

Music Video Revision

'Music videos tend to suggest a mood rather than tell a story.'
Discuss by comparing 'Stop where you are' with 'Titanium'



**Starter – for practice watch
Michel Gondry's video for Kylie Minogue's Come
Into My World.**

https://www.youtube.com/watch?v=63vqob-MljQ&index=2&list=PLQeiidx_FRqVfP94uj2WJfv-SxuamHRmS

- 1) List the main C&C's
Remember your MCESS checklist
- 2) Comment on Representations- people. places,- +
iconography, connotation
- 3) Make notes on: other media concepts –
narrative, genre, audience, institution, ideology
(themes, message, ideas)

Compare your list with the points on the next slide.

**ALL MEDIA IS ESSENTIALLY ABOUT
CONSTRUCTING REPRESENTATIONS
(RE-PRESENTING 'REALITY') IN ORDER TO
COMMUNICATE A MESSAGE, IDEA OR
MOOD.**

POINTS
ABOUT
PRACTICE
VIDEO

Kylie
Minogue

‘Come
Into My
World ‘

directed
by
Michel
Gondry

1. Apparently one take, one tracking shot; continuity ‘Hollywood style’ editing (cont. editing/ straight cutting)
 2. Editing uses ‘compositing’: a technique of layering or overlapping different bits of film
 3. Kylie’s steps and movements, plus those of the extras in the background would have been precisely calculated.
 4. Sound is non-diegetic (music track only, no street sounds)
 5. Low angle, wide shot shows context and surrounding detail as well as highlighting the artist.
 6. Mise en scene – a Paris street but seems artificial
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7. Variation on the performance, lipsynched style of video
 8. Unconventional view of the singer in casual non glam clothes – so it reflects normality
 9. Simple idea – a choreographed walk through the streets of French town
 10. Duplication, repetition, & accumulation
 11. Comment on routine and normality. Binary opposition between normal and abnormal, ordinary & extraordinary
 12. Reflects the lyrics and seems to be about the need to get away from the boredom and dullness of everyday routine
 13. So it perfectly matches Dyer’s ‘Utopian Pleasures Model’- media provides release, distraction & diversion from dull everyday reality
 14. Invites multiple viewing so the video promotes the song by manipulating the audience
 15. Distorted, playful reality - Surreal & postmodern
 16. ‘Art house’ movie
 17. Intertextual links to films like Groundhog Day and The Truman Show
 18. The recent Childish Gambino’s This is America can be seen a tribute or homage to Gondry’s classic

Music Video General Notes

Music videos seem to invite more than one viewing because of their enigma codes.

Their primary aim is to promote the artist and the song.

The style must be eye-catching and memorable. So, many images will be unusual and unconventional. Many videos rely on contrast, contradiction, juxtaposition. They break the rules and SUBVERT our expectations. They play with and undermine conventions.

The theory of Postmodernism says that style is more important than content. Music video narratives do not necessarily make sense, they use enigma codes, they create a mood. They plant subliminal images and messages in the viewer's mind. (Hypodermic Needle Model, Gerbner's Cultivation Theory)

Common themes:

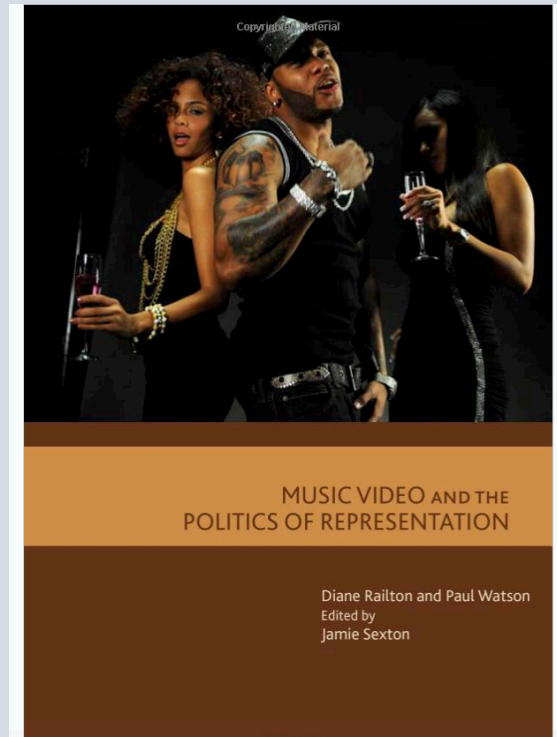
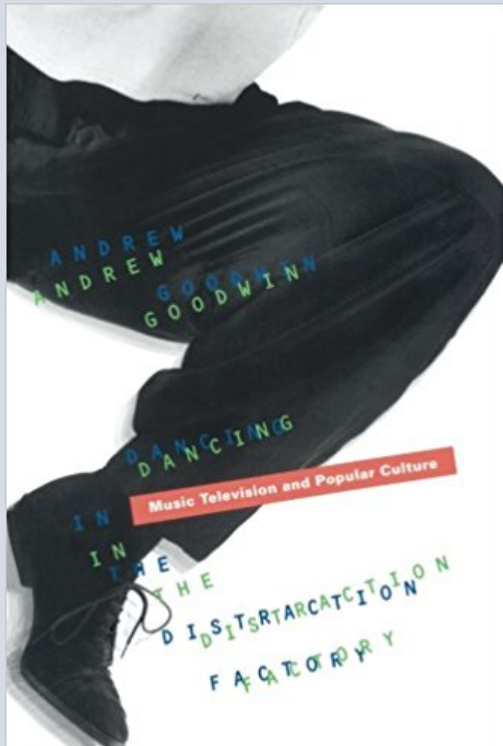
- **Identity**
- **Escapism**
- **Illusion & performance**
- **Voyeurism, surveillance (illicit, guilty watching). (links to Mulvey & Berger)**

