



ปัจเจกชนนิยมในเนื้อเพลงที่ได้รับรางวัล AMERICAN MUSIC AWARDS  
INDIVIDUALISM IN SONGS WINNING AMERICAN MUSIC AWARDS

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Burapha University

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INDIVIDUALISM IN SONGS WINNING AMERICAN MUSIC AWARDS



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The Thesis of Sayumphon Khumphan has been approved by the examining committee to be partial fulfillment of the requirements for the Master of Arts in English for Communication of Burapha University

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This research aimed to explore the individualism reflected through the lyrics of the songs winning the Favorite Songs Prize in American Music Awards and to study the trend of individualism which was reflected through the song lyrics in different decades since 1974-2019. The stimuli were the lyrics of 50 songs (27 pop songs and 23 country songs) winning the Favorite Songs Prize in American Music Awards. Hofstede's individualism concept was used as the analysis framework of this study. Content analysis was employed for analyzing the data. From the analysis of individualism in pop songs, "Speaking one's mind is healthy" was the category of individualism found the most while "Everyone is supposed to take care of him or herself and his or her immediate family only" was not found.

From the analysis of country songs, it was similarly found with pop songs that "Speaking one's mind is healthy" was found the most while "Others classified as individuals" and "Task prevails over relationship" were the two categories found the lowest in the country songs. To search for the trend of value change, it was found that in the 1980s the individualism portrayed through the song lyrics was the most various while during 2016-2019 the concept of individualism was the least various. In conclusion, individualism was a value found in the lyrics of songs winning the Favorite Songs Prize in American Music Awards in different decades. This can be implied that individualism is a concept embedded in American culture, and it is reflected through language which is a tool of verbal communication.

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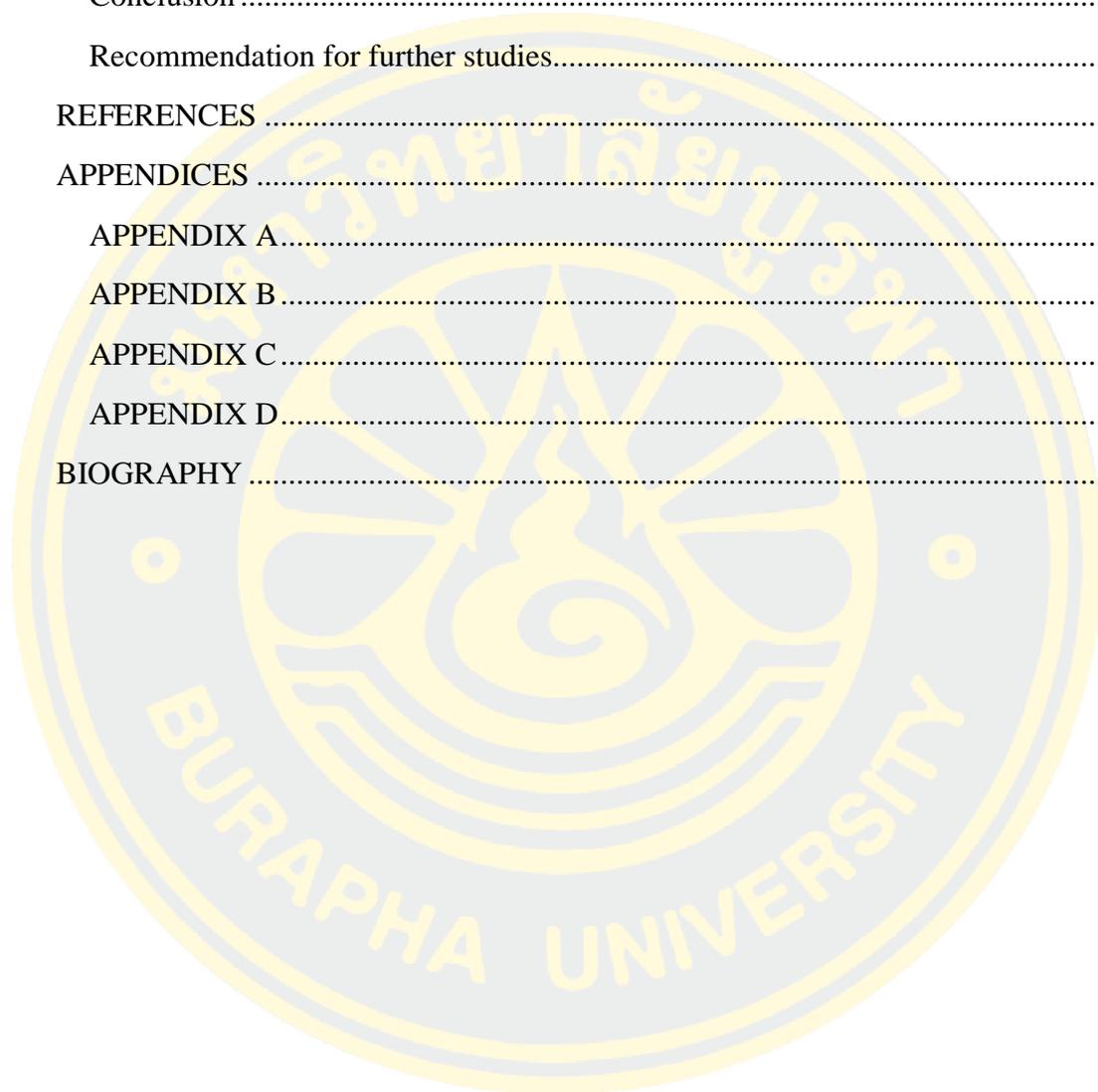
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Sayumphon Khumphan

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# CHAPTER 1

## INTRODUCTION

### **Statements and significance of the problems**

Song is a type of communication that can convey the feelings of a songwriter through literature. The language of the songwriters who compose lyrics are all in beautiful languages. Song is a universal language and creates a meaningful relationship between music and language, and also a social, political, and cultural value reflection tool (Aniruddh, 2009).

Language is a man-made culture that communicates feelings, thoughts, values, beliefs and facts that arise in society (Dan, 1986). Therefore, communicating with language, the messenger expresses his or her opinion according to the point of view of the society in which they live. Language reflects the people who have been influenced by the idea of culture or society. Cultural values are transmitted through daily activities and language used. One of the best ways to learn about language, society and culture is by listening to the song.

Songs are used to express ideas towards things around us, to narrate stories, and to share our experience. Some people use songs to criticize political situations while others use songs to express their feelings at a specific moment of their lives because songs are related to almost every phase of human life. Lyricists or song writers use song lyrics as a tool to convey their message to their audience. In other words, songs are strings of words assembled with rhyme together with an assistance of melody and they are used to express emotion, feeling, idea, and opinion of the song writers (Tierney, 2015).

Every song is not considered classic or a forever hit. Some songs are catchy just for a very short period while others are not only hit for a long time but are also worth listening and passed over generations. Songs are used to increase happiness in individuals or to study as well.

The main objective of listening to a song is to decrease tension from daily life. When you meet something bad while listening to a song can lead to increase in happiness and complete your feelings (Deflin, 2016). On the other hand, the people

whose mother tongue is not English may use songs in learning the English language as Murphey (1992) and Shen (2009) mentioned songs are a useful and significant tool for improving English skills for people who want to be good at English.

Shaiakhmetova (2016) also mentioned another advantage of educational purpose of songs that listeners can learn people's mindset and look deeper into culture of different societies through listening to songs because the value of people in song culture are reflected through meaningful content of songs of each culture and society.

As Joel (1994) mentioned "values play a particularly important role because they are cognitive representations of individual needs and desires, on the one hand, and of societal demands on the other." In contrast, Schwartz (1992) argued that values reflect three basic requirements of human existence such as "needs of individuals as biological organisms, requisites of coordinated social interaction, and survival and welfare needs of groups." Everyone is learned about needs of individuals and societies. Thus, values are "principles or standards of behavior; one's judgment of what is important in life" (Charles, 1966) and social value is "the quantification of the relative importance that people place on the changes they experience in their lives" (Feather, 1975). From these two definitions, it can be claimed that social value of people in one culture can be slightly or greatly different from another.

Many scholars have proposed the concept of values, which conducted a survey of several countries. Americans claim that their values are interesting and have popular styles as they are more tolerant and open-minded than their parents for the issues with a higher moral acceptance rate more than a decade ago are homosexuality, human cloning, premarital sex, individual freedom and self-reliance and gender equality (Buckley, 1979). Individual freedom is the most interesting and suitable to be studied.

Hofstede is an academician who surveyed American values in the United States. Hofstede's work has established a significant research tradition in cross-cultural psychology and is also supported by researchers and consultants in a number of areas related to international business and communication (Issa, 2019). He mentioned that there are six dimensions of values such as Power distance Index, Individualism Versus Collectivism, Masculinity Versus Femininity, Uncertainty Avoidance Index, Long- Versus Short-Term Orientation, and Indulgence Versus

Restraint that have been widely used in several fields as framework for research, especially in cross-cultural psychology, international management, and cross-cultural communication. These six dimensions are dominant but one of the most prominent is individualism.

Individualism represents the evidence of liberty and justice for all. Hofstede (2011) mentioned this dimension shows the degree of the self-image and self-reliance are defined in terms of “I”. It means individualist societies people are only supposed to take care of themselves and their family. Thus, the individualism is interesting to be studied that reflects American values and attitude through songs. The attitude of people from different cultures towards the same thing or the same situation can be different. Therefore, learning people’s attitude and value from songs is another benefit we can get from critically listening to songs.

At present, with the assistance of the Internet, parts of the world are getting closer and songs from the West can be transmitted to the East easily. Songs from the West especially from the USA can be easily heard by people in the East. The USA is considered as one of the countries where people have great freedom in criticizing situations and things around them because it is a melting pot of people from different cultures. Mahfouz (2013) said that the melting pot concept is used to describe the similarity of immigrants that are from various countries and combines people from various nationalities to the United States. They share a culture amongst themselves and affect the song.

Western song is considered one of the cultures that has captured the hearts of people all over the world. Both style and excitement make it easily accessible to listeners. Especially in the 80s and 90s, Western music became the most listened to in the world but there was also the beautiful language use and melodies that resonated with the audience as well.

In the United States of America, one of the world’s recognized award giving bodies is the American Music Awards. American Music Awards conducts a survey with consumers in music. This is one of the top four annual music prize along with Billboard Music Awards, Grammy Awards, and Rock and Roll Hall of Fame Induction Ceremonies. This award was established by Mr. Dick Clark in 1973. He wants to compete with the Grammy Awards (Fuller, 2018). The judgment of

American Music Awards is based on public and fan polls. The songs voted for each year to be the winners are interesting. The winner will be a part of the music history which is a value for an artist.

A list of award categories has been isolated to a specific contribution to the recording industry. They classify the prizes into two types as genre and artist which are similar to Grammy Awards' Artist of the Year, New Artist of the Year, Collaboration of the Year, Favorite Pop/Rock Female Artist, and etc. However, as mentioned earlier, the lyric reflects culture and value of people. Only songs winning the Favorite Song Award from American Music Award is selected because this category is the only one that showcase songs with meaningful and memorable lyrics which is the focus of this study.

Many songwriters or lyricists have various writing styles using language to convey their point of view towards American values through the lyrics. Song reflects the diversity and well-being of the people in society. They also reflect the way of life, beliefs and ideologies of people for instance, Hip-hop, songwriters usually write lyrics that reflect the social problems surrounding them especially the stories of the African American (Timothy, 2005).

Whereas pop songs not only reflect social phenomena and the overall picture of daily life but also convey romantic and sexual relationship (Peter, 2018). Songwriters use their own experiences or those around to write a song, including teenage love stories for example, Taylor Swift is the most famous singer in the U.S.A. She wrote the lyrics using her love story experiences (Suriyawongpaisal, 2013).

A country song is a foundation that grew from traditional American values. This genre has popularized nationalism. Also, it is used to represent the different components of American identity associated. In similar case, "You Never Even Call Me by My Name" focus on the final verse that refers to the perfect country song. This basic content refers to their daily routine and politics (Meier, 2019).

Consequently, both pop and country songs are good resources for studying individualism of American values because the songwriters have had a great deal of language and personal experience in writing songs that reflect American values as well. Thus, examining the content of the songs winning this prize at American Music Awards not only for someone to see the popularity of people at a particular time but

also the perspective of people and social value each year. When lyrics of songs from each year are studied, the trend of individualism and the change in social situation can be revealed. Hence, it is an indirect and entertaining way for everyone to learn different page of history.

### **Objectives**

1. To explore the individualism reflected through the lyrics of songs winning Favorite Song Prize at the American Music Awards.
2. To study the trend of individualism from the lyrics of songs winning Favorite Song Prize at the American Music Awards.

### **Research Questions**

1. How is the concept of individualism reflected through the lyrics of songs winning Favorite Song Prize at the American Music Awards?
2. How different or similar is the individualism reflected through the lyrics of songs winning Favorite Song Prize at the American Music Awards in each decade?

