



DAMN.

An Album by Kendrick Lamar

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COM/SOC. 315

THE PURPOSE:

Kendrick Lamar's fourth studio album, "Damn," debuted at #1 on the Billboard charts with 603,000 albums sold—the most for any album this year. It also broke the record for most daily streams for a song, most daily streams for an album, and most songs debuted in the top 10. It was Twitter's top trend for multiple days, received wide critical coverage online and on television, and spawned a multitude of online and in-person conversations on race, religion, and sexuality nationwide. It was, undeniably, a media event. For this project, we chose to dissect the album through the lens of media literacy—analyzing both its content and coverage in light of media effects research—in order to form a new type of album review website that analyzed the music for its effects rather than its sonic, lyrical, or aesthetic effectiveness and success.

CONTENT:

- 1) Cultivation:
= "DNA"
- 2) Framing:
= "Blood"
- 3) Priming
= "Fear"
- 4) Gender Schema Theory
= "Humble"
- 5) Social Identity Theory
= "XXX"
- 6) Tokenism
= "Lust"

COVERAGE:

- 1) Cultivation:
= "DNA makes me want to..." (Tweets)
- 2) Framing:
= Geraldo Rivera (Fox News)
- 3) Priming
= Sydney Sweeney (Student)
- 4) Gender Schema Theory
= Lauren Rosewarne (Professor)
- 5) Social Identity Theory
= LeBron James (NBA)
- 6) Tokenism
= Stereogum Review