Karl Marx proposed theories about society basically that all of society would at one point in time evolve into different social classes. Through this division comes competition and then forms a struggle that inevitably yields an upper dominant class. This upper class would then have absolute control over the goods and products that all other classes use, need and desire within our society. Once this has been achieved then we will we see that there is a significant difference between the established dominant reigning class in regards to economic, political and social power.

This is referred to as hegemony, a "processes by which the dominant class maintains its dominant position. For example the use of institutions to formalize power; the employment of a bureaucracy to make power seem to be abstract and not attached to any one individual. The instilling of the ideals of the hegemonic group through education, advertising, publication and the mobilization of a police force as well as military personnel to repress the opposition" (Hegemony).

Hegemony can be seen through means of advertisement, education, publication and modern methods like music videos viewed by consumers on the World Wide Web or television, specifically 2013's number one hit summer single "Blurred Lines" by Robin Thicke. This video topped the charts for months, and the song “Blurred Lines” was used in the advertisement of different commercials in order to gain attention to advertise other products due to it popularity.

Stemming from the theories of Karl Marx this paper will formulate claims supported by alleged evidence through an analysis of the 2013 summer hit single “Blurred Lines” by Robin Thicke. The music video flashes numerous bolded hash tags in red colors across the entire length of the screen for three to five seconds at random intervals for the duration the video to promote the music artist's publicity. In addition the goal is to create a loose, relaxed and more importantly free feeling theme. The theme of the song “Blurred Lines” and the beat go hand in hand. From the free feeling theme the beat gives you the feeling that you just want to move freely. Therefore the producers of the video give you the women of the video doing just that dancing and prancing freely throughout the video.

The musician is dancing and strolling around seductively after the women in the video; in return the women follow him in a sexual manner. The background of the video is a neutral skin tone color which was strategically done to draw the attention to the people in an effort to eliminate any and all background colors which may deter the focus away from the men and women. The women are wearing nude colored panties and shoes but Robin Thicke, Pharell and T.I. are all wearing contrasting black colored pants and long sleeve dark dress jackets which not only creates a visual attraction but portrays their class, money and status in society as well. Utilizing a skin toned theme places importance on props used in the video, boosting any attempt of messages to be conveyed, emphasizing the men’s bold colored clothing and ultimately enhances the effect of the women’s bare breasts on the viewer.

The upbeat music tied with sexual innuendos and lyrics are used to promote the “animal” in the human nature, glamorizing the musician who has money. So how does having women exposing their breasts appearing to be misleadingly fully nude in a music video filled with sexual tension and dirty innuendos benefit the record label politically, socially and economically?

Marx's perspective of social and economic factors will aid with the analysis of why the music video was made the way it was as well as why there was an uncensored and censored version.

Through the eyes of Karl Marx the main objective of the music video is to obtain social, economic and political power. The answer to the question lies within the association between the record labels vision and the visually and lyrically messages conveyed in the music video "Blurred Lines." The subsequent scrutiny will bring the said association to full focus, significantly helping to answer the question above.

The music video "Blurred Lines" has roughly two distinct messages that are portrayed both explicitly and indirectly. The first message is projected towards women alleging that men with power and money are fun; real life and rules don’t apply when women are with that special man so they can be naked, be sexual or whatever they want with no consequences. The second message is directed towards men in the sense that if they had money and social fame like Robin Thicke, T.I. Or Pharrell then the men will have all the fame, fun, wealth and have all the beautiful naked women they desire.

Within the music video the producers attempted to create a facade of men with power and money create a false sense of reality for women. When the women see a man with money and fame they realize they can actually have fun and real life rules and restrictions don't apply anymore. The video indirectly portrays the women debating if they should stay faithful to their man or let loose and be free sexually with the dashing men around them. Robin Thicke not only conveys this message through his lyrics but visually insists that he is there for their fun and the women shouldn't worry about any man who tries to tie her down. Essentially Mr. Robin Thicke helps the women feel that they can have sexual relations with him because of his social status, political and economic power.

Robin Thicke conveys a second message revolving around the idea that men like himself, T.I. or Pharell with social status will easily have all the beautiful naked girls they desire in sexual ways directly or indirectly. The direct manner is portrayed in the video by the flirtatious, carefree, topless women dancing and smiling, looking into the camera as if they are looking into the eyes of the viewer. This creates a feeling for those who watch, falling for the ploy being that if one was socially, politically and economically similar to Robin Thicke, T.I. and Pharell then you could have women like he does.

Indirect evidence would be the lyrics stating “I feel so lucky. Hey, hey, hey. You wanna hug me? Hey, hey, hey. What rhymes with hug me? Hey! (Kuo).Robin Thicke also has another indirect moment repeating “I know you want me. I know you want me" (Kuo) while he licks an ice cream cone staring into the camera. This shows that the record label attempts to convey to men and women alike with their subliminal and direct messages.

