

# Ava Max

Ava max discusses about the sexism and how women have been suffering with the men in “power”, in all her songs she sings about women empowerment.

Her background as a female artist encouraged her to create awareness through her music about sexism in the world and even her work place where female artists have to work much harder to get noticed and constantly being told by male managers and producers what to do.

Sexism has been around forever and only recently have we made a small impact even though we have a long way to go artists and more female artists have come out with more music talking about the effects it has on the world and young girls growing up.

All women are affected by the issue and it has a very influential on younger girls growing up to think that sexism is normal, when its not and it should change. Ava Max uses her platform to spread the message to everyone and has impacted the way girls think about themselves and how much more they are worth.

From the beginning of her music career, with her hit “sweet but psycho” with the meaning behind it that if a man does it he is protective but if a female does it she is a psycho, she’s being a “psycho” making it than a man is mocking her and degrading her and creating a unnecessary new word for her for the same action he does. She also discusses her childhood and growing up with beauty standards and all of these comments to act more like a “lady” made her rebel the social standards and for her to be comfortable in her own body.

She also came out with empowering songs such as, as do I and kings and queen and not your barbie girl

Her song barbie girl really gave us a hint of how the music industry is changing with the original barbie girl by aqua in 1997 and how we grew up thinking that its how its meant to be, while Ava max came out with her song not your barbie girl that made us realise that we were in a way “brainwashed” by our music that we listen to and made us open our eyes to how many more artists are using there platforms to raise awareness for sexism.

Ava max’s impact n the community is inspiring females and other artists to address the issue as well even though she isn’t the first female artist to use

her platform to encourage girls and discuss this topic, she is the one challenging those boundaries and making them very public with her style choice and hair choice, she does bold moves and uses bold colours to bring out the best in all of us. Even when most people give her weird looks about her hair or how she speaks it only encourages her more to be herself and teach other girls how to swell.

<https://www.glamourmagazine.co.uk/article/ava-max-career-interview-2019><https://warnermusic.co.nz/news/ava-max-explains-the-meaning-behind-sweet-but-psycho>

