

[FREE] Experiencing Music Video: Aesthetics and Cultural Context

## Experiencing Music Video: Aesthetics and Cultural Context

*Carol Vernallis*

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#793165 in Books Carol Vernallis 2004-06-16 2004-09-05Original language:EnglishPDF # 1 10.00 x .81 x 7.00l, 1.40 #File Name: 023111799X480 pagesExperiencing Music Video Aesthetics and Cultural Context | File size: 17.Mb

**Carol Vernallis : Experiencing Music Video: Aesthetics and Cultural Context** before purchasing it in order to gage whether or not it would be worth my time, and all praised Experiencing Music Video: Aesthetics and Cultural Context:

4 of 4 people found the following review helpful. Wealth of interesting informationBy M. StevensAn excellent book for anyone studying the music video or who has more than a general interest in the topic. It provides a wealth of information, interesting ideas and plenty of examples. Highly recommended.

Music videos have ranged from simple tableaux of a band playing its instruments to multimillion dollar, high-concept extravaganzas. Born of a sudden expansion in new broadcast channels, music videos continue to exert an enormous influence on popular music. They help to create an artist's identity, to affect a song's mood, to determine chart success: the music video has changed our idea of the popular song. Here at last is a study that treats music video as a distinct multimedia artistic genre, different from film, television, and indeed from the songs they illuminate and sell. Carol Vernallis describes how verbal, musical, and visual codes combine in music video to create defining representations of race, class, gender, sexuality, and performance. The book explores the complex interactions of narrative, settings, props, costumes, lyrics, and much more. Three chapters contain close analyses of important videos: Madonna's "Cherish," Prince's "Gett Off," and Peter Gabriel's "Mercy St."

Vernallis has done what no one else has to date . . . she has seen beyond the surface of the music video and has found the true and unique language of the art form. "This book is the first to take music video seriously as a multimedia genre in its own right. Carol Vernallis not only has an intimate knowledge of the repertory, but also brings together perspectives that have in the past been pursued in isolation: the musical and the cinematic, the technical and the cultural. With its combination of theoretical topics and case studies, this book is the definitive one-stop solution for anybody who wants not just to experience, but to really understand, music videos." -- Nicholas Cook, Professor of Music, Royal Holloway, University of London, "Editor, Journal of the Royal Musical Association" About the Author Carol Vernallis is associate professor in the Media Arts and Studies Division of the Communication Department at Wayne State University.