

WALK IN STYLE: BE A VICTOR, NOT A VICTIM

Mosi Dorbayani

Doctoral Researcher at University of Salford, Manchester, UK.

ORCID: [0000-0002-8362-1034](https://orcid.org/0000-0002-8362-1034)



WALK IN STYLE: BE A VICTOR, NOT A VICTIM

An Extension Document to Project No. 3

ORCID: 0000-0002-8362-1034

During my recent studies, I came across to an article by James O' Higgins Norman titled: Tackling Bullying from the Inside Out: Shifting Paradigms in Bullying Research and Interventions (2020). In his article, Norman shares:

While certain individuals are more likely to bully (psychological dimension), the structures in which they exist (sociological dimension) can also contribute towards an environment (educational dimension) where bullying is more acceptable. Furthermore, social media and other online spaces (technological dimension) are now extending the nature and scope of bullying beyond the built environment into cyberspace.

Bullying has been defined for some time now as: occurring when an individual is repeatedly exposed to intentional negative actions by another person(s), creating an imbalance in power between the perpetrator and victim. (Olweus 2007)

This definition comes from the work of Dan Olweus who is generally recognised as a seminal figure in anti-bullying studies. According to Norman, the definition is not perfect but for now, we can say that there are four things that characterise bullying behaviour and these are:

- Intentionality
- Repetitiveness
- Power imbalance
- Negative effects

We could spend some time exploring what each of these means, for example, to what extent can a once off event be said to be bullying? Where is the repetition in that? Some would say that as it is just a one-off event, then it is aggression and conflictual but not bullying. On the other hand, it can be argued that the threat of its being repeated in itself means that effect of repetition is present, and so an apparent once off event can be considered to be bullying.

Norman shares that the first case of bullying ever to be named as such involved a young soldier in the British Army who was reported in The Times newspaper in 1862 to have taken his own life because he had been subject to 'systematic bullying' and had been the object of constant

‘vexations and attack’. Interestingly the tone of the newspaper article was non-condemnatory with regard to those who had carried out these vexations concluding that bullying was a part of human nature frequently found in a ‘school or a camp, or a barracks, or a ship’s crew’ as cited in Koo (2007).

Similarly, cyberbullying is defined as:

Wilful and repeated harm inflicted through computers, cell phones, and other electronic devices.
(Hinduja and Patchin 2015:11)

The key differences here between bullying and cyberbullying relate to the fact that victims often cannot tell who is bullying them online, and this increases the power imbalance between the bully and the victim, and as such, this anonymity can cause much trauma to the victim. Another key difference is that the potential audience is much larger when the bullying takes place online, and this increases the scope of humiliation for the victim. Finally, the fact that the internet is everywhere in our lives is key, it is virtually impossible in many countries to avoid the internet. As such cyberbullying can be extremely pervasive—in other words, there is no getting away from it.

So how big of a problem is bullying for our young people. Research from UNESCO in 2018 that relied on individual country reports found that one-third of children and young people are victimised in school. Clearly, if we consider the mental health effects and diseases that can result from being bullied, then bullying can be understood in some ways as a problem of pandemic proportions. If one-third of children globally were starving or contracted a disease, we would immediately close our airports and send in the army to tackle the problem—but yet we often accept that bullying is a fact of life and there is little that can be done about it. The number of victims, however, is not consistent across all countries. UNESCO’s report looked at the individual countries where data is available to see what the more local situations are like. (UNESCO 2019)

Furthermore, in a more recent study, we found that 57% of 15–18-year-olds were asked to share a sexual image, 24% shared a sexual image and 13% had a sexual image shared without their consent. (O’Higgins Norman et al. 2019)

Reaction to the increased participation in sexting, that is, sending sexual content online, among young people naturally raises concern about young people and their safety online and how best to support them.

This view is based on data that shows that a large number of students in our schools are sending sexts and so it is argued that it would be better and more responsible to teach them how to do it safely, and in doing so, minimise the risks to their safety and privacy. This is somewhat controversial. In Ireland many schools take a traditionalist approach to sexual matters where children are concerned and sex education in schools has been found to be poor, focused narrowly on biology and avoiding sensitive topics. (Keating et al. 2018)

Clearly, the cost of bullying to the individual in terms of mental health and life opportunities can be significant, resulting in low self-esteem, depression, social isolation and even suicidal ideation. Furthermore, the cost can be economic too. Recent research in Sweden found that, if it is not tackled, the cost to the State of 1 year of bullying in schools can be up to two billion euro over the following 30 years. (Nilsson Lundmark et al. 2016)

With view to all the above, one of the most heartbreaking tragedies in North America, is the story of Amanda Todd, who committed suicide as the result of cyberbullying:

“In seventh grade, Todd had logged onto a webcam site where she met a 30-year-old man who persuaded her into flashing him her breasts. When she sought to withdraw from the man's persistent attentions, he contacted her via Facebook. He threatened to send the topless photos of her to "everyone" if she did not "put on a show". Unfortunately for Amanda, this was not an empty threat: the man could obtain her personal data, including where she lived and went to school, and made good on his word. When she changed schools to avoid the people who had seen the uncensored photo, he made it his profile picture on Facebook.”

