**Music video Scavenger Hunt +**

**Focus on Media Theory (ideologies and representations)**

**Section A Use the music video study booklet – look at the first 3 pages**

|  |  |
| --- | --- |
|  | write your answers here |
| 1) What are the three main types of music video? |  |
| 2) Write down the three aims of a music video that you consider to be the most important |  |
| 3) What are the 5 categories you should use when doing visual analysis? (clue: MCESS) |  |
| 4) What is *diegetic* sound? |  |
| 5) Camerawork can be divided into the following 5 categories. Which one is missing?  1)composition & framing 2)angle 3) ………… 4)position 5)shot type |  |

**Section B** Look at the 5 music videos linked to the image and answer the questions below. You don't need to watch the whole video. The videos are:

**Miley Cyrus – Wrecking Ball**

**Aha – Take on Me**

**Peter Gabriel - Sledgehammer**

**Destiny's Child – Survivor**

**Childish Gambino – This is America**

|  |  |
| --- | --- |
| 6) Which video could be a comment on celebrity culture and fandom? It features a mix of animated black and white graphic novel drawings and live action footage of a young woman's fantasies. | Give the artist/ band name |
| 7) Which video refers to racial attitudes, ethnicity, stereotyping and racial tensions? | Give the artist/ band name |
| 8) Which video uses stop motion animation and fantasy images in a humorous way? Its tone is always lighthearted and it features the male singer in almost every shot. Nick Park (Wallace & Grommit) was involved filming in some of the dead chicken sequences | Give the artist/ band name |
| 9) Which video shows a solo female artist and lots of typical masculine workplace iconography? | Give the artist/ band name |
| 10) The remaining video could be criticized for its objectification of females. What type of location is used? Why could this also be a source of criticism? |  |

**Section C** **3 Background Documents**

**Male Gaze**

**George Gerbner**

**Narrative - Binary Opposition**

|  |  |
| --- | --- |
| 11) Who wrote that representations of women often involve 'men looking at women. Women watch themselves being looked at' |  |
| 12) The above quotation is a perfect definition of Laura Mulvey's 'male gaze' theory. According to this theory, the camera plays the role of what/ who? |  |
| 13) What is the word for 'secretly observing a woman for sexual pleasure'. |  |
| 14) Name Gerbner's theory which says that over time, audiences become numbed or desensitized to extreme forms of media content. |  |
| 15) Who was the theorist behind binary opposition in narrative?  e.g. male/female reality/ fantasy |  |

Section D

Extension

16) Find examples of binary oppositions in the music videos featured here.

17) How could Gerbner's theory apply to music videos and their effects on audiences?

18) Do you think 'male gaze' still applies to modern media products – are females objectified or do female artists use this consciously to make a point?

19) Iconography is a set of objects, elements techniques associated with a particular theme, idea, category or genre.

Choose one of the videos here and list the visuals that are part of a certain iconography e.g. tropical islands, male workplace, action comics, American diners, US urban life/the black experience

20) Look again at the document on Male Gaze. What is a patriarchy?

In what ways can media representations of women be linked to the idea of objects, consumerism and masculine dominance?