

Societal understandings of gender are influenced by cultural representations. This research was conducted for the purpose of examining and identifying gender roles within the music genre New Jill Swing. For the purpose of this research, socially constructed gender roles were defined via literature review. Due to a matter of familiarity, hence a convenience sample, the musical group Salt N' Pepa was chosen as a representation of New Jill Swing music. A random selection of four of their billboard hits were selected for content analysis. Examining the song lyrics and their accompanying videos resulted in a revelation of words and images denouncing gender expectations. Salt N. Pepa showcased females in what is traditionally defined as masculine roles, hence dominating roles. Men were depicted in submissive roles. These submissive roles ranged from catering to a woman's every need to being the recipient of catcalls. Salt N' Pepa challenged the male-dominated New Jack Swing genre, in a sort of call and response. As New Jack Swing artists made notable impressions American culture, New Jill Swing artists Salt N' Pepa worked to offer an alternative to the status quo by challenging the matrix of domination.