Confront da biz
 Un da biz
 Subvert da biz
 appropriate da biz
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 F + A + D + B + I + Z
 O + B + I + Z
 M + Z