### **Contributions**

The findings of this study will be beneficial for people of three main groups: English teachers, students, and individuals interested in American values.

For teachers, the findings of this study will provide a collection of songs for them to be able to appropriately select for use as media of instruction in their lessons. The teachers will be able to provide suitable guidance and integrate the knowledge about the individualism of American values to their students.

For students and those interested in American values, apart from general benefits from learning the language use and culture from well selected songs, the findings of this study will enable them to learn individualism which is considered an outstanding western value reflected through the lyrics and the meaning of songs which may provide them better understanding of the American culture when they have to communicate with the American people.

### **Scope of study**

1. This study relied on the lyrics of 50 songs winning Favorite Song Prize at American Music Awards from 1974 to 2019 of the 50 songs, 27 songs are pop songs and 23 are country songs.

2. This study focused on sentences and text chunks in the song lyrics portraying individualism.

### **Definition of terms**

1. Favorite Song is the title of a prize at American Music Awards. It is awarded for a single or for one track from an album. This award goes to the songwriter who compose the lyric or the melody of the song.

2. Individualism, in this study, refers to Hofstede's individualism (2011) which is about the loose ties between individuals and people concentrate only on themselves and their immediate family.

3. Pop, which originally stands for popular, refers to a genre of music which is easy to listen to, catchy, melodious melody, and without complexity.

4. Country refers to a genre of music originated in the southern United States. The songs of this genre reflect American people's country lives from the past to the present.

## CHAPTER 2

### LITERATURE REVIEW

This chapter comprises five main topics of literature review and previous studies: It consists of American Values, Individualism, Culture values change, Song lyric, and related studies.

1. American Values
  - 1.1 Culture
  - 1.2 Element of culture
2. Individualism
3. Culture values change
4. Song lyric
  - 4.1 Structures of song
  - 4.2 Genres of song
5. Related studies

#### **1. American values**

American society includes people that represent large number of ethnic, religious, socioeconomic, age, occupation, and other types of groups. People in each group are likely to have ideas and opinions that differ one another. All diversities are possible not to mention certain characteristics. Many researchers try to explain their attitude and performance as normal as they are among Americans and separated Americans from those who grew up in other cultures. As Lamb (2010) mentioned that the groups of people trying to judge what is right and what is wrong by themselves and share common agreements within a specific society. Like (Peter, 1996) said that American cultural values were concepts of 248 humanities and were shared and understood among members in the American society and another cultural value appeared universally. In addition, there is a large diversity of cultural values in American society. The life of humans concerns on the basic beliefs, hypothesis, and values of that specific group. Nevertheless, the individualism is the dominant value in

American society, and it is interesting to study value reflected through lyrics that is composed by American songwriters.

### 1.1 Culture

Culture is the characteristics and knowledge of a particular group of people encompassing language, religion, cuisine, social habits, music, and arts. The meaning in Cambridge Dictionary, culture is the way of life, especially the general customs and beliefs of a particular group of people at a particular time. In the Oxford On-line Dictionary, culture is the customs and beliefs, art, way of life, and social organization of a particular country or a group Taylor (1980) cited by Avruch (1998) “Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by humans as a member of society.” Hofstede (1991) mentioned, “Culture is the collective programming of the mind which distinguishes the members of one group or category of people from another. Spencer (2008) said “Culture is a fuzzy set of basic assumptions and values, orientations to life, beliefs, policies, procedures, and behavioral conventions that are shared by a group of people and each member’s behavior and his/her interpretations of the ‘meaning’ of other people’s behavior.

In brief, culture is a variety of the way of life that they have shown in daily life through belief, language, song, religion, society, and so on. It is processed and carried on from their predecessor and shared in a group or country. Cultural diversity has elements that integrate into the culture.

### 1.2 Elements of culture

Mills (1959), mentioned about element of culture defined by human and it was a pattern or way of life of each community. There was a specific culture for common living in their society. Thus, culture was formulated as the symbols, language, beliefs, values, and artifacts that are part of any society.

#### Symbols

All culture has a symbol and symbols are representative of culture or things that stand for something in their society. Each symbol shows the types of nonverbal to communicate other people. On the other hand, symbols are truly material objects. In American society, the nonverbal communication is a handshake. This is one important thing that they would like to greet and leave the other. It normally is a sign of the start

of friendship. However, other countries have a different sign of greeting or leaving called manner, movements of the hands or arms, or use other parts of the body. All of them are ways to communicate in the emotions (Axtell, 1998). This difference in culture is seen in America. If people nod their heads up and down, it means yes. And if people shake their head, it means no. Whereas in Bulgaria, when people nod it means no while people shake their head means yes. As can be seen from the example of different cultures or countries, people act the same but there is a contrast of meaning.

The most important symbols are objects. For example, the flag of America is not just fabric with color but it is a symbol of freedom, democracy, and other American values and it motivates pride and nationalism.

#### Language

Perhaps our most important element of culture is language. If all countries use or speak the same language, it is possible, and people can live together. The difference in language makes it difficult to communicate with others. For example, if you are lost in a foreign country where people do not know you, you cannot speak their language, you forget your dictionary or your phone battery is dead. What are you going to do? Language is an essential communication tool among people in their country. From ancient times, language is one of society's cultures. Children learn about their culture through the language of symbols. As they learn more about the handshake and the importance of the national flag. In turn, our ability to create a culture in the language of their complexity.

#### Norms

Norms differ largely in each culture and standards or expectations for behaving in society. Norms are divided into two types: formal norms and informal norms. Formal norms refer to laws, standards of behavior considered the most important in any society. For example, United States traffic laws, criminal codes, and college. In contrast, the norm has not officially called these traditions and way of referring to a standard of behavior.

Edgerton (1976) discusses some of the best facts about cultural differences in norms that is derived from the study of sexual behavior. For example, women in Pokot of East Africa are happy to have sex while women in Gusii enjoying sexual

intercourse is considered incomplete. There are many societies that are concerned about homosexuality. But some societies accept, such as in Azande of East Africa, young warriors live with others. But they are not allowed to marry. They often have younger boys than adults. They can do it because their culture has acceptance to it.

### Rituals

Different cultures also have different rituals or different ceremonies, and they establish procedures on their own that always make transitions in course of life. For example, rituals reflect and transmit through culture and norms from one generation to the next. Such as, the graduation ceremonies in schools, colleges, and universities are the time honored for new graduates. There are many social rituals that express their gender identity. For example, a special ceremony for girls who received the first menstrual period. In the ancient times of other cultures, they had to celebrate as gifts or food and music for those girls. This ceremony was not found in the United States because it was a personal matter (Hathaway, 1997). In brief, rituals were set by people in the society. Different cultures can have different rituals. Thus, it is hard to mention the concept of each culture on what is good or bad.

### Values

Values are a good element of culture that can be a judgment of what is wrong or right and undesirable or desirable. Norms are set by its culture's values. For example, the United States have quite different circumstance. The American culture praises the advantage of the individual and supports competition in business. On the other hand, Japanese values emphasize both harmony and teamwork because harmony is their norm, and they try to stand on self-assertion. Meanwhile, they connect the relationship between people who are disagreeable to become agreeable. On another hand, American values emphasize both individualism and competition because American values become a success by competition. Thus, their norms support assertion in association and support Americans using the law to solve the problem.

### The Work Ethic

The Work Ethic is one of the important values in American culture. According to Gini (2000) that in the 19th century, American's point of view was not only just hard work but also morally good to do. In 2008, General Social Survey that showed 72% of respondents said they must work harder to get enough money to live

comfortably. Americans believe work ethic relates to their living and is influenced by their emotions and they must be happy.

As this mention suggests, there are two basic components of culture: ideas and symbols as artifacts (material objects). The first component of culture called nonmaterial culture consists of the values, beliefs, symbols, and language that define a society. The second component of culture called material culture consists of all the society's physical objects such as its tools and technology, clothing, eating utensils, and means of transportation. Thus, the elements of a culture represent the history of the culture, which can explain the meaning of the values. American values are the values of interest because it originates from several nations fused together.

## **2. Individualism**

Most Americans have no time to tell you what the American values are. They think of themselves as variety and not being able to predict. This is important that they think like this. Americans often choose which values that they want to live by themselves. American values are not to convert visitors from other countries but embrace the concept of American values that make other people know them better. Many scholars have explained the meaning of American values. They studied human life in different societies and interpret what they are such as Kohls (1984), Schwartz (1992), and Hofstede (1984)

The first concept in American values was presented by Kohls (1984). He described that individualism had been developed in the west of the world. This began in the late 15th century in the United States. The United States of America is seen as unique and wonderful in terms of differences because it is the embodiment of many races. Individualism has a variety of opinions in the United States. The people have freedom of speech, freedom of expression anywhere, and anytime. In the end, Americans will vote for one political party deemed satisfied. This is what it means and they are proud to credit themselves for the individualism that they have. Americans are seen as separate individuals not group members with individual needs. Individualism is a concept that emphasizes the importance of an individual who can achieve goals on their own accord. This concept is related in the behaviours or

characteristics of self-reliance, self-confidence, commitment, etc. in each person which can be observed in a variety of actions.

By the way, Schwartz (1992), defined his individualism model as the goal of the changing situation variable and important that serves as a principle in the lives of people. It is a fundamental structure of all values. The main content is the difference in the values and the type of inspiration to reach its purpose. He described the theory of basic human values that can describe the characteristics of the core the goals and aspirations of each value are:

1. Self-Direction, the center of goal and inspiration is freedom of thoughts and action, choice, creation, and survey.
2. Stimulation, the center of goal and inspiration are the new excitement and challenges in life.
3. Hedonism, the center of goal and inspiration are happiness and satisfied with one's own life.
4. Achievement, the center of goal and inspiration is to try to succeed with their own abilities and accepted by society.
5. Power, the center of goal and inspiration are the respect of peers and influential individuals that can control others.
6. Security, the center of goal and inspiration are safety in life, job security, and interpersonal relations.
7. Conformity, the center of goal and inspiration is self-control to prevent aggressive expression when you are in a situation that is not dependent on desire with in order to be in the norms of the society.
8. Tradition, the center of goal and inspiration are adherence and conduct in a manner conforming with customs or traditional beliefs.
9. Benevolence, the center of goal and inspiration are desire and concern for others who want to help protect the well-being of people who have a close relationship.
10. Universalism, the center of goal and inspiration are understanding others and wish to help protect the welfare of the people including natural resources.

As noted above, Schwartz described 10 basic human values came from the prerequisites of interacting with other people for survival, smoothness, and sustain a group. Individuals must restrain control that encourages them to not hurt others.

Hofstede (1991), Americans are seen as separate individuals not group members with individual needs. Individualism is a concept that emphasizes on the importance of an individual who can achieve goals on their own accord. This concept is related to the behaviors or characteristics of self-reliance, self-confidence, commitment, and so on. A person which can be observed in a variety of actions.

The theoretical concepts that guide the investigation of this study include the conceptual framework of Individualism of American values by Hofstede (2011)

Table 1 Hofstede's Model of Individualist

<b>Individualists</b>
1. Everyone is supposed to take care of him or herself and his or her immediate family only
2. "I" consciousness
3. Right of privacy
4. Speaking one's mind is healthy
5. Others classified as individuals
6. Personal opinion expected: one person one vote
7. Transgression of norms leads to guilt feelings
8. Languages in which the word "I" is indispensable
9. Purpose of education is leaning how to learn
10. Task prevails over relationship

These concepts of American values were derived from the investigation of individualism in 76 different western countries. Eventually, individualism is a type of humanist concept that views people as being equally important. No one is above and below or better and worse. This concept is the foundation of traditional governance and liberal democracy with capitalism are also a human right. Thus, individuality

refers to the acceptance of the identity and individuality of a person. The positive value of individualism lies in its individuality. Most of the American people have high self-esteem, freedom of thought, and creativity. Tingting (2016) mentioned “individualism as an ideology penetrated into all aspects of American society today.” The core idea of the play is the individualism.

### **3. Culture values change**

A study on the changes of interest from the past to the present reveals that everything in the human world will change. It also says everything in the world has to be changed today. No one can deny that. The change will always happen including human society. There will be social and cultural changes. Human society and culture will never stop. It must be changed all the time. When a period has passed, most of us are aware that times have changed. Likewise, human society will undergo social and cultural changes. Human society and culture will never stop. It is obvious that its culture has changed over time.

Lynn (1970) suggested the why of culture changes. The researcher discussed the causes of environmental pressures that caused psychological changes leading to changes in the social and culture:

1. The different members of a particular society shares many behaviors and thoughts which are their culture.

2. Culture may be defined as a set of learned behaviors and thoughts. (including beliefs, attitudes, values and ideals) that are characteristics of a particular society or other social group.

3. The types of groups with which culture characteristics are shared can vary from society to society. Anthropologists refer to culture patterns of society as borderline population speak a language that populations in neighboring territories do not understand. By the way, humans have anomalies in the number and complexity of the learning styles they transmit to children. And they have a unique way of conveying culture through spoken language and symbols.

