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A Literature Assessment of Women in Popular Music Based on Personal Expression and the Impact on Audiences

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Abstract:

In the time period between 1930 and 1970, a change in lyrics started to occur, whereby the musician started to concentrate on expressing their feelings through the lyrics of music (Mencke et al. 3). Hence, based on scholarship, we can deduce that in the 20th and 21st Centuries, contextual themes such as social and personal events find predominance in the music literature, flagging a larger concern with individual and society. Based on available scholarship, it can be said that musicians emphasized their personal journey which further interacted with psychological processes to create their music. The gap with such a musician centric view of music production is that it ignores the industry and business of music and does not read music as a social and cultural product. With the advent of female singers, however, especially Beyoncé, the element of social production has become clearer than ever as the themes of racial inequality and women's rights foreground her music. In music that deals extensively with personal journeys, self-discovery and heartache are appear as major interlinked themes as observed by Royal (2). Scholars think popular music tries to establish a key signature which can further be influenced by culture or time. There are some fundamental elements to popular music such as soulful music that communicates feelings with clarity (Guthrie 13). However, as techno and other genres of pop music has developed, we have realized that pop is not always soulful. But the element of communication is still relevant to any analysis of pop as a genre. When it comes to female artists, presentation and actions are important in this regime of communication central to pop music. In summary, it can be said that the scholarship points to 21st-century artists of popular music, especially contemporary female artists like Beyoncé, Adele and Tailor Swift, have

created a new canvas for the audiences. In their music, they have brought out contemporary reflections of life as a millennial woman and they have redefined artistic inspiration by blending the personal with the political. This is precisely what has made them so successful with female listeners around the world.

Keywords: Music, pop culture, women, artistic and feelings.

Popular music takes on many forms among the public, and its many artists represent a variety of genres, personal interests, emotions, lyrical presentations, and approaches. Both male and female solo artists as well as groups have influenced the popular music genre for many decades and continue to evolve based on current trends, social considerations, and personal experiences. The variability of different artists in popular music is of critical importance because it provides the opportunity for listeners to explore many types of music within this genre and to determine their likes and dislikes. Some buyers of popular music may prefer some types of music more than others and therefore, indicate a need for variety and differentiation among artists. Many people across different age groups, but particularly younger people, often have a greater impact on popular music because they tend to understand what fans of the genre gravitate towards by their purchases and activities, such as their attendance at concerts.

Popular music is a subjective term, as not all fans of music have the same perceptions of all artists and do not always share the same views. Some admirers of music may discover that what others deem popular is not popular with them, so the term introduces a variety of music in different forms. Some fans of music may consider music to be popular from different genres, including rock, country, jazz, rhythm and blues, and rap, among others. Each type of music inspires fans differently and therefore, offers a different type of experience in each case. Some artists are more receptive to certain types of music than others; therefore, they may develop an affinity for music for which their family members and friends may not share the same perspective. Popular music, therefore, is highly individualistic in the minds and ears of each listener. His or her support for one or more artists is largely an individual experience and is not exactly the same in each case. Popular music is a type of music that its most supportive fans admire and who follow an artist as he or she builds a career path.



Historically, popular music is played on popular radio stations in different communities and is sold in large numbers to make a showing on charts such as Billboard. Artists who have made the pop music charts, for instance, have come from diverse backgrounds and have unique influences that impact their fans and make an impression on them. Anglo-American music was at the peak of its popularity with artists such as The Beatles, Elvis Presley, Aretha Franklin, The Supremes, The Eagles, Madonna, Tina Turner, and Nirvana. These artists made music that resonated with their fans as evidenced in their performance on many music charts throughout the years. Their music is different on the surface, but each artist, regardless of genre, shared a passion for making music to be heard and to express their views in their lyrics. Thousands of artists have graced the popular music scene over the years, and each one has made a lasting impression on different groups of fans.

