

## *An Examination of Cultural Perceptions through Popular Music Videos*

How we view cultures can affect how we interact with them. Our perceptions of different cultures, and our own, is determined in large part by how they are portrayed in the media, as this is the predominate source of mass communications technologies in our modern world. This paper seeks to determine how the perceptions of cultures can be altered through the media of popular music videos. The main finding within is that while music videos can act as reflections and reinforcements of established perceptions of cultures, there is something deeper that causes these perceptions to exist in the first place.