Amanda Todd, 15, who lived in Port Coquitlam, British Columbia, died earlier in Oct 2012 by her own hand. Shortly before she killed herself, she made a YouTube video describing the bullying she had suffered both at school and after school. She titled the video: "My Story: Struggling, Bullying, Suicide, Self-harm".

As mentioned in my critique, when I heard the story of Amanda Todd's tragic death, it moved me so much, so that I decided to write a message song. Not a typical 'anti-bullying' song, but rather a "coaching or mentoring" one – directly speaking to the victims. So, '*Walk in Style*' was born with the hope that it encourages the victims of bullying to stay positive and strong. My core objectives were:

- To write a unique message song targeting the victims of bullying as my audience;
- To deliver that message across the globe to as many as possible;
- To facilitated dialogue and to create a thinking tool for discussion;
- To eventually contribute to 'practice' and 'new know-how / knowledge'.


When I saw a version of my song was used by a secondary school in Philippines in which, the school girls played in a music video – highlighting the message I wrote through their masterful dramatization, I said to myself, YES, the message got across the continent. When my message from Canada in North America, reached to Philippines in South East Asia; when it was shared and played from Alberta to Argentina, from Memphis to Budapest, from Paris to Punjab; when it was aired by MTV; when I was reported by PROs that my song was registered and licenced for numerous live performances in more than 10 countries; when I could see media reports from Argentina, to Malta to PSAs from Turkey, and when I could hear it on a number of FM / AM Radio stations around the world broadcasting it to hundreds of millions, I proudly said to myself, the mission of getting the message across the globe is successfully accomplished. (Dorbayani, 2018)





Seguir Adelante (Walk in Style)

Seguir Adelante (Walk in Style) - The Music Video in Spanish


Just on SoundCloud alone (free streaming/downloading), the project reached to more than **1million** streams in its first month. The following top five versions in different genres reached over 200,000 streams each. (Click on images to stream)

 **SOUNDCLOUD** Home Stream Library Search for artists, bands, tracks, podcasts Sign in Create account Upload

 **WAALMAWARDS** Station Follow Share



WAALMAWARDS
Walk in Style (Stililine Yürü) by ERSIN FAIKZADE 7 years ago #Walk In Style



8 1 Share More 200,655 Streams 200K 4

Followers 35 Following 0 Tracks 22

The World Academy of Arts, Literature, and Media – WAALM supports, develops, and promotes the dramatic and fine arts, music, creative writing and poetry, as well as professional journalism and media productions. WAALM regularly identifies and

Show more ▼

 **SOUNDCLOUD** Home Stream Library Search for artists, bands, tracks, podcasts Sign in Create account Upload

 **WAALMAWARDS** Station Follow Share



WAALMAWARDS
Walk in Style - Michael Brass 7 years ago #Pop-Ballad





7 2 Share More 200,314 Streams 200K 1

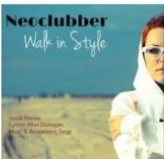
Followers 35 Following 0 Tracks 22

The World Academy of Arts, Literature, and Media – WAALM supports, develops, and promotes the dramatic and fine arts, music, creative writing and poetry, as well as professional journalism and media productions. WAALM regularly identifies and


Show more ▼

 **SOUNDCLOUD** Home Stream Library Search for artists, bands, tracks, podcasts Sign in Create account Upload

 **WAALMAWARDS** Station Follow Share



WAALMAWARDS
Walk in Style - Neoclubber 7 years ago #Electronic



2 Repost Share More 200,278 Streams 200K

Followers 35 Following 0 Tracks 22

The World Academy of Arts, Literature, and Media – WAALM supports, develops, and promotes the dramatic and fine arts, music, creative writing and poetry, as well as professional journalism and media productions. WAALM regularly identifies and