For each artist, a successful career path in music is dependent on many factors, including the types of songs released, their appearances on television or in music videos, and their ability to capture the zeitgeist or the interest of the public for one or more moments in time. They brought their experiences to the world through their music and made an impression on their fans over time. Their actions in the music industry reflected a variety of different paths, but they share some commonalities, including the desire to earn a good living, to gain recognition for their music, and to express themselves in their music and lyrics. For artists such as Aretha Franklin, her humble beginnings and raw talent played a critical role in her success throughout her career, and she created a following and a legendary status over many decades that continues today despite her death. Among musical artists, their success within the desired genre requires a combination of factors to get noticed and to sustain a high level of success. Although some artists do not perform well under this type of pressure, they nonetheless make an impression on the world and establish themselves as a driving force in the music industry in their own ways.

Many artists are inspired by different ambitions and motivations, including but not limited to personal choices, level of talent, the ability to write lyrics and/or compose music, financial benefits, and the need to inspire others. All artists within the popular music genre have a unique vision of their music and a voice that they want others to hear. To accomplish their goals, they seek different alternatives to create music in the studio, in their homes, or in other locations to gain inspiration and put their ideas into words and music. All artists have a different vision and perspective of the world that they bring to their music. Some artists may be inspired

by the environment, their families and friends, social change in the world, political movements, and other factors. Their actions in music are often diverse, with some artists exploring different kinds of music within the same song or album.

The decisions that artists make in popular music are based on several characteristics that include the types of music that will sell in high numbers and gain radio play, music that will inspire others in their own lives to take risks and to reap the rewards, and music that may have a deeply personal impact on fans because their songs bring out specific emotions and feelings. All artists have a goal in their own way to make a name for themselves and to be successful in their genre of choice. Popular music is no different and it requires artists to explore many options that may suit their personal taste and talents. Many artists have their own ideas regarding how their music should sound and be shared with the world. Therefore, they strive to do what is best for their careers and to make a difference that will lead to greater recognition and financial stability.

As artists begin their careers and evolve over time, they have a unique opportunity to explore different choices, some of which are under their control and others that are out of their control. The music industry is highly competitive and requires artists to be flexible in their choices and to sign contracts with record companies, agents, public relations professionals, and others, all of whom have different ideas regarding the direction their careers should take. Many artists may be forced into decisions that are not their first, second, or even third choice; however, with a variety of representatives offering their input, it is difficult for them to embrace and strengthen their personal identity. For these reasons, the music industry is difficult to navigate and requires significant attention to many characteristics at one time.

From a business perspective, many popular music artists face numerous risk factors and challenges due to their contractual obligations and the goal to make profits for their representatives. Not all popular music artists are created equal, and for those who established themselves with successful careers and gain a critical following, they may have greater options to expand their musical interests and to try new genres or styles. However, these are difficult risks to take in a competitive music environment, and with the continuous emergence of new technologies, many options are available to artists to sell their music on different platforms, often without the desirable outcomes. Nonetheless, the benefits of these choices often outweigh the risks and create new options for artists to explore new territory.



For many people within the music industry, fame and fortune are the key priorities, with musical talent and a good voice falling secondary to these objectives. For these artists, fame may be a product of repetitive lyrics and music, with various gimmicks thrown in for good measure. Others may find that their ability to play instruments and write lyrics contribute to long and successful careers. Additional artists may discover that their voice talents will bring them to the next level and differentiate them from all other artists. These examples demonstrate that popular music artists have many important choices to make and must examine all of their options when committing to this career path. When they are in the spotlight, they must be cautious regarding their actions to minimize negative attention and to maintain positive support from their fans.

It is necessary that artists take a variety of directions with their music and seek new alternatives as necessary to improve their likelihood of success. Artists who tried to stand out from everyone else may experience mixed results with their music, depending on the number of risks taken. Some artists are entirely about taking risks, and this increases their value exponentially. There are many choices that artists must make to support and expand their musical careers and to ensure that they remain in good favor with their fans. In many ways, popular music represents one of the most difficult genres to navigate because its fans skew younger and have distinctive tastes and preferences. Under these circumstances, artists must keep their music fresh and interesting for the target audience, an objective that is difficult to accomplish. The success of many artists in popular music relies upon large numbers of fans from specific age groups who support artists by purchasing their music and attending their concerts. At the same time, many of these fan bases are unforgiving when their artists take a different turn in their careers, where they may lose fans in large numbers. Music, regardless of the genre, is a subjective experience and therefore, not all fans of music will like the same artists and will not like every creation of every artist that they admire. These artists have difficult issues to address with their music and balancing their careers with these goals is difficult.

