

## Watch TRCmediastudies Music Video Codes & Conventions

<https://www.youtube.com/watch?v=azf33INX8bY>

Answer the following. For OCR you don't need to know the theorists mentioned. Just note and learn the general points.



- 1) Not in video. What do we mean by 'surreal' ?
- 2) 2 or 3 main categories of MV mentioned are:
  - a) .....
  - b) narrative/fantasy/ abstract/ 'conceptual')
  - c) .....
- 3) a MV is basically a way of .....
- 4) First TV music channel set up in the 1980s: .....
- 5) Name some other music channels
- 6) Why do you think there are so many?
- 7) What is the main platform now for MVs?
- 8) A MV is essentially a product designed to do what for an artist or band?  
(Give at least 5 aims)
- 9) According to Andrew Goodwin music videos
  - a) Establish a visual link with the song's ..... . They connect with them in some way. Sometimes they even contradict them, creating a **contrapuntal tension**.
  - b) They can be related to a particular ..... and contain the iconography (set of symbols) associated with that genre.
  - c) There is often an element of 'sexually-motivated observation' or v.....  
This links to ..... 's ..... theory.
  - d) There are sometimes ..... references to other videos, paintings, stories or films. This often involves a 'homage' or tribute to another media product or artist.

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### Activity

Choose a music video, make notes and be ready to present it showing how it illustrates some of the general concepts we have been learning about.