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PRIMARY SOURCE ANALYZED: Madonna's *Material Girl*

SUMMARY/DESCRIPTION:

Madonna's *Material Girl* is a medium-length rock-n-roll song from the 80s. The melody of this song is both simple and conjunct. There is a simple melody that remains constant throughout the song's entirety. It is accompanied by altering melodies in small bursts, resulting in a homophonic song. The sounds for this song are derived mainly from percussion and string instruments, such as the drums and an electric guitar. Along with the instruments, sounds are also made with what seems to be a computer program, producing synthetic sounds such as echoes and robotic noises. This song reaches its climax towards the end as the singer sings with a higher pitch and new sounds are introduced. Overall, this song is very simple due to the highlighted melody remaining exactly the same throughout the song as well as the repetitive chorus.

VALUES ANALYSIS:

The values represented in *Material Girl* are the values of materialism, entertainment, and individuality. The value of materialism is derived not only from the title, but the lyrics as well. The repetitive chorus presented throughout the song is "cause we are living in a material girl, and I am a material girl." Also in every verse, Madonna implies her interest in money in a variety of ways. Examples include, "if they don't give me proper credit I just walk away", among others. The value of entertainment is the result of the song's meaning as well as the music itself. The purpose of the song is not to convey a deep feeling of love or heartbreak, but rather to entertain the listener. The music is very up-beat and the lyrics are silly, making the song fun to listen to.

Also, this song strongly conveys individuality. Madonna is very original by singing lyrics that make her seem as all she cares about is money rather than real important things. She shows she is an individual by singing this song, not caring if people judge her. In this song, she also makes funny sympathetic noises, demonstrating her joy and pride when singing this song.

VALUES RELATIONSHIPS:

In *Material Girl*, the value of materialism is utilitarian to entertainment. As previously mentioned, Madonna takes a humorous approach when she describes herself as materialistic. The way she interprets this songs is very entertaining. The relationship between materialism and individuality is conflicting. Madonna expresses herself as a materialistic girl which is what makes her different. However, her lyrics claim she basically needs a rich man by her side to be pleased. This shows she wants to rely on someone rather than being an independent individual. The values of individuality and entertainment hold a utilitarian. Because her lyrics are very extroverted and her music is energetic, she offers something different to the audience. Thus, she is very successful in entertaining the listener.

The values relationship between materialism and technology in this song is intrinsic. In *Material Girl*, materialism has no effect on technology, or technology upon it. The value of technology has a very strong utilitarian relationship with entertainment. A major reason why this song is so entertaining is due to the energy it contains. The majority of the song's music is produced by synthetic sounds. This gives the song a very modern touch: something new for the audience. The value of individuality is also intrinsic to the integrating value of technology. In *Material Girl*, technology does not affect Madonna's individuality, nor is it affected by her individuality.