Among female artists in popular music, there are significant issues that affect women that are different from their male counterparts. This group of artists throughout history has dominated many facets of the music industry, as they have broken barriers that once excluded women from participation in many activities. Women in popular music have taken significant steps to be noticed for their contributions to music, and therefore, they made significant inroads in a difficult and competitive genre in the 20th Century and into the 21st Century. Women have made

significant contributions to music in the past several decades, as they have inspired many other younger and older women to be themselves and to share their talents with others. As their careers have taken off, some of these artists begin to understand what is most appealing to their fans and may go a safe route or consider new alternatives to diversify their careers.

Despite their advantages, many female artists have a difficult road within the industry and do not have the same opportunities as many men. They may work as hard as male artists but do not reach the same level of success in some instances, while others may surpass other artists with their talents. It is difficult to predict when artists will be successful and when others will not achieve their goals. There is no magic formula for the music industry that performers can follow to be successful. Rather, they must work tirelessly on their craft and develop a unique sound that is appealing to their fans to gain a following. Many artists may not reach their goals with their first songs or albums, as it may take several years to gain new fans. Female artists may find it more difficult to attract fans in the popular music genre at last they differentiate themselves considerably from other artists. Otherwise, they may lack the vision and focus to be an artist that will make a difference in the world and to stand out from the rest.

Female artists in popular music may follow a unique path, and it is important that they explore their options and to test their boundaries as needed. Not all female artists have the same types of talent, so they must utilize their skills and strengths to their advantage. The decisions that they make are important in determining the risks that should or could be taken and how they will affect the career path. Female artists may be viewed by some fans as less worthy, or they may have to work harder to reach their goals. These artists may have a unique voice and a place in popular music, but it may require them to explore options that take them out of their comfort zones and to take risks. Their uniqueness should serve as a symbol of their creativity and longevity within the music industry. Nonetheless, each artist has a difficult road to climb and may not meet the demands of the industry and its fans without consideration of their options.

Among female pop singers, identity is a critical component of their music and lyrics. For these artists, they recognize the importance of setting themselves apart from the rest, and this requires an understanding of current trends as well as ways that they can stand out above the crowd. Specifically, their identity as females offers a distinction between themselves and male singers, thereby creating an environment where they understand the importance of what it means to be a woman and how it is interpreted by society. Many male artists express their masculinity



in their lyrics, thereby representing a different perspective of society than females (Krause and North 18). For instance, “expression of emotion is influenced by cultural norms so that, for instance, boys are more likely to conceal their emotion, whereas the female script instead encourages open expression” (Krause and North 6). With these differences, many female artists represent a unique set of topics in their lyrics and are likely to introduce more emotion into these songs (Krause and North 6).

Female artists develop a different approach to their music and lyrics and develop messages that are distinct from many male artists. They may also exhibit aggression in their music, but it may be the product of personal experiences or emotions that represent their identity more closely. With these differences, female artists have a unique view of the world intend to express themselves more openly and honestly in many situations. Their music and lyrics may reflect personal struggles with identity, difficult relationships, familial challenges, and other factors that influence why they are musical artists and why they have specific messages to share. Artists that have a distinct perspective of the world and express themselves clearly and honestly in their lyrics and music may go on to have strong careers within the industry if they gain a following. Honesty and self-respect are important to their identity and musical preferences; therefore, those who continue down this path are likely to achieve greater success and rewards with their musical choices.

Female musical artists face a unique set of circumstances within the popular music genre because expectations are high and room for failure is low. Even if they experience success, they may not maintain a fan base over a long period if another artist comes along with a different vision whom they find more appealing. This is a problem for many female artists to maintain their longevity, as it is difficult within the industry to accomplish this goal. They may lack the support and guidance of their record companies, representatives, and fans to go the distance within the industry and may falter in their careers. However, many artists maintain a long and successful career in music because they are unique, and they understand what makes them different from the rest of the pack. It is important that artists with a strong point of view have the chance to share their talents and to attract audiences. Not all points of view are the same, and it is possible that some artists will maintain the interest of their fans through their identity and connections to their environment.

