

Critically analysing South African Hip Hop music discourses that promote and normalize Codeine Culture amongst adolescents

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Introduction

- The endorsement of the pharmaceutical drug known as codeine has rapidly evolved in Hip Hop music.
- This is known as the **codeine culture** where artists reference codeine-containing syrup in their song lyrics and music videos.
- It also involves Hip-Hop artists normalizing the recreational use of a mixture of codeine-containing syrup, soda and sweets and commonly known as **lean** which has been dubbed **liquid heroine**.
- Codeine culture began around the 1990's in Houston, Texas, pioneered by DJ Screw.
- Being the most popular genre globally, Hip Hop is mainly consumed by youth on accessible media-streaming platforms like YouTube.
- References to codeine have also been observed in South African Hip Hop discourses.
- Furthermore, codeine is a weak but highly addictive opiate that mimics the effects of heroin.
- Codeine is also easily practiced because of the clandestine appearance and accessibility from pharmacies without a prescription.
- Misusing codeine has resulted in many young people falling victim to codeine dependency.
- South African Medical Research Council estimate that more than **600 000 people** are addicted to codeine in South Africa.

Research Objectives

Main Objective

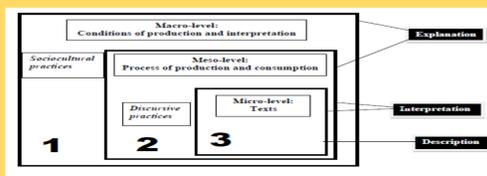
- To critically examine South African Hip Hop music discourses that may promote and normalize the codeine culture amongst South African adolescents.

Sub-objectives

- To investigate amount of lyrical and visual codeine-references made in popular South African Hip-Hop music.
- To identify the amount of times songs and music videos are streamed on YouTube.
- To explore the meanings of discourse presented in Hip Hop music.

Methodology

- Fairclough's Critical Discourse Analysis (CDA) provides a three-dimensional framework that enables in-depth data collection and analyses to take place.



- CDA provides an interpretive overview of discourse.
- Different analytical tools were used for song lyrics and music videos, respectively.
- Systemic functional linguistics was used to analyze song lyrics.
- Social Semiotic approach was used to analyze music videos.

A critical discourse analysis of Hip Hop music

Micro-level

- 49 codeine references** were identified across the **21 songs** sampled.
- The references represent various processes.



- 98%** of the codeine-referenced lyrics represent a **declarative mood** which is used to state factual information
- Symbolic structures and aesthetics of the codeine culture identified across 7 videos include the colour purple and double cups:



Meso-level

- Explores the production and consumption of the music discourse
- The artist is not only the speaker but plays an **active role in text production** in their capacity as song writer.
- The producers and directors are the **active social agents of visual production**.
- Additionally, the **consumption of SA Hip Hop music** on YouTube between 2017-2022 is summarized below:

Hip Hop Songs	Hip Hop music videos
More than 1000 streams per song.	More than 1000 views per video.
Average streams per song is 381 813.	Average views per video is 1 010 090.
Artist page has more than 1000 subscribers on YouTube	Artist page has more than 1000 subscribers on YouTube
More than 1000 likes per song.	More than 1000 likes per video.

Macro-level

There were **four major themes** identified across both music videos and song lyrics:



Conclusion

- There is a strong association between South African Hip Hop music and the promotion and glamorization of the codeine culture.
- The findings suggest that a codeine culture does exist in a South African context..
- Hip Hop music it is a source of information that informs young people about the social practices within the codeine culture.

Recommendations

- Future research can explore adolescents' motivation for initiating recreational use of codeine-containing syrup and their perceptions of the codeine culture.
- Endorse the codeine care initiative
- Up-schedule codeine products.
- Raise awareness through campaigns such as the #LeanOnMe campaign.

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