4. Tradition is one of the reasons for culture change. Although traditions are not genetically inherited, there are culture adaptations in biology that tend to reproduce and occur more frequently in populations over time especially now as the

environment has changed. The population may try to think and behave differently than their parents.

5. Culture has a form or group of characteristics. They are often a combination of reasons, and psychological adjustment. Culture is always changing because culture consists of learn patterns of behavior and beliefs, cultural traits cannot be learned and re-learned as human needs change. The source of the change can be external and internal.

6. Discovery and invention are the main reason for the change in human society. For example, human society changed from a traditional society to an agricultural society because agricultural tools were invented by human labor resulting in higher production potential. It is seen that human beings are known to convert knowledge of science into technology. Converting technology into innovation and transforming innovation into appliances. It shows technology as a driving force for social and culture change.

7. The revolution was one of the most radical and rapid culture changes. Usually, the replacement of rules in society is violent. Most of the rebellion took place in a state society with a different ruling class. However, not everyone who is suppressed, occupied or colonized will eventually succeed in rebellion or rebellion against established power.

Changes takes place in various human-made and unnatural areas. The important role is to bring about change in values, culture, and norms in that society. For example, the shift of norm regarding status in society or male-dominated roles where it is now become women empowered or equality is seen amongst women and men in the workplace, home, and now in politics; the value of choosing a partner in marriage where in most cases women have no say to who they will end up with. It is rather a decision made by the groom and the parents of the bride to be. In conclusion, cultural change refers to changes related to the way people live in a society in terms of culture, values, tradition, and lifestyle. Change is constant.

#### **4. Song lyric**

Song is a component of music, usually with words. It combines melody and vocals by a songwriter. The words of a song are called lyrics. Lyrics can be words,

phrases, poems which express the writer's emotions through the lyric. As in Clausen (1979) said that "Lyric is a statement in language about a human experience." Some songs lyric can include a series of songs. Sometimes a song's lyric is a longer part of the song that can tell a story in the song. The simple structures of song are one or two verses, sometimes more complex one with multiple verses and refrains.

Link with Buelens (2011) mentioned, lyric is a collection of poetry and chorus composed of a complete song or a short poem and without narration. The lyrics use a monologue that expresses personal emotions or thoughts. Lyrical poetry, which is often popular because of its quality and rhythm. It is pleasing to the listener and can easily be applied to music. While Scott (1914) defined lyric poetry as a formal type of poetry that expresses personal emotions or feelings, typically spoken in the first person. Thus, lyrics are about expression, not form. Most of the lyrics are poetically emphasized loneliness. On the other side, lyric poetry are emotional and emotional expressions are concentrated and musical, such as poetry, poetry and metaphysics, romantic poetry, and poetry can be 'lyrical'. Both lyrics and lyric poetry can be a good communicative tool, lyrics not only just reflect the feelings, mindset, and thoughts of a songwriter but also reflects the values.

Songs usually consist of a meter or beat. Whether you sing or speak the lyrics, you can feel a pattern or pulse in the way the words move the song forward. Song is a signature of the human experience, it is a ubiquitous, ancient, and unique human activity. Music, especially song appears in most human cultures with staggering diversity. But there are two fundamental questions to whether there is an underlying structure to the world's music and how that structure varies across human that culture has been perennially difficult to address. A key roadblock has been the lack of systematic, and cross-cultural information about music. The Natural History of Song addresses this gap.

The Natural History of Song Ethnography contains nearly 5,000 descriptions of songs and song performances from 60 human societies. It includes some 500,000 words of ethnographic text, including translations of over 2,000 songs' lyrics. A team of researchers obtained texts from the Human Relations Area Files and coded them into 50 variables. These include the demographics of singers and audience members; the time of day and duration of singing; the presence of instruments, objects, and

costumes, and more. Research assistants also used keywords to describe the events leading up to a song performance, as well as, its behavioral context, function, and lyrical content.

Song has played an important role in every human's lives as music therapy, Novotney (2015) told in Medical News Today. "The elements of music rhythm, melody, etc. They are echoed in our physiology, functioning and being." Music is medicine. Researchers found that music may reduce pain and anxiety for patients who have undergone surgery. Patients who were played music after their procedure reported feeling less pain and anxiety than those who did not listen to music, and they were also less likely to need pain medication.

Another study found that not only listening to music could benefit to your health but also songs are a great way to help anyone learn and remember. And they are an awesome tool used by teachers all over the world. An important part of any preschool classroom, singing contributes to teach behavior, basic skills, and social skills Sara (2015). Structures of song are the important part of song; they make it easy for the audience to understand what the songwriter communicates through the song.

#### 4.1 Structures of song

Brandon (2014), mentioned about the difference in song structures that are made up the hit songs such as Chorus, Verse, Bridge, Pre-chorus and Hook.

1. Chorus has similar lyrics and melody each time when we hear it. The emotional heart of song is summarized and remembered by this section when the listeners listen repeatedly.

2. Verse has a similar melody but different lyrics. The songwriter usually uses poem for motivating and persuade listeners' feelings when listener listens repeatedly. In the same way, they also use the tune to connect sentence by sentence.

3. Bridge is a piece in which the rhythm of music is separated from other pieces so that listeners have time to think. Listeners contemplate at that song.

4. Pre-chorus is short text section between verse and chorus. They always add on before the chorus. It usually repeats the same lyrics in each time.

5. Hook is the meaning of the song as a big idea for what the song's all about.

#### 4.2 Genres of song

Ballard (1999) mentioned the meaning of genres of song.

1. Hip-hop began with the black society and spread among middle and lower class. It can be said that it is music that grows on the streets. The language used is also the slang of the black people. The song's content is social satire and reflects the social situation.

2. Classical is played with western instruments. This genre can convey the composer's emotions into a song, in which the player conveys emotions in place of the composer or to express the emotions of the player himself, usually without lyrics.

3. Pop stands for Popular, it means generally favorable. Pop is therefore easy to listen to, catchy, melodious melody, and without complexity. It discusses love, nature, and emotions of ordinary people. Overall, every song has a distinctive character because songwriters convey their experience through these songs.

4. Country music is a very popular genre of music originated in the southern United States. The song's content reflects the concept of the American people from the past to the present which is like a melting pot that made American society today.

5. Rap, this song is the true foundation of black people and is like hip-hop It is the music that comes from the interleaving into melodies, poetry, descriptive verse and lectures. It is the music that speaks the truth most clearly because the content is quite open, rude and sarcastic.

6. Rock is music that emphasizes the pulsating rhythm. Sometimes it is expressed violently, and it has received a lot of attention from teenagers. It makes the young mind easily fascinated by music and rhythm. The content of the song is not as important as the melody because the excitement aroused by the audience is driven by the melody of the song.

In brief, song is a composition made up of lyrics and music with the intent of the lyrics being sung, for the purpose of producing a proportionate feeling or emotion in relation to a particular matter. Lyrics are distinct from other creative forms of writing precisely because of their relationship to the music through which the words are delivered. The emotion of poetry, for instance, is tied up to the words themselves. The sound they make when plainly spoken and their relationship to one another. Song is a signature of the human experience, especially ancient times, it appears in most

human cultures with staggering diversity. These songs can reflect the identity, experience, and attitude of the songwriter through the lyrics and allows the listeners to absorb and learn the culture through the music as well.

## 5. Related Studies

The first study, Meier (2018) studied the problem of Looking for Meaning in All the Wrong Places: Country Music and the Politics of Identity. The researcher tried to describe the arguments that country music could convey American identity and also reflect politics. The researcher used a textual analysis method in this study and country songs were used to display the variety of elements of American identity. She found six dimensions of country music that could describe American identity as pride in the faith of God, family values, nationalism, nationality, religion, and remembrance. Therefore, it can be concluded that Conclusion of this study, there were also some dissenting opinions with the country music conclusions where American country music is like symbolic politics and has established values that will continue to be recognized and cherished.

The study of individualism by Cortina (2017) in *School Belonging in Different Cultures: The Effects of Individualism and Power Distance*. This study examined the different cultures of the two schools. West and East Asian schools were used as a sample in this study. The finding showed that students studying in western schools were culturally absorbed through relationships such as teachers and students. These students absorbed individualism from the social environment in which they lived. As Hofstede (2011) mentioned that Western and American societies expressed themselves in various facts of modern societies. On the East Asian school side were in contrast from each other, the students lived in nature of collectivist. The collectivist was conveyed on through their family and cultivates a team working environment and were interdependent social. Thus, it can be concluded that individualism is not only simply cultivated from the family but also, from school in the west and American societies.

Many researchers are interested in studying individualism as Tingting (2016) . In a study named “*A Study of American Individualism: Taking Friends as an Example*”, researchers used the television drama Friends as a research sample.

Friends was a famous American situation comedy movie since the 1990s. The movie told the story of six “ordinary” youths living in New York, USA. Researchers chose Friends in this study because the drama told the story of the life of a group of friends who have structural differences in their lifestyles, for example, different occupations, feelings, and lifestyles. Based on the Friends case study, the finding found that this paper understood the importance of American individualism in American culture through the current situation of American individualism. It helps other countries with a deeper understanding of the impact and vital significance to American culture made by Americans.

According to a research that was used to examine people’s society and American values, Suriyawongpaisal (2013) studied *Figurative Language that conveys connotation related to American Cultural Values in Pop Songs: In the Case of Taylor Swift*, three common types of figures of speech that are related to American cultural values were found. In Taylor Swift’s songs, they expressed American cultural value of love and care, individualism, honesty and trust, and liberalism were revealed through four main themes. The bond and relationship, independency, honesty, and dignity, respectively. The researcher aimed to identify that some cultural values are overlapping and supporting themselves. For example, the American cultural value of honesty and trust too often appear with value of love and care while individualism appeared with the value of liberalism. For example, Americans assumed people “need some time for themselves” or “some time alone” to think about things or recover from the spent psychological energy.

Another study of individualism of *American values reflected in the names of US supermarkets, The top five values and American dream* (Zhong, 2013) .The researcher investigated names of supermarket that were related to people’s daily life. There are 211 supermarkets collected and values were extracted from these subjects. The researcher found five values that are frequently seen in US supermarkets such as: individualism, directness, nature, cultural identity, efficiency, and practicality. Individualism is at the top among five values and is dominant in American society, ranked the first in terms of frequency rate representing US supermarkets. According to American values live studied by Kohls (1984), individual names were used to memorize personal achievement, or they used words associated with individual

responsibility. In conclusion, the researcher found that all five popular values in supermarket naming context were individualism, directness, nature, cultural identity, efficiency and practicality. It could be concluded that among the five values, only individualism, directness, cultural identity, are the core values of American people.

The individualism side of work was presented by four researchers who had difference in culture in *The Differences of Aviation Human Factors between Individualism and Collectivism Culture* (Wen, 2016). This research examined statistical differences in the 18 categories of Human factors Analysis and Classification System. This research investigated aviation accidents of two countries China (a collective culture) and America (an individual culture) who have cultural differences. The finding of this study showed that the individualism of Western promoted aviation safety compared to the collectivism of the East. According to Hofstede's theory, he mentioned individualism was a concept that emphasizes the importance of an individual who could achieve goals on their own accord. Thus, this cause shows that Western cultures have a certain belief in what is right, unlike Eastern cultures who believe that right and wrong depends on the situation. This could be the reason for the low levels of governance that fail to adhere to the strict principles of performance that cause problems. This research can confirm that the individualism concept of values is an important Western point of view of the safety at work.

Country song related to American values as of Jessica (2009) This research focused on country music during the 9/11 period where the lyrics addressed social and political issues. The selected songs are also in the top 50 on Billboard. Researchers used a narrative analysis method to examine the lyrics. The reason the researcher chose these songs is that the country lyrics told a story of the music, the concept, the way people live at that time, and beliefs that affected the audience. The researcher found that song's content was patriotic and non-political in the 9/11 period which included an overview of country music to support their arguments and address America's billionaires. Researchers often use the male gender to talk about how people live at that time. Over a period, the songwriter continued to develop an ideology of support for America and of war. Ultimately, the song continues to play an important role in society because the composer continues to discuss politics.

In summary, all of related studies, the researcher connected stories about American culture values with other countries, environments, and economy. Few studies agreed with American values, some studies were contrast. Thus, the researcher sums up all of related studies in this chapter.



## **CHAPTER 3**

### **METHODOLOGY**

The two objectives of this study: to explore the individualism reflected through the lyrics of songs winning Favorite Song Prize at the American Music Awards and to study the trend of individualism from the lyrics of songs winning Favorite Song Prize at the American Music Awards. The main point in the methodology is presented in three parts.

#### **Theoretical frameworks**

The sampling of this study is fully from those 50 songs of Favorite Songs in American Music Awards. Favorite Song had been awarded since 1974-2016 with two genres such as pop (27) and country (23) songs. These awards are awarded to the songwriters of a single song not to the production team or to the singer who are Americans. This study focused on sentences or words referring to individualism of American values reflecting through the lyrics of the American Music Awards in Favorite Song. The theoretical concepts that guide the investigation of this study include the conceptual framework of Individualism of American values by Hofstede (2011).

