BTAN2106MA05 MUSIC VIDEO: ADVERTISEMENT/COMMODITY/ART FORM
Autumn semester, 2014

Seminar, 2hrs, graded  Instructor: Gula Marianna
1st-2nd years, MA Office hours: Tue 12.00-13.00
Mon 8.00-9.40, Rm 109 Thu 12.00-13.00 Rm 108
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Course Description
The course inquires into the nature, function and aesthetic value of one of the most widespread popular cultural forms, music video. Focusing on this particular cultural form integrating several semiotic fields, the course also aims to address some crucial questions concerning the contemporary cultural scene: consumption and postmodernism, advertising and art, the cross-fertilisation of various cultural forms (especially musical film and music video), the representations of the body in popular cultural media, and so forth.

Requirements
1. In-class participation: The class format will be discussion based on the assigned articles and music videos, so it is essential that students read thoroughly all the articles and watch all the videos before class.
2. Presentation: Students are required to choose one particular topic at the start of the course and analyse in the respective class a music video either of their own choice or chosen from among the ones assigned for their topic. In the former case they should notify their fellow students as well as the instructor in advance (by Saturday evening before the respective Monday class) so that they can also watch it at home. Since room 109 has internet access, the video can be shown again in class.
3. End-term test: short essay questions based on all the articles and music videos discussed in class.
5. Class attendance: more than three absences will result in failing the entire course.

Grading
The final grade will consist in the following:
1. In-class participation 10%
2. Presentation 30%
3. End-term test 60%

Schedule:
1. 15 Sept  Collective Brainstorming
2. 22 Sept  Music Video and the Age of Electronic Reproduction


**3  29 Sept**  
**Music Video in the context of MTV & Music video and Advertising**

**Reading:** E. Ann Kaplan: “MTV: Advertising and Production”; Leslie Savan: “Commercials Go Rock” (Section III); Andrew Goodwin: “Fatal Distractions: MTV Meets Postmodern Theory”


NB! Watch also *The History of MTV* (6 min) on YouTube

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**4  6 Oct**

**Self-reflexivity/parody/pastiche**

**Reading:** Excerpt from Fredric Jameson’s *Postmodernism or the Cultural Logic of Late Capitalism*; Simon Dentith: “Is Nothing Sacred?: Parody and Postmodernism”


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**5  13 Oct**

**Music video and musical cinema**


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**6  20 Oct**

**Music video and musical cinema**

Music video: Björk: “It’s Oh So Quiet”

Also watch *The Sound of Music* (dir. Robert Wise 1965) and the musical film *Dancer in the Dark* (dir. Lars Von Trier 2000) (5 DVD copies are available in the department library)

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**7  27 Oct**

**CONSULTATION WEEK**

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**8  3 Nov**

**Music video parameters I: Sound and Image**

**Reading:** Andrew Goodwin: “A Musicology of the Image”; “The Structure of Music Video: Rethinking Narrative Analysis”


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**9  10 Nov**

**Music video parameters II: Editing/Shots/Colour**

**Reading:** Carol Vernallis: “The Kindest Cut: Functions and Meanings of Music Video Editing”

**Music videos:** Radiohead: “Karma Police”, U2: “Sweetest Thing”,

10 17 Nov  **Myths, dreams and music videos**  
**Reading:** Freud: “Symbolism in Dreams”; excerpt from “The Dream Work”; Lisa St. Clair Harvey: “Temporary Insanity: Fun, Games, and Transformational Ritual in American Music Video”  

11 24 Nov  **The Body in Music Videos**  
**Reading:** Susan Bordo: “‘Material Girl’: The Effacements of Postmodern Culture”; Steven Shaviro: “The Erotic Life of Machines”  

12 1 Dec  **Music Video as a Mode of Social Commentary**  
**Reading:** Joe Gow: “Political Themes in Popular Music Videos”  

13 8 Dec  **End-term test**

14 15 Dec  Evaluation

NB! The assigned articles can be found in the **Course packets**, a master copy of which is available in the department library (Rm 101).

**Recommended Reading:**  