Show more ▼

 **SOUNDCLOUD** Home Stream Library Search for artists, bands, tracks, podcasts Sign in Create account Upload

 **WAALMAWARDS** Station Follow Share



WAALMAWARDS
Walk in Style - Radhika Shankar 7 years ago #Fusion - Trip-Hop





7 1 Share More 200,358 Streams 200K


Followers 35 Following 0 Tracks 22

The World Academy of Arts, Literature, and Media – WAALM supports, develops, and promotes the dramatic and fine arts, music, creative writing and poetry, as well as professional journalism and media productions. WAALM regularly identifies and


Show more ▼

 **SOUNDCLOUD** Home Stream Library Search for artists, bands, tracks, podcasts Sign in Create account Upload

 **WAALMAWARDS** Station Follow Share



WAALMAWARDS
Walk in Style - Nasambu 7 years ago #Afro-Soul



6 3 Share More 200,549 Streams 200K

Followers 35 Following 0 Tracks 22

The World Academy of Arts, Literature, and Media – WAALM supports, develops, and promotes the dramatic and fine arts, music, creative writing and poetry, as well as professional journalism and media productions. WAALM regularly identifies and

Show more ▼

With over **3,200,000** Free downloads from various platform on its first 6 months of release, including from the official MTV Artists site – this message song became one of the world’s leading songs for humanity to impact the masses in its time.

Artists

BETA

Explore Artists

Watch & Listen

Search

WAAALM PRODUCTIONS

London

World

2005

Bio

HOMETOWN

GENRE

STARTED

FULL STORY

music

Carolina Ghitza

Promise Me

Mosi Dorbayani

Arrangement: Marta Bellido

PROMISE ME

Carolina Ghitza

Promise Me

Mosi Dorbayani

Arrangement: Marta Bellido

VIDEO PROMISE ME

Don't Do It

Andysh

TRACK DON'T DO IT

ONE ESSENCE

Words: Mosi Dorbayani & Vocal: Leonidas G-Cue

TRACK ONE ESSENCE

downloads

Michael Brass

WALK IN STYLE

TRACK WALK IN STYLE

Seguir Adelante

(WALK IN STYLE)

TRACK SEGUIR ADELANTE (WALK IN STYLE)

Magnificent Love

S.F.M.

TRACK MAGNIFICENT LOVE

Hate Too

Walk in Style

TRACK WALK IN STYLE

Neoclubber

Walk in Style

TRACK WALK IN STYLE

Andysh

WALK IN STYLE BY ANDYSH

TRACK WALK IN STYLE BY ANDYSH



WALK IN STYLE

Vocalist

RADHIKA SHANKAR

Songwriter

MOSI DORBAYANI

Radio commentaries state: "This English rendition of 'Walk in Style', is recorded by Radhika Shankar, from India - incorporating some traditional Indian instruments for its arrangement – like Sitar and Tabla. The song is written by no other than famed Canadian songwriter, Mosi Dorbayani.... Our Radio is glad that it is part of this discussion and promotion of such a great project for humanity." Lite 102.2 FM / Phoenix 98 FM

Radio clips and commentaries are available from the Portfolio file.



Nomination for Best Lyrics/Lyricist - Hollywood Music Awards - 2017

References:

- Dorbayani, M. (2018), 'Message Song', ISBN: 978-0-9940842-5-5
- Hinduja, S., & Patchin, J. W. (2015). Bullying beyond the schoolyard: Preventing and responding to Cyberbullying (2nd ed.). Thousand Oaks: Sage Publications.
- Koo, H. (2007). A time line of the evolution of school bullying in differing social contexts 2007. Asia Pacific Education Review, 8(1), 107–116.
- Keating, S., Morgan, M., & Collins, B. (2018). Relationships and sexuality education (RSE) in primary and post-primary Irish schools, Research Paper. Dublin. National Council for Curriculum and Assessment.
- Nilsson Lundmark, E., Nilsson, I., & Wadeskog, A. (2016). The costs of bullying. A socio-economic analysis (Stockholm. FRIENDS).
- Olweus, D. (2007). Olweus bullying prevention program. Center City, MN. Hazeldene.
- O'Higgins Norman, J. Tackling Bullying from the Inside Out: Shifting Paradigms in Bullying Research and Interventions. Int Journal of Bullying Prevention 2, 161–169 (2020). <https://rdcu.be/cxgRv>
- O'Higgins Norman, J., Foody, M., & Milosevic, T. (2019). Submission to the joint oireachtas committee on justice and equality on harmful communications. Retrieved from: Harmful Communications <https://bit.ly/2Ci3wTd>.
- UNESCO, (2019). Behind the numbers: Ending school violence and bullying. Retrieved from: <https://en.unesco.org/news/school-violence-and-bullying-major-global-issue-new-unesco-publication-finds>.