#### **Research method**

This study used qualitative method that employed content analysis, especially thematic analysis mainly for the individualism of American values reflected through the lyrics in the 50 songs of Favorite Songs in American Music Awards. Braun & Clarke (2012) mentioned 6 steps of thematic analysis: 1) familiarizing with the data, 2) generating initial codes, 3) searching for themes, 4) reviewing themes, 5) defining themes, and 6) writing.

According to the research questions, this present study, approach was employed by analyzing to the individualism of American values reflected through the lyric of the winning song in Favorite Song Prize and to study the trend of culture

change in each decade found in the lyrics of the winning in Favorite Song Prize in American Music Awards by Hofstede concepts.

Firstly, the data is collected by finding 50 song lyrics of pop and country songs on the internet using Wikipedia and YouTube. All selected lyrics are retrieved from the internet website [www.educatepark.com](http://www.educatepark.com) and category songwriter's nationality from [www.wikipedia.com](http://www.wikipedia.com).

Secondly, the data collected in the first step from American Music Awards of 1974-2019 is analyzed. (There was a period in which American songwriters were not rewarded). The analysis includes explanation of entire lyrics in detail.

Lastly, from the data analysis, the researcher tries to conclude what were individualism of American values reflected through each lyric of the songs. The theoretical concepts that guide the investigation of this study include the conceptual framework of individualism of American values by Hofstede (2011).

Table 2 Hofstede's Model of Individualism Category

Individualists	Meaning	Abbreviations
1. Everyone is supposed to take care of him or herself and his or her immediate family only	Everyone has to look after their family.	Idv.1
2. "I" consciousness	Everyone wants others to focus on him or her.	Idv. 2
3. Right of privacy	Discusses the relationship and the closeness of the two men.	Idv. 3
4. Speaking one's mind is healthy	Individualism is at the core of American Values, Promoting free thinking.	Idv. 4

<b>Individualists</b>	<b>Meaning</b>	<b>Abbreviations</b>
5. Others classified as individuals	Different people have different ideas, this can be expressed as individualism. This is paramount in American Values.	Idv. 5
6. Personal opinion expected: one person one vote	Describes personal opinions for others to understand. Depending if the audience will agree or not because it's just a personal opinion.	Idv. 6
7. Transgression of norms leads to guilt feelings	Everyone felt guilty and wanted to do something to fix it and make it better. Mostly negative on the individuals.	Idv. 7
8. Languages in which the word "I" is indispensable	Pay attention to the person who speaks that focus on the word "I".	Idv. 8
9. Purpose of education is leaning how to learn	Learning from mistakes and experience to make them successful.	Idv. 9
10. Task prevails over relationship	Other things are more important than love. It can be good or bad.	Idv. 10

### **Data Analysis**

There are five steps of activity needed in conducting qualitative data analysis:

1. Identify song lyrics with categories of awards and nationality of songwriters in each year (1974-2019): pop and country name of winning song in Favorite song prize in American Music Awards are shown in the appendix A.

2. Describe and explore the individualism of American values reflected through the lyrics of winning song in Favorite song prize in American Music Awards by Hofstede (2011) in the process of labeling and coding by Braun & Clarke (2012) are shown in the appendix B and C.

Table 3 Frequency and Interpretation Sheet

Song structure	Criteria that describe people who link with individualism										Interpretation	
	Lyric	Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9		Idv. 10

3. Identify the trend of individualism of American values change in each decade found in the lyrics of winning Song of the Year prize in American Music Awards by Hofstede concepts. The researcher displays the result of the analysis in the descriptive way. The list of winning of songs of the year from American Music Awards.

Table 4 Example of Frequency and Interpretation Sheet

Song structure	Lyric	Criteria that describe people who link with individualism										Interpretation	
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10		
Hook	If I don't see a yellow <b>ribbon</b> round the ole oak tree Bus driver please look for me <i>(From Tie A Yellow Ribbon, 1974)</i>											✓	Other things are more important than love. It can be good or bad. He decided to ask for a chance with his girlfriend. To wish them back in love as well. <i>The ribbons signify the one hundred percent confirmation of their love</i>

4. Checking the information by specialists who are Native Americans and expert in their culture.

5. Develop theoretical concepts derived from the overall findings to provide a common picture of this phenomenon.

## CHAPTER 4

### RESULTS

This chapter revealed the findings regarding the two objectives: to explore the individualism reflected through the lyrics of songs winning Favorite Song Prize at the American Music Awards and to study the trend of individualism from the lyrics of songs winning Favorite Song Prize at the American Music Awards.

Part I: according to the first objective, the findings revealed the individualism in American values that was transmitted through the pop and country lyrics. In this study, Hofstede's concept of data from the sample was applied. The data were shown in both Table 5 and Table 6.

Table 5 The frequency of occurrence of individualism in American values from the individualist category in pop songs

Individualists	Type of song
	Pop
1. Everyone is supposed to take care of him or herself and his or her immediate family only	0
2. "I" consciousness	16
3. Right of privacy	17
4. Speaking one's mind is healthy	24
5. Others classified as individuals	10
6. Personal opinion expected: one person one vote	15
7. Transgression of norms leads to guilt feelings	11
8. Languages in which the word "I" is indispensable	8
9. Purpose of education is leaning how to learn	14
10. Task prevails over relationship	7
Total	122

Table 5 shows the frequency of occurrence of individualism in American values found in pop songs. Texts that identify the individualism of American values are found 122 times in pop songs. According to pop songs, “Speaking one’s mind is healthy” (Idv. 4), “Right of privacy” (Idv. 3), and ““I” consciousness” (Ivd. 2) are mostly found 24 times, 17 times, and 16 times respectively as shown in examples 1, 2, and 3. However, “Everyone is supposed to take care of him or herself and his or her immediate family only” (Idv. 1) is not found in any pop songs.

Example 1 “Speaking one’s mind is healthy” (Idv.4)

“So don’t misunderstand me  
 You put the light in my life oh  
 You put the sparks to the flame  
 I’ve got your heart in my sights” (*Don’t go breaking my heart*)

Interpretation: There is no misinterpretation of how her/his feelings are. Like the saying goes, “what you see is what you got.” You are his/her inspiration in life.

Example 2 “Right of privacy” (Idv.3)

“Like a rhinestone cowboy Riding out on a horse in a star spangled rodeo  
 Like a rhinestone cowboy Getting’ cards and letters from people  
 I don’t even know And Offers coming over the phone”  
 (*Rhinestone Cowboy*)

Interpretation: A relationship and the closeness of the two men are discussed. He promises the audience to work out his best.

Example 3 ““I” consciousness” (Idv. 2)

“I’ve been walkin’  
 these streets so long  
 Singin’ the same old song  
 I know ev’ry crack and these  
 Dirty sidewalks of Broadway” (*Rhinestone Cowboy*)

Interpretation: Everyone wants others to focus on him or her. He tries to describe it as a once-in-a-lifetime experience to another.

As shown, the highest frequency of individualism was that of “Speaking one’s mind is healthy” (Idv. 4) which was reflected through pop songs by songwriters who reflected emotional, free-thinking, and American’s lifestyle.

Table 6 The frequency of occurrence of individualism in American values from the individualist category in country songs

Individualists	Type of song
	Country
1. Everyone is supposed to take care of him or herself and his or her immediate family only	4
2. “I” consciousness	4
3. Right of privacy	25
4. Speaking one’s mind is healthy	38
5. Others classified as individuals	3
6. Personal opinion expected: one person one vote	21
7. Transgression of norms leads to guilt feelings	14
8. Languages in which the word “I” is indispensable	6
9. Purpose of education is leaning how to learn	8
10. Task prevails over relationship	3
Total	126

In country songs shown in Table 6, three highest individualism categories found were “Speaking one’s mind is healthy” (38 times), “Right of privacy” (25 times), and “Personal opinion expected: one person one vote” (21 times) shown in example 4, 5, 6, 7, and 8. In contrast, the individualism categories of ‘Others classified as individuals’ and ‘Task prevails over relationship’ are the lowest.

Example 4 “Speaking one’s mind is healthy” (Idv. 4)

“aby when I met you there was peace unknown

I set out to get you with a fine tooth comb

I was soft inside There was something going on” (*Islands in the Stream*)

Interpretation: One's emotion is described. The songwriter describes the warm feeling when a man is closer to a girl.

Example 5 "Right of privacy" (Idv. 3)

"You do something to me that I can't explain

Hold me closer and I feel no pain

Every beat of my heart

We got something going on" (*Islands in the Stream*)

Interpretation: A relationship and the closeness of the two men are discussed. He feels safe and sound.

Example 6 "Personal opinion expected: one person one vote" (Idv. 6)

"Tender love is blind It requires a dedication

All this love we feel needs no conversation

We ride it together, huhn huh

Making love with each other, huhn hah" (*Islands in the Stream*)

Interpretation: Personal opinions are described for others to understand, depending on if the audience agree or not because it's just a personal opinion. The songwriter commented on love. People in love must accept what the other person can be.

Example 7 "Others classified as individuals" (Idv. 5)

"From the back roads to the Broadway shows with a million miles between

There's a least a million love songs that people love to sing

And every one is different, and every one's the same

And this is just another way of sayin' the same thing"

(*Deeper Than The Holler*)

Interpretation: An individual transform itself to become a new person. The songwriter talks about being a new person. Million miles means daydreaming and not paying attention

Example 8 “Task prevails over relationship” (Idv. 10)

“I sat down and asked her her name.

When the drinks finally hit her,

She said, I’m no quitter,

But I finally quit living on dreams.

I’m hungry for laughter,

And here ever after

I’m after whatever the other life brings.” (*Lucille*)

Interpretation: Other things are more important than love. It can be good or bad. The songwriter left his love to follow his dreams.

As shown, the highest frequency of individualism both of pop and country songs were the same place. This data showed that individualism is reflected through the lyrics of pop and country by the language use to convey the lyrics to reflect the American values out.

Part II: The trend of individualism in American values change in each decade based on Hofstede’s concept in the lyrics of winning song in Favorite song prize in American Music Awards. This section describes the individualism of American value change dynamics that are transmitted through lyrics in pop and country songs. In this study, the period of values change study was divided into decades.

Table 7 The trend of individualism in American values change in 1974-2019 of pop songs

Individualists	Decades				Total
	1974-	1980-	1990-	2016-	
	1979	1989	1995	2019	
1. Everyone is supposed to take care of him or herself and his or her immediate family only	0	0	0	0	0
2. "I" consciousness	1	7	5	3	16
3. Right of privacy	7	5	5	0	17
4. Speaking one's mind is healthy	4	9	9	2	24
5. Others classified as individuals	1	2	4	3	10
6. Personal opinion expected: one person one vote	5	6	4	0	15
7. Transgression of norms leads to guilt feelings	1	3	2	4	10
8. Languages in which the word "I" is indispensable	3	0	4	1	8
9. Purpose of education is leaning how to learn	3	7	2	2	14
10. Task prevails over relationship	2	2	1	2	7
<b>Total</b>	<b>27</b>	<b>41</b>	<b>36</b>	<b>17</b>	<b>121</b>

In table 7 shows the trend of individualism in American values change in 1974-2019 found in pop songs. The occurrence displayed the highest found that in 1980-1989 (41), 1990-1995 (36), 1974-1979 (27) and the lowest found in 2016-2019 (17).

Table 8 The trend of individualism in American values change in 1974-2019 of country songs

Individualists	Decades				Total
	1974- 1979	1980- 1989	1990- 1995	2016- 2019	
1. Everyone is supposed to take care of him or herself and his or her immediate family only	1	1	1	1	4
2. "I" consciousness	1	1	2	0	4
3. Right of privacy	4	11	0	4	19
4. Speaking one's mind is healthy	6	15	13	5	39
5. Others classified as individuals	0	2	1	0	3
6. Personal opinion expected: one person one vote	7	14	2	2	25
7. Transgression of norms leads to guilt feelings	7	5	2	0	14
8. Languages in which the word "I" is indispensable	2	8	1	0	11
9. Purpose of education is leaning how to learn	1	4	1	2	8
10. Task prevails over relationship	2	1	0	0	3
<b>Total</b>	<b>31</b>	<b>62</b>	<b>23</b>	<b>14</b>	<b>130</b>

Table 8 shows the trend of individualism in American values change in a decade. Started in 1974 – 1979, it was found that the highest of individualism appears in 1980-1989 (62), 1974-1979 (31), 1990-1995 (23) and the lowest found in 2016-2019 (14).

In summary, this chapter presented two parts of information that related to the objectives of this study. For the first objective, to explore the individualism reflected through the lyrics of songs winning Favorite Song Prize at the American Music Awards, the data analysis displayed individualism in American values that the most

appear in pop and country songs were “Speaking one’s mind is healthy” (Idv. 4). For the second objective, to study the trend of individualism from the lyrics of songs winning Favorite Song Prize at the American Music Awards, the findings of this study revealed that in 1980s the most variance of individualism appeared in both pop and country songs.