Female artists in popular music continue to explore different options with their music and may reach their goals when they have a distinct view and interpretation of their own experiences. As artists evolve, their authenticity is likely to be attractive to many fans and will generate greater interest and sales. Artists in popular music have different ideas to share and they may relate to others through their songs and lyrics. It is difficult to predict when artists will connect with their audiences, but when this occurs, it is likely because their fans view them as important in their own lives. Artists who make an impression on their fans are likely to achieve greater sales and will remain popular for longer periods. These artists have a specific focus or agenda with their music that resonates with other people. As female artists express themselves with songs and lyrics, their actions are viewed by their fans carefully, and in some instances, these may not be favorable for their careers. Many female artists stumble in their careers from time to time and may not achieve consistent success. There are other reasons why female artists may only attract fans for a brief period, depending on the mood of society or a shift towards a different type of genre within popular music. Artists must continue to explore new options for their music to maintain the interest and enthusiasm of their fans.

Some of the most popular female artists of the past two decades established their successful careers with distinct beginnings, as some began in groups and became solo artists while others started in different genres and moved over to popular music. In these examples, it is evident that each artist has a unique pathway to her success and has been influential beyond measure on many fans around the world. Their interpretation of society, coupled with their own experiences, indicate that they have a unique vision that often resonates with their fans and creates new opportunities for professional success. Female artists are not created equal and reflect specific priorities with their music that may be effective in reaching young and old fans alike. With their messaging, they may focus on a personal relationship in one song and make a political statement in the next song. Many of these artists have major platforms to share their music, such as award shows and sporting events, where they can test out a new song or bring on a fan favorite for all to enjoy. With each public appearance or new song that is heard on the radio, artists have a specific message to share and may seek a unique opportunity to showcase their talents.

With 21st Century popular music, artists continue to test new boundaries but using technology and exploring messages that were controversial in the past, such as violence, abuse,



sex, and politics. Each artist may make the decision to explore one or more of these topics in her songs and depict herself in a television appearance to attract attention to her song as well as her physical representation. Female artists may take these risks and reap the rewards in many situations because they understand their fans and how to sell their art effectively to the masses. For instance, some artists may explore topics such as a revolution or a resistance by becoming activists for a specific cause or causes; this is achieved in popular music in the following way: “Pop is a genre that is created, manufactured, and produced to be as mainstream as possible, so artists in the genre must be cognizant of how they tap into rhetoric to distribute messages of resistance” (Carey 135). In this context, female artists who join or tap into the resistance will do so with some degree of restraint to remain in the mainstream to attract and maintain large audiences (Carey 135).

It is known that “In order to be resistant in the genre of pop, musicians must find ways to be rhetorically effective and aesthetically pleasing as a mainstream and catchy source of music many listeners demand” (Carey 135). Therefore, messaging among popular artists, including females, may be somewhat muted because they could otherwise lose their status within this genre (Carey 135). When female artists test their boundaries with their music that has a message of resistance, it may fall within the mainstream but should not be too outside of the box to maintain the interest of their fans (Carey 135). Music that has a message that may be controversial or resists mainstream ideas is not a new concept, but when it is far from what is expected, it may cause some resistance among fans and affect artist sales and enthusiasm for their music. Artists who explore new themes in their music may or may not reap the benefits of these choices, but they often expand their musical experiences.

As female popular artists identify new ideas in music and express themselves in a variety of ways, they must learn how to navigate new themes and the response to these themes from their fans and the mainstream media. Some artists can afford to take greater risks than others because they have a greater following and a history of success. Nonetheless, they may experience backlash for their actions if they somehow offend fans or other groups. Their actions are already under intense scrutiny and they must navigate difficult situations effectively to maintain their image. As artists seek new alternatives to express themselves or to test new styles within popular music, they may obtain great reception for their actions or receive backlash. These artists have a choice to make when they explore different topics and must understand how

their choices may affect their careers. Within popular music, there is some degree of latitude for exploration and self-discovery, but some artists may go too far and alienate some of their fans in the process.

