

# Influence or deterrence: A critical analysis of the history and current state of music videos in the US

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## Purpose

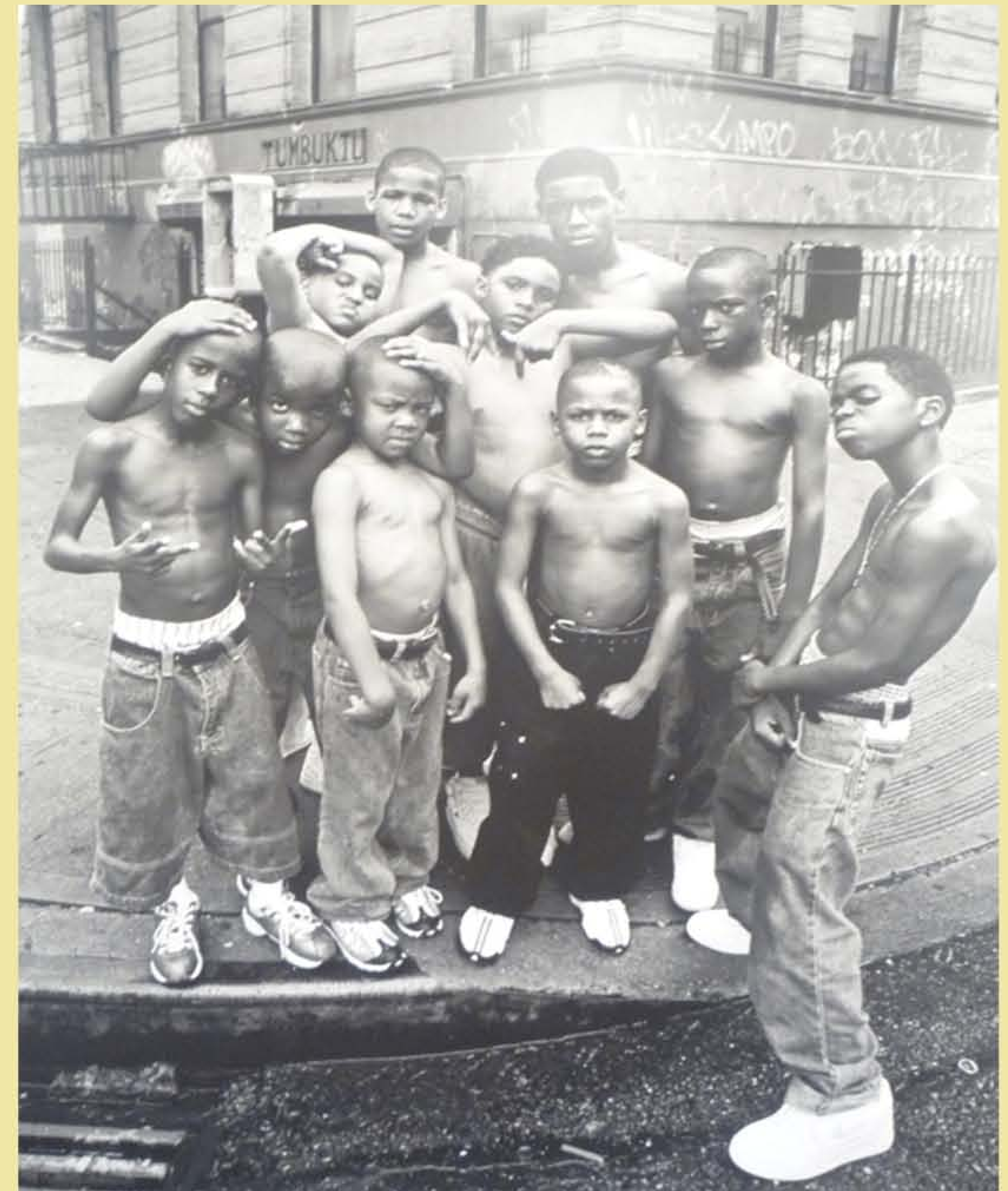
This paper critically examines the medium of music videos and its influences in society through examples and through a variety of critical theoretical concepts

## History

◆MTV - is an American network based in New York City that launched on August 1, 1981. The original purpose of the channel was to play music video guided by on-air hosts known as VJs.

◆Before the 1980s, music videos were identified by many different terms like "promotional (promo) film", "filmed insert", "promotional clip" or "film clip" or "illustrated song."

◆February 1967, the Beatles filmed one of the first ever music videos with Strawberry Fields



## Influences

- When you combine famous musical artist with continuing visuals of some of their most popular songs, the result you have is a powerful influence over those who consume these music videos.
- **Critical Theory** approach of media argues that this is how the dominant people in society remain dominant through the portrayal of media images.
- Owners of music artist such as record label exec's managers etc. continue to prevail every time a music video is watched or music is purchased.

## Conclusion

- Used merely as marketing strategies, we now have a business that turns a nice profit for many involved such as actors, video models, producers, directors etc.
- Music videos influence our culture, which most will view as not so good, however also generate profits and socialize us simultaneously.
- The images are tempting to emulate, demoralizing towards women, may result in violent acts among our youth; nevertheless it is a professional business like any other and teaches us.