## CHAPTER 5

### DISCUSSION AND CONCLUSION

This chapter is divided into two main parts: discussion and conclusion of the findings. In addition, some suggestions for further studies are also proposed.

#### **Discussion**

The results from the analysis of individualism in the songs winning the Favourite Song Prize at the American Music Awards showed that in the studied pop songs individualism category 4 which is “Speaking one’s mind is healthy” was found the most followed by individualism category 3 “Right of privacy” and individualism category 2 “I’ consciousness”, but individualism category 1 “Everyone is supposed to take care of him or herself” was not found.

Interestingly, country songs did not differ: individualism category 4 which is “Speaking one’s mind is healthy” was found the most followed by individualism category 3 “Right of privacy” and individualism category 6 “Personal opinion expected: One person one vote” respectively. In contrast, individualism category 5 “Others classified as individuals” and individualism category 10 “Task prevails over relationship” were the lowest.

From the results of the study, it can be seen that individualism has been portrayed through the lyrics of songs winning Favourite Song Prize in American Music Award since the beginning of this award; therefore, it can also be claimed that the idea of individualism has been rooted in American society and passed to people from generation to generation.

According to the result of this study, it can be concluded “Speaking one’s mind is healthy” (Idv. 4) has been reflected through the lyrics by the songwriter and individualism is the most distinctive American value. This individualism meant individualism is at the core of American Values and promoting free thinking. This conforms to Tingting (2016) who studied American individualism: taking friends as an example, the researcher studied the American movie that told the story of six “ordinary” youths living in New York, USA. It was a story of the life of a group of

friends who have structural differences in their lifestyles. The finding found that this study understands the importance of American individualism through the current situation. It promotes a deeper understanding of the impact and vital significance to American values made by Americans in other countries.

Interestingly, the individualism category 1 “Everyone is supposed to take care of him or herself and his or her immediate family” was the only category not found in pop songs. This item means the American people have to look after their families and they do not like to intervene in other people’s lives. This also means that everyone should take care of themselves is the most prominent value in individualism. This is surprising that this aspect of individualism is not reflected through the pop songs winning the Favourite Song Prize in American Music Award; whereas, it was found in Taylor Swift’s songs as proven by the findings of a study by Suriyawongpaisal (2013) which studied figurative language in Taylor Swift’s songs, it was found that figurative language used in the studied songs conveys connotation related to many aspects of American cultural values and this aspect of individualism was shown. The findings also showed that the American cultural value of individualism appeared with the value of liberalism. Americans assumed people “need some time for themselves” or “some time alone” to think about things or recover from the spent psychological energy. In the lyrics of the study pop song, the songwriter talks about a teenage love story and linked with self-reliance. The nature of American teenagers when they were a child who lived with their family and when they turned 18, they separated from their family to live by themselves (Sadeghi, 2017). In Thai society, most teenagers are living with their original family until they are ready to have their own family.

In contrast, the country songs all categories of individualism were found, but, of the ten categories, the categories of “Others classified as individuals” (Idv. 6) and “Task prevails over relationship” (Idv. 7) were the two lowest. These individualism were connected with foundations that originated from traditional American values that meant American people had the idea that different people tend to have different opinions. The word can represent American individualism that was by the findings of a study by Meier (2018) in *Meaning in All the Wrong Places: Country Music and the Politics of Identity*. It was found country songs that used to display individualism

were liked symbolic politics and have established values that will continue to be recognized and cherished.

For the trend of individualism, the findings of this study revealed that in 1980s found the most variance of individualism. The second and the third periods of individualism variance were in 1990-1995 and in 1974-1979. The period in which the individualism was the least variant was in 2016-2019.

According to the findings of this present study, it was found that in 1980s the value of individualism found in both pop and country songs was various. The reason might be that America's leaders are still suffering from economic stagflation. Therefore, there was improvement to focus on the market liberalization. The government was a surge of participation. There is a surge of female workforce participation, 16-year-old women became the most employed workers (Riche, 2000).

In 1990-1995 was the second period that found values changed in pop songs. For the reason of the Cold War when it calmed and subsided, America's economy grew the longest in modern history (Lewis, 1998). The Internet played an important role and had spread to the public. It has a positive impact on the economy, society, and culture of the world.

In 1974-1979, it appeared the third period of value change in pop songs for the reason America was facing economic stagflation. It means the economy did not grow but deflated. The rate of economic growth of the country was an unsatisfactory state. Last but not least, the trend of individualism in 2016-2019 in both genres were the lowest. In this decade, the bubble economic did not only happened to America but also affected the world economy (Taleb, 2007). For this reason, the songwriter conveyed the issue through the lyrics to reflect the well-being of the American people at that time. This may be the reason that in the 70s and the 90s, the idea of individualism was found in the country songs of those periods in the 2nd and the 3rd places, respectively.

Three important points were discussed in this part: the factors linked to the individualism of American values, the frequency of individualism in pop and country songs, the changing of the trend of individualism of American values in each decade, and additional findings in this research.

The first important point was the factors linked to the individualism of American values. From the results of the study, it can be seen that individualism has been portrayed through the lyrics of songs winning Favourite Song Prize in American Music Award since the beginning of this award; therefore, it can also be claimed that the idea of individualism has been rooted in American society and passed to people from generation to generation.

The second point discussed about the frequency of individualism in pop and country songs. For the frequency of occurrence of individualism found in the studied songs, it was found that the most individualism was in both pop and country songs “Speaking one’s mind is healthy” (Idv. 4). It can be always found in verse and chorus; these were part of the structure of song. They have connected to the emotional heart of the song that was summarized and remembered by this section when the listeners listen repeatedly (Brandon, 2014).

The third important point mentioned the changing of the trend of individualism of American values in each decade which showed that in the 80s and 90s the individualism was the most intensively found in both pop and country songs. The aspect of individualism found the most was “Speaking one’s mind is healthy” (Idv. 4). This could possibly be because of that this aspect can be interpreted that individualism is at the core of American values, promoting free thinking. This is agreeing with the findings of a study by Zhong (2013) which studied *Individualism of American values reflected in the names of US supermarkets*, and “Speaking one’s mind is healthy” (Idv. 4) was one of the American values found in the names of supermarkets. This can be interpreted that individual name was used to memorize personal achievement or they used words associated with individual responsibility. In conclusion, Zhong (2013) pointed out that all the popular values found in the supermarket naming context were associated with individualism and individualism is one of the core values of American people.

Free-thinking was also found an American value associated with individualism. In the 70s, “Right of privacy” (Idv. 3) was the highest individualism aspect found in the studied song lyrics. This means discussing the relationship and the closeness of two men is linked with the events in 1777, the United States once announced, “all human beings are born free and equal in dignity and rights” United

States Declaration of Independence by George Washington (Blau, 2016).

“Transgression of norms leads to guilt feeling” (Idv. 7) appeared in the songs of year 2000 and later. This individualism aspect means that everyone feels guilty and wants to do something to fix their mistakes and to make things better.

In the 90s, two individualism categories were found, and they were “Personal opinion expected: One person one vote” (Idv. 6) and “Transgression of norms leads to guilt feelings” (Idv. 7) that means describing personal opinions for others to understand.

From year 2000 and later, “Speaking one’s mind is healthy” (Idv. 4) was found in country songs. This finding showed that American values were same no matter how many eras have changed, individualism continues to come back to the original (Steven, 2006). Specifically, individualism soaks into all aspects of social life in the West.

Another important point for discussion is the trend of values change in each decade on Hofstede’s concept around them in the lyrics of winning Favourite Song prize in American Music Awards. There were many factors that affected the American value change in each decade since America is a land where the people living in are from different parts of the world. The numbers of immigrants are also various in different decades especially the population migrated from Pennsylvania in 1803. Thus, the American culture and language use is very diverse (Massey, 2013). In addition, cultural value changes are often related to the political events that took place in each period of time. In which the songwriter may possibly express their experience that they had encountered through the song as well.

## **Conclusion**

The first objective of this study, to explore the individualism reflected through the lyrics of songs winning Favorite Song Prize at the American Music Awards that found the most in individualism category of “Speaking one’s mind is healthy” (Idv. 4) was reflected through the lyrics. The songwriters described their daily lives and the well-being of the people from each decade, and individualism aspects were portrayed through two elements: the meaning of the lyrics and the language used. The songwriters used the meaning of words that deviated from common use, and they used

language expression to reflect their experience, ideas, and mindset to the audiences. As the study of Suriyawongpaisal (2013) shows figurative language that conveys connotation related to *American Cultural Values in Pop Songs: in the case of Taylor Swift*, songwriters applied the language use reflected individualism through lyric. Individualism is reflected through pop and country songs that were determined to be deep-rooted in American values from the past until the present.

According to the second objective of this study, to study the trend of individualism from the lyrics of songs winning Favorite Song Prize at the American Music Awards. The researcher presented trends in the change of individualism that was reflected through pop and country lyrics. The finding showed “Speaking one’s mind is healthy” (Idv. 4) was found both pop and country songs in the 80s that was the popularity of the audiences in that situation and the award of American Music Awards statistics resulting in a high audience choice of music in that decade. Another issue was the taste of music adapted to the modern era. For example, that in 2000, consumers turned to rap or soul songs that were transmitted by teenage songwriters who brought up-close stories to compose songs such as politics (Hewitt, 2000).

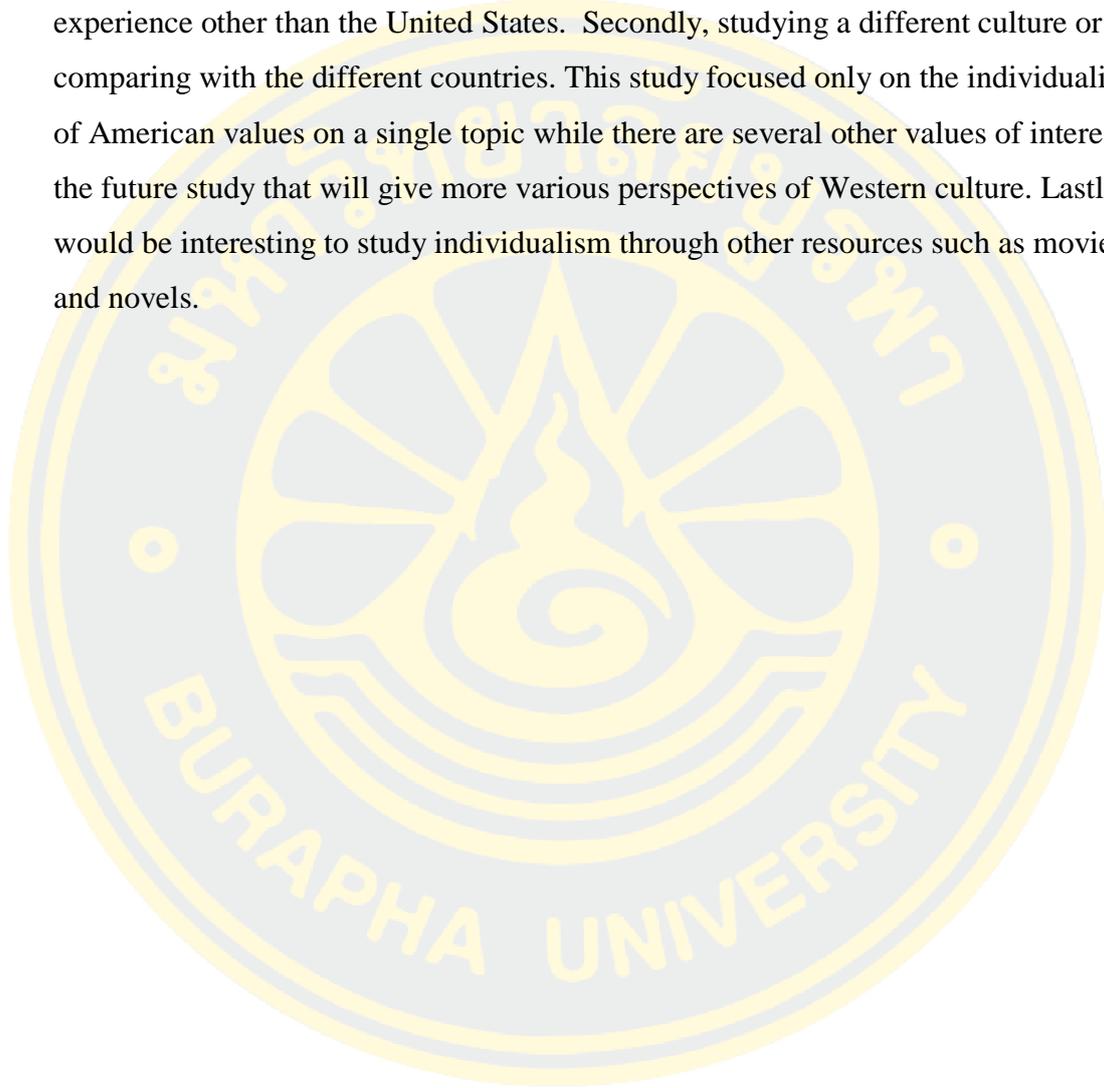
For these reasons, culture changes and individualism were related to songs by American songwriters. It may result in a cultural change and language used by songwriters. The audience may also be influenced by their own individualism, causing society to change according to their thought.