Modern popular music allows many female artists to be recognized at the same time, but they must stand out above the others to have a true impact. There are many artists that fit into this recollection, but the actions of a few select artists make the cut and have long and productive careers. Those who stand out may have a different approach to their music, may have a look that has wide appeal to the masses, or may have a message to share that is different from all others. In each instance, these artists attract a wide array of fans from different population groups and develop a strong understanding of what their fans appreciate and are willing to support.

Artists in Anglo-American music fill a specific role in the popular music genre and understand how to develop and sustain broad appeal among many fans around the world. These artists have a unique vision for themselves and gain the support of their backers to share their music. The rise of Anglo-American music played a critical role in the development of popular music in the 20th Century. As these artists continue to grow in popularity and evolve, they became multi-dimensional and understood how to use the tools available to them to attract new fans and admirers. Their success in the genre relies upon a formula that includes a powerful or catchy lyric with a recognizable melody that allows their fans to develop an affinity for the song and for their catalog of music. Artists may take similar steps to expand their careers and to gain followers, but some are more successful than others and only some artists emerge as worldwide phenomena. The success of these artists is examined through the eyes of their fans, but they also generate significant business for their record companies and other employees.

In recent history, some of the most popular women in music have adopted a formula that created worldwide superstardom and great success. For instance, artists such as Madonna and Lady Gaga represent women with inner and outer beauty, strength, resilience, and dedication to their craft and to their fans. As these and other artists evolved, their music and other activities were observed in the public eye and indicated a set of principles that drove and continue to drive their ambitions and results. Although each artist has a unique story to tell, they share some similarities that enable a connection with their fans and that they are discussing issues that are important to them or they are relatable on a different level. As artists such as Madonna paved the way for current artists, her accomplishments as a superstar are as recognized as some of her



songs, clothing, and overall style choices. She also set the tone for artists that were even more progressive with their lyrics and artistry, such as Beyonce, in the 21st Century.

Over the past decade plus, female artists such as Beyonce, Adele, and Taylor Swift continue to attract millions of fans to their music and performances. Each artist has made her mark in the music industry and has served the interest of pop culture with a significant emphasis I'm making a statement with music, lyrics, and style. The artists in question are exemplary figures in the popular music industry because they understand how to attract fans, how to send messages in the public sphere, and how to connect with other people on a personal level. Beyonce, for instance, began her pathway to success with the pop trio Destiny's Child and after leaving the group, embarked on a prolific and long-lasting solo career. Her decisions throughout her career have set the tone for a unique set of experiences where she is captured the zeitgeist of American and global popular culture. Beyonce serves as an example of a female artist who empowers others to be successful and strives to make a statement in her music and performances. Beyonce is a singular figure in popular music that stands out from all the rest because she understands how to capture the attention of the media and her fans by changing her messaging and supporting female empowerment and strength on many levels. Despite her successes, however, Beyonce also represents a form of sexualization in modern popular music for which there is some degree of confusion or awkwardness regarding her actions and the example that is set for younger girls and women (Goddard). In this context, her music represents messages that are important to this female demographic, but they may be muddled by the types of clothing worn in music videos and on stage during live performances (Goddard). These messages may cause some confusion among different groups and create difficult challenges for some members of the public to reconcile.

Adele, a Global phenomenon from the United Kingdom, arrived on the scene in the late 2000s to much critical acclaim and fanfare. Adele had much to share with the world regarding her heartbreak from a failed relationship and used her unique and rich voice to make a difference and inspire other women around the world. Adele is not only a multiple Grammy winner but is also an Oscar winner and represents the theme of a woman scorned who learned how to heal herself and others in the process through her music and voice. As an artist, Adele captured the attention of many critics and fans for her passionate pleas to ease her pain and suffering; she also enabled many women to relate to her type of expression and her passion regarding her breakup.

