

3(D) Review { By Walt Mueller }

SONG/VIDEO: "M.I.L.F. \$" by Fergie

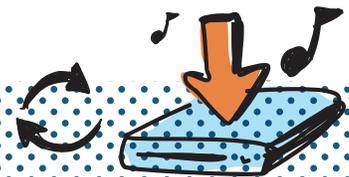
Background/summary:

This first single from Fergie's upcoming solo album, *Double Duchess*, was released on July 1, 2016. With over **52 million online video views** in its first three weeks, "M.I.L.F. \$" (pronounced "Milf money") the song has charted in multiple countries. Set in the brightly colored fifties-flavored town of Milfville, the video features a lingerie-clad group of **famous celebrity mothers**, including Fergie, Kim Kardashian, Chrissy Teigen, Alessandra Ambrosio, Ciara, Gemma Ward, Tara Lynn, Devon Aoki, Angela Lindvall, Isabeli Fontana, Amber Valletta, and Natasha Poly.



DISCOVER: What is the message/worldview?

- According to Fergie, the song's title changes the lusty acronym "M.I.L.F" from "Mother I'd Love to F___" to "Mother I'd Love to Follow," although she does admit that there is a double-meaning. The fact that the song retains a strong flavor of the acronym's original meaning is obvious when viewing the video. She says, "Changing the acronym is about empowering women who do it all. They have a career, a family, and still find time to take care of themselves and feel sexy. . . with a wink of course." Fergie goes on to say, "This is definitely empowering moms to have fun. Being a mom and having a career, taking care of yourself and still being able to be flirty and fun and a little naughty sometimes – there's nothing wrong with that." Fergie admits that she's pushing society's limits and beliefs on what a mother should be.
- The video opens with a handsome young "Milfman" driving his "Milf truck" (advertising the "Dairy Duchess Love Factory") through the town while gawking at the seductively dressed and postured women. Fergie sings, **"Heard you in the mood for a little milfshake/Welcome to the dairy duchess love factory/I could whip it up, fix you up straightaway/Comin' in the front door, leavin' at the back door. . . Been working extra service to give it to ya/Didn't mean to make you nervous motherf_____."**
- Fergie and the other celebrity mothers continually tease and seduce viewers on the other side of the lens. They are shown exercising suggestive sexual prowess - non-stop from the video's start to finish - while covered in milk, in a bathtub, in a shower, and waitressing. One scene depicts Fergie as a substitute teacher in a classroom full of letter-jacketed adolescent boys enamored with her attire and focused wide-eyed on her deliberate efforts at sexual posturing.
- According to Fergie, the song's sexuality is meant not to objectify, but to empower women, especially young mothers as they balance motherhood, career life, and me-time. . . all while being sexy. She sings, **"I-N-D-E-P-E-N-D-E-N-T/Do you know what that means?/Can't see me, B-R-O-K-E/I'm P-A-I-D/You heard about me, I'm saying."** They want to become the mother younger men would love to bed.



DISCERN: How does it stand in light of the biblical message/worldview?



- For the Christian, identity is to be found as one made in the image God, made for God, and made to serve/glorify God in every nook and cranny of life. One's identity is to be found in Jesus Christ. Today's culture sends a markedly different message. Identity is to be found in outward appearance (as opposed to inward character) and an expressed hypersexuality, particularly for females. Fergie and the "M.I.L.F. \$" cast fulfill, promote, and aspire to this destructive identity stereotype that does nothing but objectify women, making them lead players in the sexual fantasies of men.
- The Bible defines "lust" as a strong desire that can move in either a good or evil direction. In this case, Fergie is promoting indulgence in the lusts of the flesh, which the Bible states are not of God and which war against the soul (Ephesians 2:3; I John 2:16; I Peter 2:11). Proverbs warns against the cunning seductions of the "forbidden" woman and the "adulteress" (Proverbs 2 & 5). In addition, the 7th and 10th commandments prohibit adultery and the coveting after another man's wife (Exodus 20:14; 17). The Scriptures are clear that sex and sexuality are a good gift from God for a man and woman to experience within the covenant of marriage. Sexual immorality is to be scorned and avoided.
- Fergie's use of sexual language and imagery is an attempt to exercise power and dominance by taking control of one's life and sexuality. But is this really a way - as a growing number of feminists say - to empower one's self? Not at all. Instead, another arm of feminism correctly condemns these displays as a form of objectification that dehumanizes females.
- "M.I.L.F. \$" is a pornographic video in the sense that it lyrically and visually promotes sexual expression and behaviors that are outside the borders and boundaries for God's good gift of sex and sexuality. The video is also clearly influenced by our culture of pornography in its poses and posturing.



DECIDE: What do I do with it?



- While we do not recommend showing the video to students, we do recommend aggressively looking for opportunities to talk about the song and its messages (particularly with those students who have already viewed the video), contrasting those messages with the message of the Scriptures on identity, personhood, sex, sexuality, objectification, pornography, misogyny, and gender roles.
- Discuss Fergie's attempts to redefine and reframe motherhood in our culture. Talk about the high calling of the vocation of motherhood, contrasting the biblical message and role of mother with how the culture now defines and hypersexualizes motherhood. Talk about how we are to nurture our faith as opposed to nurturing one's sex appeal.
- Discuss this quote from Os Guinness in relation to "M.I.L.F. \$": "Freedom is not the permission to do what you like. It's the power to do what you ought."
- Ask students to evaluate how Fergie's song reflects the movement towards "expressive individualism" (being faithful and true to one's self) in our culture, as opposed to following and reflecting the way and will of Jesus Christ (being faithful and true to following Jesus Christ).

Walt Mueller is the President and Founder of the Center for Parent/Youth Understanding.



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