From the above study, it is information that support those values are transmitted from generation to generation and spread all over the world through communication channels such as music or even the name of supermarkets. It also showed that values were not frozen and can change over time and depend on social situations. In conclusion, individualism was a value found in the lyrics of songs winning the Favourite song prize in American Music Awards in different decades. This can be implied that individualism is a concept embedded in American culture and is reflected through language which is a tool of verbal communication.

### **Recommendation for further studies**

The present study aimed to explore the individualism concepts in American values by Hofstede concepts of the songwriters reflecting through the lyrics and

explored the trend of values change in each decade on Hofstede's concept in the lyrics of winning Favourite Song prize in American Music Awards. Besides the individualism reflected in lyrics, there are certain topics that can be further studied. Firstly, studying the personal background of each songwriter such as overseas experience other than the United States. Secondly, studying a different culture or comparing with the different countries. This study focused only on the individualism of American values on a single topic while there are several other values of interest in the future study that will give more various perspectives of Western culture. Lastly, it would be interesting to study individualism through other resources such as movies and novels.



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**APPENDICES**



**APPENDIX A**

**List of country and pop songs winning Favorite Song Prize in  
American Music Awards (1974-2019)**

The list of winning of songs from American Music Awards in Favorite country songs  
(1970 – 2010)

1970

No.	Year	Artist	Song	Song writer
1	1974	Charlie Rich	Behind Closed Doors	Kenny O'Dell
2	1975	Charlie Rich	The Most Beautiful Girl	Rory Bourke Billy Sherrill Norro Wilson
3	1976	Glen Campbel	Rhinestone Cowboy	Larry Weiss
4	1977	Willie Nelson	Blue Eyes Crying in the Rain	Fred Rose
5	1978	Kenny Rogers	Lucille	Roger Bowling Hal Bynum
6	1979	Roy Orbison	Blue Bayou	Roy Orbison Joe Melson

1980

No.	Year	Artist	Song	Song writer
1	1980	Barbara Mandrell	Sleeping Single In a Double Bed	Kye Fleming Dennis Morgan
2	1981	Kenny Rogers	Coward of the County	Roger Bowling, Billy Ed Wheeler
3	1982	Anne Murray	Could I Have This Dance	Wayland Holyfield Bob House
4	1982	Willie Nelson	On the Road Again	Willie Nelson
5	1983	Kenny Rogers	Love Will Turn You Around	Kenny Rogers, David Malloy, Thom Schuyler, Even Stevens
6	1984	Kenny Rogers and Dolly Parton	Islands in the Stream	Barry, Robin & Maurice Gibb

<b>No.</b>	<b>Year</b>	<b>Artist</b>	<b>Song</b>	<b>Song writer</b>
7	1985	Kenny Rogers and Dolly Parton	Islands in the Stream	Barry, Robin & Maurice Gibb
8	1986	Willie Nelson	Forgiving You Was Easy	Willie Nelson
9	1987	The Judds	Grandpa (Tell Me 'Bout the Good Ol' Days)	Jamie O'Hara
10	1988	Randy Travis	Forever and Ever, Amen	WarnerBros. Nashville
11	1999	Randy Travis	I Told You So	Randy Travis

1990

<b>No.</b>	<b>Year</b>	<b>Artist</b>	<b>Song</b>	<b>Song writer</b>
1	1990	Randy Travis	Deeper Than The Holler	Paul Overstreet, Don Schlitz
2	1991	Garth Brooks	If Tomorrow Never Comes	Garth Brooks, Kent Blazy
3	1992	Garth Brooks	The Thunder Rolls	Pat Alger Garth Brooks
4	1993	Billy Ray Cyrus	Achy Breaky Heart	Don Von Tress
5	1994	Alan Jackson	Chattahoochee	Alan Jackson Jim McBride
6	1995	Vince Gill	Whenever You Come Around	Vince Gill, Pete Wasner

2010

<b>No.</b>	<b>Year</b>	<b>Artist</b>	<b>Song</b>	<b>Song writer</b>
1	2016	Tim McGraw	Humble and Kind	Lori Mc Kenna
2	2017	Keith Urban	Blue Ain't Your Color	Hillary Lindsey Clint Lagerberg
3	2018	Kane Brown	Heaven	Blake Anthony CarterMatt Mc Ginn Lindsay Rime
4	2019	Dan & Shay	Speechless	Dan Smyers Shay Mooney Jordan Reynolds Laura Veltz

The list of winning of songs from American Music Awards in Favorite pop songs  
(1970 – 2010)

1970

No.	Year	Artist	Song	Song writer
1	1974	Tony Orlando & Dawn	Tie a Yellow Ribbon	Joy Dietrich.
2	1975	Olivia Newton-John	I Honestly Love You	Jeff Barry, Peter Allen
3	1976	Glen Campbell	Rhinestone Cowboy	Larry Weiss
4	1977	Elton John and Kiki Dee	Don't Go Breaking My Heart	Ann Orson (Elton John) Carte Blanche (Bernie Taupin)
5	1978	Kasey Cisyk	You Light Up My Life	Joe Brooks
6	1979	Commodores	Three Times a Lady	Lionel Richie

1980

No.	Year	Artist	Song	Song writer
1	1980	Donna Summer	Bad Girls	Donna Summer Bruce Sudano Edward "Eddie" Hokenson Joe "Bean" Esposito
2	1982	Lionel Richie	Endless Love	Diana Ross and Lionel Richie
3	1983	Lionel Richie	Truly	Lionel Richie
4	1984	Michael Jackson	Billie Jean	Michael Jackson
5	1985	Bruce Springsteen	Dancing in the Dark	Bruce Springsteen
6	1986	Huey Lewis and the News	The Power of Love	Huey Lewis, Chris Hayes, Johnny Colla

<b>No.</b>	<b>Year</b>	<b>Artist</b>	<b>Song</b>	<b>Song writer</b>
7	1988	Whitney Houston	I Wanna Dance with Somebody (Who Loves Me)	George Merrill Shannon Rubicam
8	1989	Guns N' Roses	Sweet Child o' Mine	Guns N' Roses

1990

<b>No.</b>	<b>Year</b>	<b>Artist</b>	<b>Song</b>	<b>Song writer</b>
1	1990	Milli Vanilli	Girl You Know It's True	Ky Adeyemo, Rodney Holloman, Kevin Liles, Bill Pettaway Jr., Sean Spencer
2	1991	Jon Bon Jovi	Blaze of Glory	Jon Bon Jovi
3	1992	Bryan Adams	(Everything I Do) I Do It for You	Bryan Adams Michael Kamen Robert "Mutt" Lange
4	1993	Boyz II Men	End of the Road	Kenneth "Baby face" Edmonds Antonio "L.A." Reid Daryl Simmons
5	1994	Dolly Parton	I Will Always Love You	Dolly Parton
6	1995	Boyz II Men	I'll Make Love to You	Kenneth Edmonds

2010

<b>No.</b>	<b>Year</b>	<b>Artist</b>	<b>Song</b>	<b>Song writer</b>
1	2016	Justin Bieber	Love Yourself	Benny Blanco
2	2018	Camila Cabello featuring Young Thug	Havana	Camila Cabello Jeffery Williams Frank Dukes Brittany Hazzard Ali Tamposi Brian Lee Andrew Watt Pharrell Williams Louis BellKaan Gunesberk
3	2019	Halsey	Without Me	Ashley Frangipane Brittany Amaradio Amy Allen Nick Kobe Louis Bell Justin Timber lake Timothy Mosley Scott Storch



## **APPENDIX B**

**Interpretation sheet lyric of country songs winning Favorite Song Prize in  
American Music Awards (1974-2019)**

## 1. Frequency and Interpretation Sheet in Behind Closed Doors 1974

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Intro	My baby makes me proud Lord, don't she make me proud She never makes a scene By hangin' all over me in a crowd				✓								Describe your own emotion. Songwriter blames to his Lord.
Verse 1	Cause people like to talk Lord, don't they love to talk But when they turn out the lights I know sh'll be leavin' with me								✓				Pay attention to the person who speaks that focus on the word "I". The songwriter tried to convince them of the importance of his own.

## 2. Frequency and Interpretation Sheet in The Most Beautiful Girl 1975

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Intro	<p>Hey</p> <p>Did you happen to see</p> <p>The most beautiful girl in the world?</p> <p>And if you did, was she crying, crying?</p>							✓				<p>Everyone felt guilty and wanted to do something to fix it and make it better.</p> <p>Mostly negative on the individuals.</p> <p>Songwriter talks about the mistakes that make people sad.</p>
Verse 1	<p>Hey</p> <p>If you happen to see, The most beautiful girl that walked out on me</p> <p>Tell her I'm sorry</p> <p>Tell her I need my baby</p> <p>Oh, won't you tell her that I love her</p>					✓						<p>Everyone felt guilty and wanted to do something to fix it and make it better.</p> <p>Mostly negative on the individuals.</p> <p>Songwriter talks about the</p>

## 3. Frequency and Interpretation Sheet in Rhinestone Cowboy 1976

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>I've been walkin'  these streets so  long  Singin' the same  old song  I know every  crack in these  dirty sidewalks of  Broadway  Where hustle's  the name of the  game And nice  guys get washed  away like the  snow and the rain  There's been a  load of  compromisin'  On the road to  my horizon  But I'm gonna be  where the lights  are shinin on me</p>						✓					<p>Describes  personal  opinions for  others to  understand.  Depending if  the audience  will agree or  not because it's  just a personal  opinion. The  songwriter  describes the  personal  opinions and  experience  things a lot.</p>

## 4. Frequency and Interpretation Sheet in Blue Eyes Crying in the Rain 1977

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	In the twilight glow I see them Blue eyes crying in the rain When we kissed goodbye and parted I knew we'd never meet again						✓						Describes personal opinions for others to understand. Depending if the audience will agree or not because it's just a personal opinion. The songwriter described the love that was it was over.
Chorus	Love is like a dying ember And only memories remain And through the ages I'll remember Blue eyes crying in the rain				✓								Describe your own emotion. The songwriter describes his feelings for this unrequited love.

## 5. Frequency and Interpretation Sheet in Lucille 1978

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Intro	In a bar in Toledo, across from the depot, On a barstool she took off her ring. I thought I'd get closer So I walked on over.				✓							Describe your own emotion. The songwriter describes the feeling of being lonely, having to be alone.
Verse 1	I sat down and asked her name. When the drinks finally hit her, She said, I'm no quitter, But I finally quit living on dreams. I'm hungry for laughter, And here ever after I'm after whatever the other life brings.										✓	Other things are more important than love. It can be good or bad. The songwriter left his love to follow his dreams.

## 6. Frequency and Interpretation Sheet in Blue Bayou 1979

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Intro	I feel so bad I've got a worried mind I'm so lonesome all the time Since I left my baby behind on Blue Bayou							✓				Everyone felt guilty and wanted to do something to fix it and make it better. Mostly negative on the individuals. He felt guilty for abandoning his own children.
Verse 1	Saving nickels, saving dimes Working 'till the sun don't shine Looking forward to happier times On Blue Bayou										✓	Other things are more important than love. It can be good or bad. He works hard, doesn't care about his health to get money.

## 7. Frequency and Interpretation Sheet in a Double Bed 1980

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Chorus	<p>Sleeping single in a double bed</p> <p>Thinking over things I wish I'd said</p> <p>I should've held you, but I let you go</p> <p>Now I'm the one sleeping all alone.</p> <p>Oh Sleeping single in a double bed (Oooh, oooh, oooh.)</p> <p>Tossing, turning, trying to forget.</p> <p>(Ah, ah, ah.)</p> <p>I could be lying with you instead</p> <p>I'm sleeping single in a double bed</p>							✓				<p>Everyone felt guilty and wanted to do something to fix it and make it better.</p> <p>Mostly negative on the individuals. He felt guilty for letting his lover go.</p>

## 8. Frequency and Interpretation Sheet in Coward of the County 1981

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>Everyone considered him the coward of the county</p> <p>He'd never stood one single time to prove the county wrong</p> <p>His mama named him Tommy, but folks just called him yellow</p> <p>Something always told me they were reading Tommy wrong</p>						✓					<p>Describes personal opinions for others to understand. Depending if the audience will agree or not. Because it's just a personal opinion. He uses his opinions to judge others.</p>
Verse 2	<p>He was only ten years old when his daddy died in prison. I looked after Tommy 'cause he was my brother's son. I still recall the final words my</p>	✓										<p>Everyone has to look after their family. The composer talks about the relationship within the family. Everyone in</p>

## 9. Frequency and Interpretation Sheet in Could I have this dance 1982

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	I'll always remember The song they were playing The first time we danced and I knew				✓								Describe your own emotion. The songwriter describes the fun and joy of listening to music.
Verse 2	As we swayed to the music And held to each other I fell in love with you				✓								Describe your own emotion. The composer describes the love that occurs during the dance. He has already fallen in love with a young woman.
Chorus	Could I have this dance, For the rest of my life Could you be my partner, Every night						✓						Describes personal opinions for others to understand. Depending if the audience

## 10. Frequency and Interpretation Sheet in On the Road Again 1982

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Intro	On the road again Just can't wait to get on the road again The life I love is making music with my friends						✓						He thought the trip was a beautiful thing that everyone dreamed.
Verse 1	And I can't wait to get on the road again On the road again						✓						He could not wait to follow his dream.
Pre-Chorus	Goin' places that I've never been Seein' things that I may never see again			✓									Discusses the relationship and the closeness of the two men.

