

Media Studies Revision: Music Videos

Product: Arctic Monkeys – I Bet You Look Good on the Dance Floor (2005) – Music video



<https://www.youtube.com/watch?v=pK7egZaT3hs>

Media Audiences

1. How does the I Bet You Look Good on the Dance Floor video target and address its audience?
2. How do Arctic Monkeys use video to project their image?
3. How did Arctic Monkeys exploit the online presence and niche nature of their fanbase?
4. What are the pleasures and rewards for music video audience members?

Media Industries

5. Why is this video seen as a turning point in the relationship between the music industry, artists and fans?
6. How have technological developments enabled bands/artists like Arctic Monkeys to self-produce their own artistic output and what are the implications of these challenges to mainstream music producers and publishers? How are music videos rated and regulated in the UK?

Product: Blackpink – How You Like That (dir. Seo Hyun-seung), 2020 – Music video



<https://www.youtube.com/watch?v=ioNng23DkIM>

How You Like That official music video

Media Industries

1. What are the similarities and differences between the production of How You Like That and other music videos produced in different places and at different times?
2. How does How You Like That demonstrate convergence between different media platforms and products? Consider how YouTube and Social Media are used as marketing tools.
3. How might How You Like That exemplify the global nature of media industries?

Media Audiences.

4. How do Blackpink and its record labels use the video to project the band's image? In what ways have the genre conventions of music video been used? Who might the target audience for the video be and why?
5. How might audiences consume and respond to music video such as this, using different media technologies? How might audience responses vary (for example, preferred and aberrant readings of the video as well as the uses and gratifications available)? Have these responses changed since the video was first released?
6. How were teasers and other marketing methods used to promote the video/song to its audience? Is the audience for How You Like That likely to be passive or active, and how do you know?

Historical, social and cultural contexts. Both Music Videos

What are the key differences between these two music videos? How does this reflect the changing role of music video in an increasingly digital media landscape? How does this reflect the differences between independent and mainstream artists?