The video specifically includes T.I. and Pharell to reach out past the messages covered previously within this paper. The target audience is saturated by a particular stereotype being that males of European decent do not have as much power and status with the women portrayed in the video as do African American males. In street terms the word "game" refers to the ability of a man to attract, entice and seduce a woman smoothly and most importantly with ease. The record label incorporates T.I. and Pharell into the music video so the stereotype is undermined. Robin Thicke flaunts his "game" incorporating practically nude bare breasted women which penetrates deeply with the audience that watches top hit music videos. The fact that the record label released two versions, one censored and one uncensored peaked the interest of not only the audience it was intended for but broke past these barriers to all types of viewers due to the social buzz it created.

Karl Marx describes a struggle between classes which ultimately leads to a dominant class. In this music video it is clear that the dominant class is Robin Thicke and his associates; in contrast the viewers are the inferior class. It is easy to fall subject to the appeal of the advertisement and then contrast the video with one’s own life and struggles. In doing so the record label successfully conveyed their social status, political status and power over the general public. It would appear that the only struggle Robin Thicke has is trying to convince a dancing topless women to have sexual relations with him. The fact that Robin Thicke has everything an average person desires truly divides the classes into either those in power or those who work for the dominant class.

There is a negative connotation that is suppressed throughout the video so the messages within “Blurred Lines” are conveyed in the manner that the record label and Robin Thick intended. Ultimately reality is absent throughout the entire clip and this umbrellas all evidence that will support this claim. From a logical point of view, a man with money does not simply tell a woman that he knows she wants him and then have that statement lead to sexual activities. Additionally fame does not guarantee women. There are plenty of men who are famous and cannot get any women they want. Most importantly women in real life do not prance around topless and practically naked with a certainty their going to sleep with one of the men but still debating on which one it is they should sleep with. Those type of women are regarded as easy and have more than likely had numerous partners in the past lowering their own morals and standards and could potentially have or eventually contract a STD. Yet the record label does a good job at suppressing these negative possibilities.

The fact remains that wealthy musicians worked hard to get where they are today and still have the same work ethic present. They constantly on tour around the nation and sometimes the world, practicing, rehearsing, lacking sleep and being told what to do on a daily basis by the record label. Despite the struggle of money or hardships we encounter as citizens the music artist is much more restricted to the freedoms that we all share. On personal down time someone like Robin Thicke may be able to enjoy more than the average Joe but in all actuality he doesn't just get paid to go on vacation. He works and works and earns that cash so there is a dire need of suppression regarding said realities to ensure the intended message of the record label are relayed to the targeted audiences successfully.

Through the views of Karl Marx the dominant class receiving all the benefits from this music video is Robin Thicke and the record label. A significant amount of revenue is made which in turn creates economic power through the extensive thought put into the fine details of Blurred Lines. With economic power comes political power which is projected through messages to the masses via the World Wide Web, television and radio alike which ultimately creates a sense of social power as well. With the money generated comes power and with this the record label has the ability to dictate what trends are in. In addition Robin Thicke can now dictate to a point how people can fulfill their desires by being like him in the music video produced. So it would be safe to conclude that through gaining absolute economic power, social and political power come with it.

Robin Thicke and the record label alike are successful in practicing hegemony by demonstrating their ability to hold their dominant social stature without using force. Robin Thick successfully prevents most of the audience from analyzing the video from a logical perspective regarding reality as well as the negative connotations associated with the intended direct and indirect messages. If struggle, rejection, responsibility or even the slightest disagreement take place then Robin Thick loses his ability to hold his class.

At the end of the day Robin Thicke and the record label retains their social class dominance because of the use of hegemony. If people realize what the true purpose of a music video is then this would take away an overwhelming amount of power from the record label. The purpose is not to be a quick entertaining music video rather an advertising technique used by many labels around the world. Companies know exactly what will sell and gain the attention of those who are watching. The number one thing that sells is of course sex. Sex is the primary focus of this song and video along the glamorous lifestyle of having money. Having money brings women and having women of course lead to sex. If the rhetor can demonstrate this in the video it can then persuade the audience to feel as if they are the inferior group due to the fact that they don’t have what Robin Thicke has.

By supporting women exposing their breasts appearing to be misleadingly fully nude in a music video filled with sexual tension and dirty innuendos benefits the record label considerably towards reaching social, political and economic dominance. The general effectiveness is not a high percentage when taken into consideration those that agree and those that disagree. However reading between the lines and considering how many people are within the category that agree is staggering.

Persuasion is key here it’s what every rhetors ultimate goal is and the only way to stop it is by truly understanding what the messages are being conveyed and taking a step back, logically analyzing the material being presented. The rhetor bets on the fact that people aren’t going to think twice about the information that is being delivered to them in media. It is hard to find people who base claims on factual claims backed by evidence. Most everyday life is based on what you heard, who saw what and when. It is a cultural thing that has been started with the younger generations in America. Using the philosophies proposed by Karl Marx to analyze the music video “Blurred Lines” by Robin Thicke, one can claim that the artist and the record label do an outstanding job gaining, maintaining and projecting their social, economic and political powers to the masses by utilizing hegemony.

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