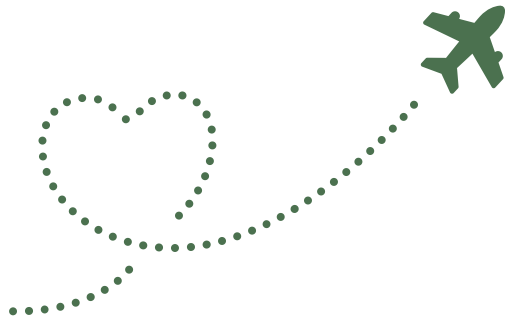


GENDER IN INTERNATIONAL MUSIC INDUSTRIES



WHY INTERNATIONAL INDUSTRIES

International industries can be very different from the one we're familiar with! It's important to recognize that sometimes there are conflicting pressures influencing an artist's gender presentation choices.



YOUR CONNECTION

Recognizing your connection to international music industries is also an important step toward understanding your own biases or influences in music spaces



BRAINSTORM

Are there any artists you can think of who bring multiple cultures together into their music?

Do you think they are influenced by multiple music industries? If so, Why do you think that is?



FIRST LOOK



Start thinking about
if there is a
country's music
industry that you
might want to look
into...



SCOTLAND

GENDER IN THE SCOTTISH FOLK INDUSTRY



GENDER IN THE INDUSTRY

- Folk festivals book more men than women to headline even though there are an equal number of masculine and feminine performers.
- Women make on average 5000 pounds less than men (HUFT, 2019)



COMPARED TO NORTH AMERICA

- The Scottish folk industry seems to have similar gender roles to the North American industry.
- Masculine performers are paid more and given more opportunities in both.
- There also seems to be similar expectations for clothing choices while performing.
 - Feminine performers dressing fancier than masculine ones



GENDER ACTIVISM

Women in the industry are working to combat misogyny in the industry and the larger issues that it causes for feminine musicians. They are calling for concrete change in policies to protect women rather than empty words to pretend to show support.



KRIS DREVER

- Take a look at what Kris is wearing compared to what the woman singing with him is wearing.
- Just a man and a guitar. Much more common for men to be able to perform like this with very little instrumentation and a scaled back performance.



<https://youtu.be/eWQWlOJzfog>

MALINKY

- Singer is a woman. When she plays an instrument, it is a cello (stereotypically a feminine instrument)
- All band members are men
- The lead singer dresses up more than her bandmates, likely because expectations of her are higher because she is a woman. (Ex: men in jeans while she is in a dress)



<https://www.youtube.com/watch?v=zI4mM06iQfA>

HEN HOOSE

- Women and non-binary musicians!
- Take traditional Scottish music and turn it into something more modern.
- Work to create more visibility and representation for women and non-binary musicians
- Provide mentorships for young musicians
- Video still narrated by a man?



<https://www.youtube.com/watch?v=BXgl6jR2cKQ>



YOUR TASK



YOUR TASK!

Choose a music industry from a country you care about or feel connected to!

Create a presentation that includes...

1. What do the gender roles look like for artists with different gender identities?
2. Are they similar, the same, or very different from the expectations in the North American music industry?
3. Examples of popular artists specific to the industry and their relationship to gender expectations.
4. Include pictures and videos