Her artistry is distinct from other female singers of her generation because her voice is darker, deeper, and more passionate than many and she recognizes how to use her voice to sell many records and to keep the public interested. In this context, her music represents many women who have experienced their own heartache through relationships and could relate to her pain and suffering. Among modern female artists, Adele has a distinct place in popular culture because she represents a young woman with many stories to tell regarding her life experiences and understands the importance of her actions and decisions in promoting the free expression of the anger, hurt, and pain that many women feel when they end a relationship. Her lyrics have prolific meanings and represent a different approach to popular music among female artists that is celebrated and symbolizes her success in many ways.

Taylor Swift is an American artist who became a pop culture icon as a teenager when she emerged as a singer and songwriter in the country genre. She was different from many others because she wrote her own songs and could play instruments; she also had a different kind of appeal because she was the girl next door with a modicum of sweetness and light. Taylor Swift is an important figure in recent pop music history because she has widespread crossover appeal and when she modified her genre to pop from country, she was accepted by her fans with open arms. The response from her fans indicates that she had broad appeal among many fans who appreciated her for her songwriting abilities and her interest in country music as well as her desire to enter the popular music genre. As she grew up in the public eye during her teens and into her adult years, Taylor Swift represented a different kind of woman with great strength and independence who had the talent and ambition to achieve success at a young age. Taylor Swift is an icon to many adolescents and young teens who admired her for her success and her ability to release different types of music has been instrumental in her career path to date. With her shift towards popular music, her messaging also evolved to include lyrics with greater maturity and political statements regarding her views.

The messaging of Beyonce, Adele, and Taylor Swift represent a group of female artists in popular music who share information through their lyrics as well as their actions. They represent a group of women in modern society who have a group of messages to share and understand their impact of their influence on many women. Each of these women are responsible for their own messaging to the public and how they use their music to not only sell records but to set an example or to be an inspiration to many women and girls. Their messages reflect numerous



concepts and ideas, many from personal experiences, that affect how they are perceived by the public. Their success as artists is a reflection of their personality, a desire to share information with the world, and an understanding of key factors influencing how they manage their careers. All artists have a different purpose with their music and some are more prolific or meaningful than others, but regardless, artists have a vision that they wish to share and have a chance to express it through song and artistry.

Women in popular music have many choices to make to gain notoriety and interest from the public. Some take the route of developing a platform that will allow for free expression and understanding of how they are perceived by others. Not all artists are successful with these attempts, but many make a lasting impression on society. Their expressions of anger, hope, inspiration, opportunity, and empowerment are important to many young women and even children who looked up to them for guidance and advice in some form. The effectiveness of their messaging plays an essential role in music and lyrics and demonstrates an important set of key principles that influence their actions and decisions. Their ability to make a difference in the lives of their fans is one key driver of their success and can have a critical impact on their success and achievement.

The development of new messaging strategies for artists seeking a diversion or a change in their approach to music is not unusual, but these changes should be examined closely to maximize their potential to be effective and timely for public consumption. For women in popular music, the message is as important as their style in creating a perception that focuses on the delivery of songs and lyrics that inspire others and make a difference in their lives. The effectiveness of these messages demonstrates an understanding of the key factors influencing change and promoting a new set of avenues for artists to explore that might have otherwise not been considered. Their understanding of the elements of the music industry that affect expression and their capacity to share information with their fans and the larger public are instrumental in shaping perceptions and opinions of their artistry and music. Artists may pursue new options in popular music for a variety of reasons, including lack of a successful run of songs, albums, or appearances, or the latitude to try a new direction or focus that has the potential to expand their appeal. In these cases, artists may face few or many obstacles that may limit their success in a new direction or could cause a series of impacts in different ways. Not all actions are equivalent and could impact their activities in positive or negative ways.

When artists taking different direction with their music for any reason, it may involve one or more key elements, including the style of music that is created, the lyrics that are written, and the physical appearance of the artist and her overall style. She may seek a change to her image to attract a larger group of fans and to gain more widespread appeal among members of the public. Their actions make a difference to their fans and to others within the media, so it is important that they provide the best possible opportunity to examine key elements that influence their actions and decisions in public to impact their careers. Some artists such as Taylor Swift may be forced into uncomfortable situations, such as the rift with rapper Kanye West at the MTV Video Music Awards that caused great controversy and indicated a level of unnecessary drama that the public could not ignore, even if it was unappealing or not palpable (Cullen 33). Some artists such as Swift have made what may be perceived as unforced errors or poor judgment that may cause unforeseen or unnecessary risks for their careers and make a lasting and perhaps unattractive impression on the public (Cullen 33).