## 11. Frequency and Interpretation Sheet in Love will turn you around 1983

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	Well, it's your mind That tricks you into leaving every time Love will turn you around, turn you around Well, it's your heart That talks you into staying where you are Love will turn you around, Turn you around						✓						Describes personal opinions for others to understand. Depending if the audience will agree or not because it's just a personal opinion. The songwriter offers the audience a way of life.
Pre-Chorus	Out of the blue, She reaches for you And you tell her you don't have the time So you move away fast							✓					Everyone felt guilty and wanted to do something to fix it and make it better. Mostly negative on the individuals.

## 12. Frequency and Interpretation Sheet in Islands in the Stream 1984

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	Baby when I met you there was peace unknown I set out to get you with a fine tooth comb I was soft inside There was something going on				✓								Describe your own emotion. The songwriter describes the feel warm when it is closer to the girl.
Verse 2	You do something to me that I can't explain Hold me closer and I feel no pain Every beat of my heart We got something going on			✓									Discusses the relationship and the closeness of the two men. He feels safe and sound.
Pre- Chorus	Tender love is blind It requires a dedication All this love						✓						Describes personal opinions for others to

## 13. Frequency and Interpretation Sheet in Islands in the Stream 1985

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	Baby when I met you there was peace unknown I set out to get you with a fine tooth comb I was soft inside There was something going on				✓							Describe your own emotion. The songwriter describes the feel warm when it is closer to the girl.
Verse 2	You do something to me that I can't explain Hold me closer and I feel no pain Every beat of my heart We got something going on			✓								Discusses the relationship and the closeness of the two men. He feels safe and sound.
Pre- Chorus	Tender love is blind It requires a dedication						✓					Describes personal opinions for others to understand.

## 14. Frequency and Interpretation Sheet in in Forgiving You was Easy 1986

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>Forgiving you was easy But forgetting seems to take the longest time I just keep thinking And your memory is forever on my mind</p>				✓							<p>Describe your own emotion. The songwriter described memories with loved ones.</p>
Chorus	<p>You know I'll always love you And I can't forget the days when you were mine Forgiving you is easy But forgetting seems to take the longest time</p>			✓							<p>Discusses the relationship and the closeness of the two men. The songwriter describes the relationship that happens between two people.</p>	

15. Frequency and Interpretation Sheet in Granpa (Tell Me ‘Bout the Good OL’ Days)  
1987

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	Grandpa, Tell me 'bout the good old days Sometimes it feels like This world's gone crazy Grandpa, take me back to yesterday Where the line between right and wrong Didn't seem so hazy										✓		Learning from mistakes and experience to make them successful. Songwriter talks about his grandfather's life experience. He has lived such a long, full life.
Chorus	Did lovers really fall in love to stay Stand beside each other come what may Was a promise really something people kept						✓						Describes personal opinions for others to understand. Depending if the audience will agree or not because it's

## 16. Frequency and Interpretation Sheet in Forever and Ever, Aman 1988

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	You may think that I'm talking foolish You've heard that I'm wild and I'm free You may wonder how I can promise you now This love, that I feel for you, always will be						✓						Describes personal opinions for others to understand. Depending if the audience will agree or not because it's just a personal opinion.
Verse 2	You're not just time that I'm killing I'm no longer one of those guys As sure as I live this love that I give Is gonna be yours until the day that I die -oh, baby			✓									Describe your own emotion. The songwriter described the immense love for a beloved woman.

## 17. Frequency and Interpretation Sheet in I Told You So 1989

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>Suppose I called you up tonight and told you that I love you</p> <p>And suppose I said I want to come back home</p> <p>And suppose I cried and said I think I finally learned my lesson</p> <p>And I'm tired of spendin' all my time alone</p>							✓				<p>Everyone felt guilty and wanted to do something to fix it and make it better.</p> <p>Mostly negative on the individuals.</p> <p>The songwriter describes the feeling of guilt that is past and asked for a chance to fix what was wrong.</p>
Verse 2	<p>If I told you that I realized you're all I ever wanted</p> <p>And it's killin' me to be so far away</p> <p>Would you tell me that you love me too?</p>				✓							<p>Describe your own emotion.</p> <p>Songwriter narrative sense to worry about things that have not happened.</p>

## 18. Frequency and Interpretation Sheet in Deeper Than The Holler 1990

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>Well I've heard those city singers singin' 'bout how they can love, Deeper than the oceans, higher than the stars above. Well, I come from the country, and I know I ain't seen it all But I heard that ocean's salty, and the stars, they sometimes fall. And that would not do justice to the way I feel for you, So I had to sing this song about all the things I knew</p>				✓							Describe your own emotion. The composer describes his feelings about injustice.

## 19. Frequency and Interpretation Sheet in If Tomorrow Never Comes 1991

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	Sometimes late at night I lie awake and watch her sleeping She's lost in peaceful dreams So I turn out the lights and lay there in the dark And the thought crosses my mind If I never wake up in the morning Would she ever doubt the way I feel About her in my heart?		✓									Everyone wants others to focus on him or her. The songwriter describes what he tries to do to get his lover's interest in him.
Chorus	If tomorrow never comes Will she know how much I loved her?		✓									Everyone wants others to focus on him or her. The songwriter describes what

## 20. Frequency and Interpretation Sheet in The Thunder Rolls 1992

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>Three thirty in the mornin', not a soul in sight</p> <p>The city's lookin' like a ghost town on a moonless summer night</p> <p>Raindrops on the windshield, there's a storm movin' in</p> <p>He's headin' back from somewhere that he never should have been</p>						✓					<p>Describes personal opinions for others to understand. Depending if the audience will agree or not because it's just a personal opinion. The composer describes the obstacles he has faced.</p>
Verse 2	<p>Every light is burnin' in a house across town</p> <p>She's pacin' by the telephone in her faded flannel gown</p> <p>Askin' for a miracle, hopin' she's not right</p>	✓										<p>Everyone has to look after their family. The songwriter expresses concern for family members.</p>

## 21. Frequency and Interpretation Sheet in Achy Breaky Heart 1993

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>You can tell the world you never was my girl</p> <p>You can burn my clothes when I'm gone</p> <p>Or you can tell your friends just what a fool I've been</p> <p>And laugh and joke about me on the phone</p> <p>You can tell my arms go back to the farm</p> <p>You can tell my feet to hit the floor</p> <p>Or you can tell my lips to tell my fingertips</p> <p>They won't be reaching out for you no more</p>				✓							<p>Describe your own emotion.</p> <p>The songwriter describes the feeling of giving everything to a loved one.</p>

## 22. Frequency and Interpretation Sheet in Chattahoochee 1994

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	Well way down yonder on the Chattahoochee It gets hotter than a hoochie coochie We laid rubber on the Georgia asphalt We got a little crazy but we never got caught				✓								Describe your own emotion, when he meets someone that he likes.
Pre-Chorus	Down by the river on a Friday night A pyramid of cans in the pale moonlight Talking about cars and dreaming about women Never had a plan just a living for the minute				✓								Describe your own emotion.

## 23. Frequency and Interpretation Sheet in Whenever You Come Around 1995

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	The face of an angel, pretty eyes that shine I lie awake at night wishing you were mine I'm standing here holding the biggest heartache in town Whenever you come around				✓								Describe your own emotion. The songwriter describes a painful love. When there is no lover beside.
Chorus	I get weak in the knees, and I lose my breath Oh I try to speak but the words won't come I'm so scared to death And when you smile that smile The world turns upside down				✓								Describe your own emotion. The songwriter describes the feeling of lack of a loved one. But when the lover returns, he has the strength to move on.

## 24. Frequency and Interpretation Sheet in Humble and Kind 2016

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	You know there's a light that glows by the front door Don't forget the keys under the mat When childhood stars shine Always stay humble and kind Go to church 'cause your momma says to Visit grandpa every chance that you can It won't be wasted time Always stay humble and kind	✓											Everyone has to look after their family. The songwriter explains the care and attention of the family members.
Chorus	Hold the door, say please, say thank you Don't steal, don't cheat, and don't lie										✓		Learning from mistakes and experience to make them successful. The songwriter discusses his

## 25. Frequency and Interpretation Sheet in Blue Ain't Your Color 2017

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>I can...            See you over            there starin' at            your drink            Watchin' that ice            sink, all alone            tonight            And...            Chances are            you're sittin' here            in this bar            'Cause he ain't            gonna treat you            right            Well, it's...            Probably not my            place but I'm            gonna say it            anyway            Hadn't had a            smile in a little            while, baby</p>						✓					<p>Describes personal opinions for others to understand. Depending if the audience will agree or not because it's just a personal opinion. The songwriter explains personal reasons by persuading the audience.</p>

## 26. Frequency and Interpretation Sheet in Heaven 2018

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>This is perfect Come kiss me one more time I couldn't dream this up Even if I tried You and me in this moment Feels like magic, don't it? I'm right where I wanna be</p>		✓									Everyone wants others to focus on him or her. The songwriter tried to convince her boyfriend to return their interest in her.
Chorus	<p>Everybody's talkin' about heaven like they just can't wait to go Sayin' how it's gonna be so good, so beautiful Lyin' next to you, in this bed with you, I ain't convinced</p>			✓							Discusses the relationship and the closeness of the two men. The songwriter describes the love expressed for a beloved woman	

## 27. Frequency and Interpretation Sheet in Speechless 2019

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>You say you'll be down in five</p> <p>The smell of your perfume is floating down the stairs</p> <p>You're fixing up your hair like you do I know that I'll be a mess</p> <p>The second that I see you. You won't be surprised</p> <p>It happens every time. It's nothin' new</p>				✓							<p>The songwriter tries to describe his emotions while he missed his girlfriend.</p>
Pre-Chorus	<p>It's always on a night like tonight</p> <p>I thank God you can read my mind</p> <p>'Cause when you look at me with those eyes</p>			✓								<p>The songwriter describes the relationship between the couple that they are intimateness.</p>



## **APPENDIX C**

**Interpretation sheet lyric of pop songs winning Favorite Song Prize in  
American Music Awards (1974-2019)**

## 1. Frequency and Interpretation Sheet in Tie a yellow ribbon 1974

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Intro	I'm coming home I've done my time And I have to know what is or isn't mine If you received my letter Telling you I'd soon be free Then you'd know just what to do If you still want me If you still want me				✓							He described how he felt about meeting his lover's face. After a long time not seeing each other.
Verse	Tie a yellow ribbon round the ole oak tree It's been three long years, do you still want me If I don't see a ribbon round the ole oak tree I'll stay on the bus, forget about					✓						Become a new person. He is ready to come back to his loved ones.

## 2. Frequency and Interpretation Sheet in I Honestly Love You 1975

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Intro	<p>Maybe I hang around here A little more than I should We both know I got somewhere else to go But I got something to tell you That I never thought I would But I believe you really ought to know</p>			✓								Discusses the relationship and the closeness of the two men. He loves his girlfriend so much that he couldn't leave her.
Verse	<p>I love you I honestly love you You don't have to answer I see it in your eyes Maybe it was better left unsaid</p>			✓								Discusses the relationship and the closeness of the two men. He expresses so much love with the girl. The things he make his

## 3. Frequency and Interpretation Sheet in Rhinestone Cowboy 1976

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Intro	I've been walkin' these streets so long Singin' the same old song I know ev'ry crack and these Dirty sidewalks of Broadway		✓									Everyone wants others to focus on him or her. He tries to describe it is a once-in-a-lifetime experience to another.
Verse	And nice guys get washed away Like the snow and the rain There's been a load of compromisin' On the road to my horizon But I'm gonna be where the lights Are shinin' on me									✓	Learning from mistakes and experience to make them successful. He learns to move forward from past experiences.	

