

Ethnic Minorities and

THE GRAMMY

AWARDS

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L3 LLCER 2023-2024

What is the Grammy awards ?

- **prestigious awards**
- presented by the **Recording Academy**
- **Different categories** : Album of the Year, Record of the Year, Song of the Year, Best New Artist, etc.
- **genre-specific awards** like Best Pop Vocal Album, Best Rap Album, Best Country Song, etc.





How has representation of the minorities within the Grammy awards evolved over time ?



Outline



1

★ ★ ★
**Lack of Diversity in
Nominations and
Awards**

2

★ ★ ★
**Factors
Contributing to Lack
of Diversity**

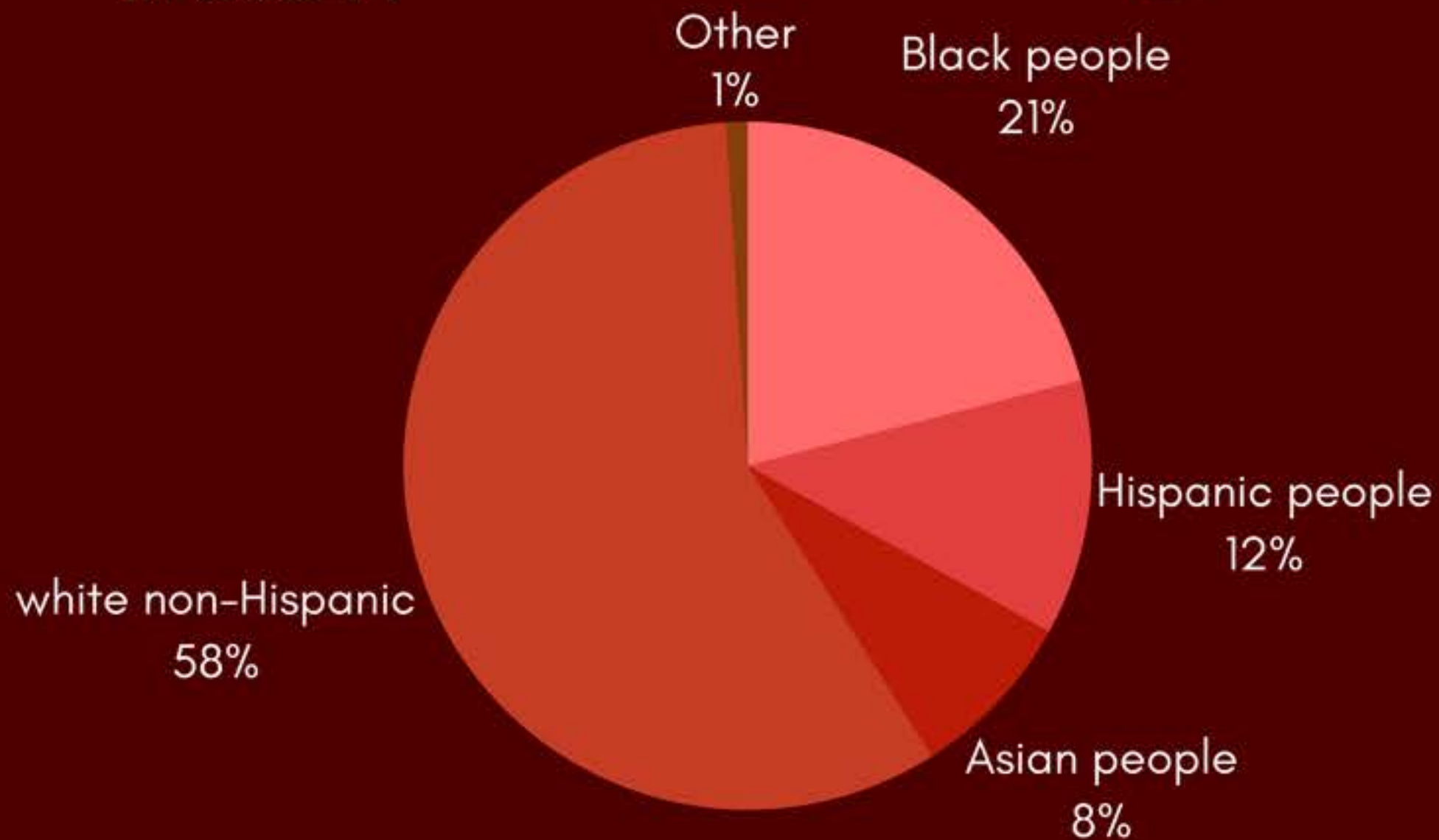
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★ ★ ★
**Efforts Towards
Improvement**



1 Lack of Diversity in Nominations and Awards

In 2024 :



Black artists on the US Billboard hot 100 chart **38 %**

Black artists Nominations for the Grammys **26,7 %**

Black artists awardees **21 %**

Examples of controversies



★ ★ ★
Michael Jackson's
"Bad"

1988



★ ★ ★
U2
The Joshua Tree



★ ★ ★
Album "Beyoncé" by
Beyoncé

2015



★ ★ ★
Beck
"Morning Phase"



★ ★ ★
SZA
SOS

2024



★ ★ ★
Taylor Swift's
"Midnights"



Categories



- non-white artists mostly win in smaller "racialized" categories
- rap and R&B, categories that people of color primarily dominate.
- The overrepresentation of non-white artists in these categories reflects their underrepresentation in mainstream genres



2 *Factors Contributing to Lack of Diversity*

- biases and gatekeeping practices in the Music industry that perpetuate inequality.
- Established power structures in the music industry mostly dominated by:

**White
executives**

**White
producers**

**White
decision
makers**



Voting process and membership demographics

*** submissions

around 20,000 entries are submitted each year

*** screening process

More than 350 experts review the submissions

*** nominating phase

First-round ballots are sent to voting members

- **5 finalists are chosen in each category**
- **the voting members cast their votes to determine the winners**



3

Efforts Towards Improvement

- Black music collective
- Discontinuity of anonymous voting committees
- Diversity on and off the stage
- the Recording Academy will actively monitor representation in the show



Beyoncé Success story and her influence



- 2021 won the most Grammys by a female artist and the most by a singer of any gender
- "Brown Skin Girl" won Best Music Video
- "Black Parade" earned her Best R&B Performance

Beyoncé Success story and her influence

- 2023 Beyoncé Breaks Record For **Most GRAMMY Wins** In History





How did *Beyonce* managed to
texclusion of Black musicians in
the country_genre ?



★ ★ ★ "Renaissance Act II"	★ ★ ★ "Texas Hold Em"	★ ★ ★ "16 Carriages"
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A stylized illustration of a theater stage. The background is a dark red wall with vertical wood paneling. Two spotlights from above illuminate the stage. Red curtains are pulled back on both sides. In the foreground, rows of red theater seats are visible. A central sign with a glowing yellow border and red lights contains the word "Conclusion" in a cursive font.

Conclusion

THANK
YOU