Among female popular music artists, their success is a product of an environment where these women are celebrated and represented by their fans in large numbers. Their success in pop music, however, is not a product of a single factor but instead a series of factors that affect how they present their music and their image to the masses. Artists such as Beyonce, Adele, and Taylor Swift are important reminders of the power of popular music to not only have an impact on fans and admirers, but to create messages that gain notoriety and lead to successful results, such as reaching the top of the music charts (Krause and North 233). Their effectiveness in this genre is largely a product of multiple factors that influence how they respond to their fans, how they address their own personal experiences, and what they want to share with others that will have a dramatic impact on their success over the short and long term.

The thesis addresses the significance of expression and affect among three of the top female artists: Beyonce, Adele, and Taylor Swift, as their music has impacted millions of people around the world in the 21st Century. Their actions and decisions as artists are represented in many forms, including their musicality, lyrics, public appearances, and personal style. The success of these artists involves further scrutiny to provide a clearer understanding of the elements that have the greatest impact. Their impact also conveys the importance of public perception and opinion in driving future actions related to their careers and how they make



decisions in the future. The role that these artists play in Anglo-American music and the popularity of female music artists represents the need to explore their contributions to the world.

The thesis explores the different dimensions of Anglo-American female music stars who have dominated the charts in different ways and have carved a successful pathway to success and dominance. In visiting various music events in Europe that attract broad audiences, it is demonstrated that public perceptions of Beyonce, Adele, and Taylor Swift are likely a representation of the larger public and their views of these artists. The use of interviews to is important in determining how the public views these artists and how their influence impacts different populations. The study acknowledges the significance and impact of the music of Beyonce, Adele, and Taylor Swift and its impact on many people around the world, with a focus on an international audience with a variety of perceptions of these artists and their music.

The interviews conducted offer a broad swath of participants from a variety of cultures, races, and ethnicities with vast knowledge and experience within the world of music. Therefore, their contributions are invaluable in determining the effect of these artists on popular music. The interviews address key characteristics exhibited by each artist, including lyrics, messaging, and fashion, among others. Artists of this ilk play a specific role in the larger sphere of popular music and therefore, an investigation of their actions, decisions, and messages is warranted to better understand their impact and value to the public. Each interview provided value to the study because it offered a perspective of the work of Beyonce, Adele, and Taylor Swift as key contributors to popular music who continue to have a significant impact.

The data collected for the study offers insight regarding the importance of these artists to popular music and the characteristics that make them successful. The patterns identified in the responses indicate that the three female artists make important contributions to music, even if all participants did not agree regarding the quality of their music or their levels of influence. The themes identified and discussed in the results support key narratives regarding these artists and how they share their music and express their ideas with the world. This approach to the study was conducted in different locations around the world to gain a variety of perspectives from study participants and to identify other factors that may influence personal opinions. This type of research study is important because it allows participants to be more comfortable in their familiar surroundings while participating in interviews and enables them to have a strong sense of their experiences and encounters with music that have a critical impact on their lives. The study

outcomes are important using an ethnographic approach because they facilitate the identification of key themes and other factors that influence public perceptions of Beyonce, Adele, and Taylor Swift that may be representative of those within the larger public sphere.

Interviews conducted with the public are important because they offer participants a chance to express themselves regarding a set of defined questions so that the researcher can examine the importance of the surrounding environment as an influencing factor in these responses. The study has an important impact on these artists and represents a unique approach to their music, messages, and style that impact how fans and non-fans perceive their music, lyrics, and overall style, with the surrounding environment playing a role in how they respond to the questions. The participants offer information that is necessary to further determine the appeal of these artists among different swaths of the public, many of whom have different perspectives of the popular music genre, particularly female artists, and the impact of their music in their own lives. The outcomes of the thesis indicate that the level of artistry and relevance of Beyonce, Adele, and Taylor Swift are subjective but nonetheless contribute to their value within the world of music.

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