

“Hear Dem Cryin”
Rastafari and Framing Processes in Reggae Music
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Abstract

In social science, reality is too frequently conceived of from the point of view of European or American white men. I intend to examine the perceived realities and world-view of a marginalized oppressed group, the Rastafarians. The contemporary social movement literature focuses heavily on framing processes, how movement members portray their grievances to potential sympathizers. Reggae music is the most popular vehicle for the Rastafarians to disperse their world-view. This study explores how reggae music serves certain social movement functions for the Rastafarian movement. I seek to show that reggae music is indeed political and draws heavily from Rastafarian ideology. I will perform a content analysis of the lyrics of reggae music and identify the diagnostic, prognostic, and motivational framing used by the reggae artists.

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TABLE OF CONTENTS

I.	STATEMENT OF RESEARCH PROBLEM.....	1
II.	LITERATURE REVIEW.....	3
	A) THE ARTS AND POLITICS.....	3
	B) MUSIC AND SOCIAL MOVEMENTS.....	6
	C) JAMAICA’S COLONIAL AND POLITICAL HISTORY.....	8
	D) DREAD TALK.....	11
	E) JAH RASTAFARI.....	13
	F) PROTO-RASTAS AND RASTA FORERUNNERS.....	17
	G) RASTA, REGGAE, AND JAMAICAN POLITRICKS.....	25
	H) REGGAE MUSIC AND RASTAFARI.....	28
	I) RASTA AND FRAMING.....	32
	J) RASTA AND SOCIAL MOVEMENT THEORY.....	36
III.	CHANT DOWN BABYLON – FRAMING A RASTA WORLD-VIEW.....	37
IV.	METHODS.....	39
	A) REGGAE ARTISTS AND SONG SAMPLE.....	46
	B) CODING.....	52
V.	FINDINGS AND CONCLUSIONS.....	54

VI. REFERENCES.....	65
Appendix A. Sample Code Sheet	70

LIST OF TABLES

Table 1. Non-random Purposive Song Sample.....	47
Table 2. Cross tabulation of dominant framing and dominant Rasta theme.....	55
Table 3. Reggae lyrics and framing.....	56
Table 4. Dominant framing process for songs.....	56
Table 5. Reggae songs and Rasta central themes.....	59
Table 6. Dominant Rasta theme represented.....	59