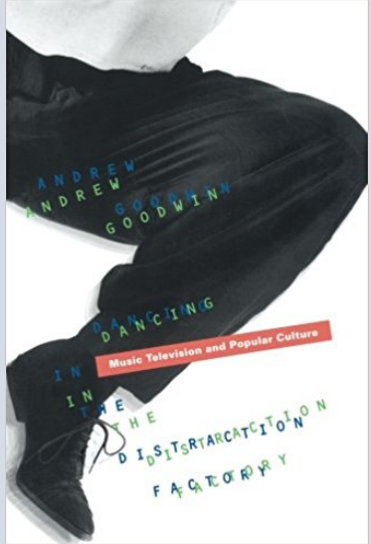
They show the artificiality of media in the way its distorting reality in order to create alternate versions of our everyday experience and get into the minds of audiences.

Books to explore if you're interested

Railton & Watson: Music Video and the Politics of Representation

Andrew Goodwin: Dancing in the Distraction factory





Andrew Goodwin – Dancing in the Distraction factory

See slideshare: <https://www.slideshare.net/naamah/goodwins-theory-intro-and-tasks>

Goodwin defines certain key characteristics (C&C's) of music videos

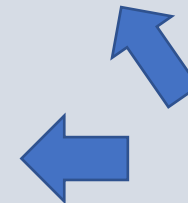
- Clear link with genre, iconography (distinctive visual style)
- Link between lyrics and visuals; Link between music & visuals (e.g. hip hop iconography)
- Close-ups of the artist / band. Videos are often about performance.
- Emphasis on 'looking'
- Intertextual references to other visual media such as films & TV so Titanium refers to films such as Close Encounters, Back to the Future, Donnie Darko, Bowling for Columbine

Videos generally fall into the following categories:

Performance

Narrative

Style and mood



Activity

To what extent do all these points apply to the two music videos you have studied?



1. Why do the media reconstruct and re-present reality- what are they trying to communicate?
 2. The Kylie video seems to be one long, looped shot.
 3. Give two other phrases to describe Hollywood style editing.
 4. The technique of using layers of film to create an effect.
 5. The 'look' of a scene, sequence or shot
 6. Sound that is purely soundtrack, and not part of the narrative action.
 7. Singing along or miming to a music track on video is called lip-.....
 8. What is the name of Dyer's theory about media gratification?
 9. According to Dyer, media provides a distraction from what?
 10. Referring back to other media products is called
 11. When a newer video seems to copy elements of an older video – this could be described as a tribute or h.....
 12. The author of 'Dancing in the Distraction Factory'
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LEARNING RECAP 2. (SEE SLIDE 3)

1 Music videos seem to invite more than one viewing because of their codes

2 Their primary aim is to the artist and the song

3 The style must be eye-catching and memorable. So, many images will be unusual and unconventional.

Many videos rely on contrast, contradiction, j..... . They break the rules and our expectations. They play with and conventions.

4 The theory of P..... says that style is more important than content. Music video narratives do not necessarily make sense, they use enigma codes, they create a mood. They plant images and messages in the viewer's mind. (Hypodermic Needle Model, Gerbner's Theory)

5 Common themes include

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- E
- I
- V , surveillance (illicit, guilty watching). (links to Mulvey & Berger)

6 They show the artificiality of media in the way its distorting reality in order to create alternate versions of our everyday experience and get into the minds of audiences, planting images and linking images and sound.



Essay Question: 'Music videos tend to suggest a mood rather than tell a story.' Discuss by comparing 'Stop where you are' with 'Titanium'



Essay Question: 'Music videos promote the artist in unusual and interesting ways.' To what extent is this true of 'Stop where you are' and 'Titanium'?