

# The Symbolic Annihilation of Latinas in Spanish Language Music Videos and Its Detrimental Effect on Mental and Physical Health

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## What is Symbolic Annihilation?

- Symbolic Annihilation was first proposed by George Gerbner in 1976 to describe the underrepresentation of certain groups of individuals within the media. Symbolic Annihilation is utilized to describe how media promotes stereotypes and denies certain identities within a text (film, television show, or advertisement).



Image retrieved from <https://www.youtube.com/watch?v=VIL3jhVr0mg>

## Research Questions

- How does the Symbolic Annihilation of Latinas in Spanish-Language music videos promote Western beauty standards?
- How can this action impact a Latina woman's mentality and physical health?



Image retrieved from [https://en.wikipedia.org/wiki/Geography\\_of\\_South\\_America](https://en.wikipedia.org/wiki/Geography_of_South_America)

## Analysis

- A rhetorical analysis focusing on images that promote thinness, desirable facial characteristics, and light skin color.
- Images for observing thinness include
  1. Women in lingerie
  2. Women in two-piece bathing suits
  3. Women in revealing or fitted outfits
- Images of facial close-ups analyze
  1. Skin quality
  2. Brow shape and fill
  3. Lip shape and teeth
  4. Nose Shape
  5. Hair style and color
- Images for observing skin color include
  1. Comparing lead female to the artist
  2. Comparing lead female to other females in the video

## Results

- The lead females in Spanish-Language music videos promote the three aspects of Western beauty standards analyzed.
- Symbolic Annihilation is occurring in regard to Latinas in media, as many lead females are of a particular body shape and size, possess certain facial characteristics that are considered desirable, and are of lighter skin than that of their counterparts.
- Certain physical aspects such as, thinness and lighter skin are valued within the media, making them highly valued within the Latino culture through infiltration.
- Thinness, desirable features, and lighter skin are aspects that provide an individual with more privilege and success.



Image retrieved from [https://www.youtube.com/watch?v=t\\_jHrUE5lOk](https://www.youtube.com/watch?v=t_jHrUE5lOk)

## Effects on Mentality and Physical Health

- |                             |  |
|-----------------------------|--|
| • Mentality                 | • Physical Effects                         |
| 1. Low Self-Esteem          | 1. Eating Disorders (Anorexia and Bulimia) |
| 2. Depression               | 2. Plastic Surgery                         |
| 3. Body Dysmorphic Disorder | 3. Skin Bleaching                          |

## Relevancy in Today's Society

- Symbolic Annihilation occurs daily within the media and allows certain ideals to infiltrate the minds of individuals through underrepresentation.
- Western beauty standards are promoted throughout many media sources and are changing ideological values within specific cultures. This in turn is resulting in severe problems regarding physical health (eating disorders and skin bleaching) and detrimental changes in mentality.
- This phenomenon is a change in ideology and results in the loss of diversity and cultural identity for groups who experience Symbolic Annihilation.

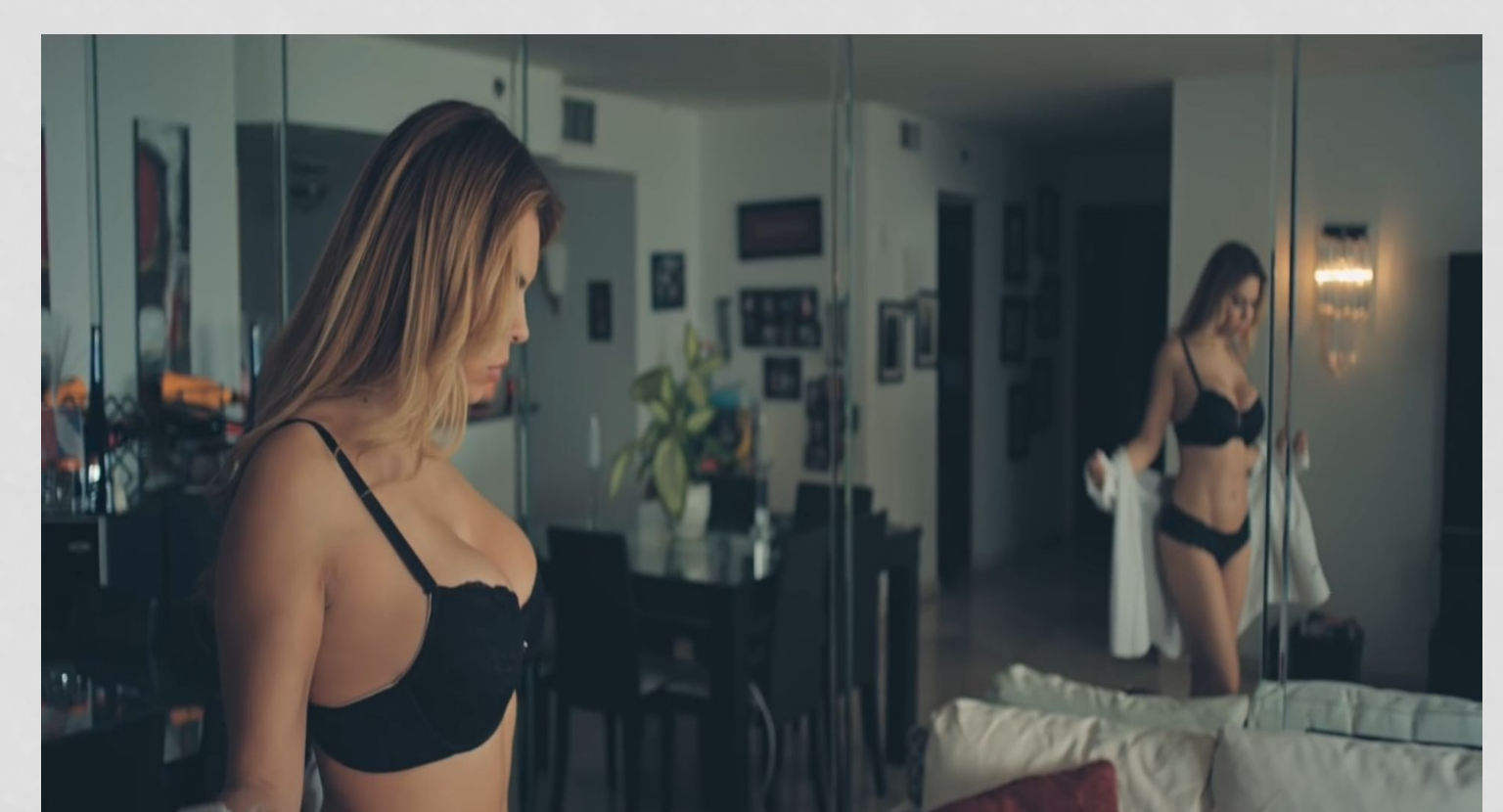


Image retrieved from <https://www.youtube.com/watch?>