## 4. Frequency and Interpretation Sheet in Don't go breaking my heart 1977

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Intro	<p>Don't go breaking my heart I couldn't if I tried Honey if I get restless Baby you're not that kind Don't go breaking my heart You take the weight off me Honey when you knock on my door I gave you my key</p>						✓					<p>When you love someone, you are supposed to love him/her whole and not ever to hurt him/her. When he/she opened her heart to you, it meant that he/she fully trust you with all his/her heart.</p>
Pre- Chorus	<p>Nobody knows it When I was down I was your clown Nobody knows it Right from the start I gave you my heart I gave you my heart</p>						✓					<p>Don't make fun of people's feelings especially when they gave you all they have emotionally.</p>

## 5. Frequency and Interpretation Sheet in You Light up my life 1978

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	So many nights I'd sit by my window Waiting for someone To sing me a song			✓									Expressing herself/ himself of how lonely he/she was. How she/he wishes to have someone to share her/his every emotions with.
Pre- Chorus	So many dreams I've kept deep inside me Alone in the dark But now you've come along			✓									He/she has so many things in her heart and mind that he/she wants to share it with someone. And now that this person has come, he/she will fill in everything she has felt in his/her heart.

## 6. Frequency and Interpretation Sheet in Three times a lady 1979

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	Thanks for the times that you've given me The memories are all in my mind And now that we've come to the end of our rainbow, There's something I must say out loud						✓					Reminiscing those times when you were still together.
Chorus	You're once, twice, three times a lady And I love you Yes, you're once, twice three times a lady And I love you, I love you.								✓		He only got eyes on one person. The apple of his eyes.	

## 7. Frequency and Interpretation Sheet in Bad girl 1980

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>Something's missing and I don't know why I always feel the need to hide my feelings from you</p> <p>Is it me or you that I'm afraid of?</p> <p>I tell myself I'll show you what I'm made of</p> <p>Can't bring myself to let you go</p>							✓				<p>The songwriter wanted to tell him/her what he/she felt. In some way he just has no courage to tell her/him. He or she is afraid to let her/him go without even telling her/him about his/her feelings.</p>
Pre-Chorus	<p>Don't want to cause you any pain</p> <p>But I love you just the same</p> <p>And you'll always be my baby</p>		✓									<p>There will come a time that things have to come to an end. He/she still loves him/her. As the saying goes, "we have love someone</p>

## 8. Frequency and Interpretation Sheet in Endless love 1982

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse	<p>My love, There's only you in my life  The only thing that's bright  My first love, You're every breath that I take  You're every step I make, And I  I want to share, All my love with you  No one else will do, And your eyes  Your eyes, your eyes, They tell me how much you care  Ooh yes, you will always be, My endless love  Two hearts, Two hearts that beat as one  Our lives have just begun  Forever</p>				✓							<p>Describe your own emotion to someone.  How you love someone physically and emotionally.  The power of love.</p>

## 9. Frequency and Interpretation Sheet in Truly 1983

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>Girl, tell me only this</p> <p>That I'll have your heart for always</p> <p>And you want me by your side</p> <p>Whispering the words I'll always love you</p>						✓					Assurance is what I see in here. He wants assurance from her that he will be the only one in her heart and maybe in life.
Pre-Chorus	<p>And forever I will be your lover</p> <p>And I know if you really care I will always be there</p>		✓									<p>In return, he also assured her of his feelings and emotions towards her.</p> <p>That she will be the only for him. He will be her shoulder to lean on and a pillar for support.</p>

## 10. Frequency and Interpretation Sheet in Billie jean 1984

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Intro	She Was More Like A Beauty Queen From A Movie Scene I Said Don't Mind, But What Do You Mean I Am The One Who Will Dance On The Floor In The Round She Said I Am The One Who Will Dance On The Floor In The Round										✓	Expressing love for each other is truly beautiful.
Verse 1	She Told Me Her Name Was Billie Jean, As She Caused A Scene Then Every Head Turned With Eyes That Dreamed Of Being The One							✓				Most men would love to date her and be with her. She would make people turn their heads when she

## 11. Frequency and Interpretation Sheet in the dark 1995

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>I get up in the evening and I ain't got nothing to say I come home in the morning I go to bed feeling the same way I ain't nothing but tired Man I'm just tired and bored with myself Hey there baby, I could use just a little help</p>											<p>We all have individual lives aside from being together. We also have some struggles and problems in life as an individual. And sometimes we need our partner to be there in times of need and troubles. Through ups and downs, through happiness and sadness, we stick together. We share to each other.</p>

## 12. Frequency and Interpretation Sheet in The power of love 1986

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	The power of love is a curious thing Make a one man weep, make another man sing Change a hawk to a little white dove More than a feeling that's the power of love					✓							Become a new person. He described the power of love making him transform into a new person.
Verse 2	Tougher than diamonds, rich like cream Stronger and harder than a bad girl's dream Make a bad one good make a wrong one right Power of love that keeps you home at night				✓								Describe your own emotions. He describes the power of love that can change everything.

## 13. Frequency and Interpretation Sheet in I wanna dance with somebody 1988

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	Clocks strikes upon the hour And the sun begins to fade Still enough time to figure out How to chase my blues away I've done alright up 'til now It's the light of day that shows me how And when the night falls loneliness calls		✓									There are days or even times when you feel down and troubled and the best remedy is to get out and stop thinking about it for a while. It is like, "I don't want to think about it for now and let me enjoy my life."
Chorus	Oh! I wanna dance with somebody I wanna feel the heat with somebody Yeah! I wanna dance with somebody				✓							She wanted someone to see her for who she is. Someone who she can share her emotions and thoughts with.

## 14. Frequency and Interpretation Sheet in Sweet child o' mine 1989

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>She's got a smile that it seems to me Reminds me of childhood memories Where everythin' was as fresh as the bright blue sky (Sky) Now and then when I see her face She takes me away to that special place An' if I'd stare too long, I'd probably break down and cry</p>			✓								<p>This someone reminds him of happy thoughts, happy memories probably when he was younger. Happy childhood memories.</p>
Chorus	<p>Woah-oh-oh! Sweet child of mine Woah, oh- oh-oh! Sweet love of mine</p>			✓								<p>He sees her someone precious.</p>

## 15. Frequency and Interpretation Sheet in Girl you know it's true 1990

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>I'm in love with  you girl cause  you're on my  mind You're the  one I think about  most every time  And when you  crack a smile in  everything you  do Don't you  understand, girl,  this love is true  You're soft, silky  hand long, sweet  and thin  That candlelight  complexion upon  your skin  It lightens up my  day, and that's oh  so true Together  we're one  separated we're  two To make you</p>				✓							<p>Songwriter  tried to  describe his  emotions. He  described why  he love the  girl, what  made him love  the girl. His  ideal girl.</p>

## 16. Frequency and Interpretation Sheet in Blaze of Glory 1991

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>I wake up in the morning and I raise my weary head</p> <p>I've got an old coat for a pillow, and the earth was last night's bed</p> <p>I don't know where I'm goin', only God knows where I've been</p> <p>I'm a devil on the run, a six gun lover, a candle in the wind</p>		✓									He is a wandering soul. Living in the outside world. Only God is his strength and guidance that he will live the day.
Verse 2	<p>When you're brought into this world, they say you're born in sin</p> <p>Well, at least they gave me somethin', I didn't have to steal or have to</p>					✓						Life is not fair to some people. There are people we called the unwanted. Unwanted by family and even by society.

## 17. Frequency and Interpretation Sheet in (Everything I do) I do it for you 1992

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>Look into my eyes – you will see            What you mean to me            Search your heart, search your soul            And when you find me there            you'll search no more</p>						✓					<p>Sometimes in love, you have to give space to the person you love. You let them find their true emotions by themselves and not being influence by others.</p>
Chorus	<p>Don't tell me it's not worth tryin' for            You can't tell me it's not worth dyin' for            You know it's true            Everything I do, I do it for you</p>								✓		<p>If you see that person as someone sacred in your heart. You will value this person.            "Actions speak louder than words. Z"</p>	

## 18. Frequency and Interpretation Sheet in End of the road 1993

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Intro	Girl you know we belong together I have no time for you to be playing With my heart like this You'll be mine forever baby, you just see				✓							Determination is what I could describe his feelings for her. He is not the person to play with. He is someone who is serious with his intentions and most especially with his feelings towards you.
Verse 1	We belong together And you know that I'm right Why do you play with my heart Why do you play with my mind? Said we'd be foreve							✓				The unexpected came true. It is too good to be true. Tell them you love them and don't mean it.

## 19. Frequency and Interpretation Sheet in I will always love you 1994

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>If I should stay I would only be in your way So I'll go but I know I'll think of you every step of the way</p>		✓									<p>There are things in life that you thought could be a life changing opportunity for that person. She might have thought that by leaving would mean that he could pursue his dreams. But that doesn't mean that she will forever him. He will always hold a special place in her heart.</p>

## 20. Frequency and Interpretation Sheet in I'll make love to you 1995

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	Close your eyes, make a wish And blow out the candlelight For tonight is just your night We're gonna celebrate, all thru the night			✓									The songwriter described the relationship and intimacy between couples. They celebrate birthday for lovers and blow out the candles and pray
Verse 2	Pour the wine, light the fire Girl your wish is my command I submit to your demands I will do anything, girl you need only ask					✓							He wishes for good things to happen to his girlfriend.

## 21. Frequency and Interpretation Sheet in Love yourself 2016

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	"For all the times that you rained on my parade And all the clubs you get in using my name You think you broke my heart, oh girl for goodness sake You think I'm crying on my own, well I ain't"				✓								The songwriter describes his emotions about his girlfriend trying to change his life. But he won't give up on her anymore.
Verse 2	And I didn't wanna write a song 'Cause I didn't want anyone thinking I still care I don't but, you still hit my phone up									✓			And at first he says yes, but he has issues with self-esteem. Since, all of sentences start with "I".

## 22. Frequency and Interpretation Sheet in Havana 2018

Song structures	Lyrics	Criteria that describe people who link with individualism										
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation
Verse 1	<p>This is perfect Come kiss me one more time I couldn't dream this up Even if I tried You and me in this moment Feels like magic, don't it? I'm right where I wanna be</p>		✓									<p>Everyone wants others to focus on him or her. The songwriter tried to convince her boyfriend to return their interest in her.</p>
Chorus	<p>Everybody's talkin' about heaven like they just can't wait to go Sayin' how it's gonna be so good, so beautiful Lyin' next to you, in this bed with you, I ain't convinced</p>			✓								<p>Discusses the relationship and the closeness of the two men. The songwriter describes the love expressed for a beloved woman.</p>

## 23. Frequency and Interpretation Sheet in Without me 2019

Song structures	Lyrics	Criteria that describe people who link with individualism											
		Idv. 1	Idv. 2	Idv. 3	Idv. 4	Idv. 5	Idv. 6	Idv. 7	Idv. 8	Idv. 9	Idv. 10	Interpretation	
Verse 1	"Found you when your heart was broke I filled your cup until it overflowed Took it so far to keep you close (Keep you close) I was afraid to leave you on your own"											✓	He/she has found him/her when she was down. Like the world was against him/her. And now that he/she has found you that way, you will never be lonely again. He/she will fill up the missing pieces of your heart.
Pre-Chorus	I said I'd catch you if you fall (Fall) And if they laugh, then fuck 'em all (All) And then I got you off your knees					✓							He/she is his/rock. He/she tried to be his/her pillar of hope and inspirations. You can all



**APPENDIX D**

Letters of requesting for permission



## บันทึกข้อความ

ส่วนงาน สำนักงานอธิการบดี กองบริหารการวิจัยและนวัตกรรม โทร. ๒๕๖๑ - ๒๕๖๒

ที่ อว ๘๑๐๐/ ๐๒๑๙๕

วันที่ ๕ มีนาคม พ.ศ. ๒๕๖๓

เรื่อง ขอแจ้งรับรองโครงการวิจัยที่ส่งมาขอรับการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา

เรียน นางสาวสยมพร กุมพันธ์ (นิสิตระดับบัณฑิตศึกษา คณะมนุษยศาสตร์และสังคมศาสตร์)

ตามที่ท่าน ได้ส่งเอกสารโครงการวิจัยเพื่อขอรับการพิจารณาจริยธรรมการวิจัยในมนุษย์ในหัวข้อโครงการวิจัย เรื่อง การศึกษาค่านิยมอเมริกันในเนื้อเพลงที่ได้รับรางวัล American Music Awards นั้น บัดนี้ คณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา ได้พิจารณาตามวิธีดำเนินการมาตรฐาน (Standard Operating Procedures, SOP) ฉบับที่ ๑.๑ พ.ศ. ๒๕๖๒ ที่ได้ประกาศใช้เมื่อวันที่ ๑ ตุลาคม พ.ศ. ๒๕๖๒ แล้วว่า โครงการวิจัยดังกล่าวไม่ได้ทำการศึกษาวิจัยในมนุษย์ จึงเห็นสมควรให้ดำเนินการวิจัยได้

จึงเรียนมาเพื่อโปรดทราบ

(นายเจนวิทย์ นवलแสง)

ประธานคณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา

ชุดที่ ๒ (กลุ่มมนุษยศาสตร์และสังคมศาสตร์)

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