

https://www.youtube.com/watch?v=x_PrT25o8Vs

<https://www.youtube.com/watch?v=zoo9Vu1a9bU>

Firstly, I feel both music videos come from the same genre, Indie Rock, this genre has developed overtime and developed new ways to use music videos to express lyrics, the music video I am analysing is 'The Black Keys – Next Girl' now this is very different to many Indie Rock videos because it goes down the comedic route that not many bands tend to do as they like to keep their lyrics and music videos serious. The Black Keys are known for their random, funny and unique video 'Lonely Boy' This video tells the story of a puppet dinosaur with many women surrounding him with the women almost attracted to the puppet, although they're trying to be funny, I feel they're many things that we could point out in this music video.

Firstly, I would like to point out the narrative in itself, it shows a dinosaur with many women surrounding it throughout the video looking very sexually attracted to the puppet, all the women are in very provocative bikinis flirting with the puppet and some acting out sexual innuendos, videos are changing constantly and I feel in this day and age a video such as this is very normal for a band to do, I feel the video has been constructed this way to attract a large male audience, by seeing the women in bikinis they will instantly be interested in the video.

The mise en scene they have used such as the lighting has been changed to enhance the 'light, happy' mood of the song, I feel they have done this to take away to fact that they have sexualised women in the music video, the colours they have used are vibrant and don't tend to follow the typical conventions of a Indie Rock music video, the videos tend to have dark themes surrounding it so the music video tends to follow that theme also.

The props in the music video is possibly the biggest character in the video (Dinosaur) I feel they have used a puppet instead of a real person because it takes the seriousness out of the music video, for example if there was a man instead they way have been an uproar due to the man sexualising the women and only seeing them as sexual objects, but because it is a puppet people don't see it that way because it is an inanimate object.

They have used make up for the women in this video to make them look more like models, now this isn't directly sexualising them, but it is helping to make them look better so they look attractive for a male audience.

The representation of women in this music video is I feel, very sexist and don't help women to be more that objects, in the music video the women are seen as a supporting character or even an Extra, they wear hardly any clothes and are sexualised throughout, whether it is acting out sexual innuendos or 2 women play fighting in a pool or even a women dancing provocatively, women are seen in this video as second class and clearly the dinosaur is representation of a man, which makes the man in this video 1st class.

The camera shots in this music video tend to be medium to close up shots, I feel they use these to show the facial expressions of the characters, the close ups and medium shots also show the women and their figures, this is important in this music video because the narrative is set around the women and their sex appeal, I also feel they have used these to show how the characters are feeling and their emotions throughout. These camera shots are typical of an Indie Rock Video because they typically use these shots to show the emotions of the main characters.



Comparison:

Over the years, with any genre the conventions are going to change dramatically so the genre can adapt, I feel this has changed very much since the birth of indie rock in the early 1980's, where women were not sexual objects and were seen just as important as men in the music videos.



A video that doesn't show women as sexual objects is 'The Smiths – Ask' in this video it shows a man and a woman and their relationship as well as the friends and their relationships. In this video it shows love, friendship and happiness unlike the Black Keys video that objectifies women and only shows nothing more than their face and their bodies. , I feel it has changed dramatically, I think the biggest reason it has changed is because of the music industry having to adapt and change the way it appeals to audiences, one of the biggest ways they can appeal to a bigger audience are by using sex appeal in this day and age, sex appeal is used in every genre, whether it is rap, pop or rock, they use it to appeal to a bigger audience but specifically a male audience. Sex appeal in videos can be used strongly or it can be used so it isn't very noticeable such as the examples below where the sex appeal is obviously there, and a music video where they are only hinting at it.



I feel the narrative for my genre has definitely changed over time, genres get new audiences from all around the world every day that want different things from the genre, the narrative from the song from the 80's is very different from the song from 2012, there isn't much sex appeal from the old song, like the new song, although in the same genre. I feel there has been a change in terms of how you represent gender, a lot more than ethnicity and age, back in the 1970's and 80's people didn't feel the need to use women and men as sexual objects because it was just about the music the artist created rather than the music videos involved, with the creation of music videos I feel that opinion in the music industry has changed and sex appeal is just as important as the music the artist creates, sex appeal is huge now because it gains a wider audience than ever before. I feel the representation of age has changed as well, with new ideas of teen life and how people act in the real world, they're bound to change and they have over the years, for example The Smiths 'ask' shows a cliché narrative

of how teens act, which is very different to how stereotypical teenagers act now. Representation of age in music videos I feel hasn't changed as much as something like gender or ethnicity. Ethnicity has changed in many ways, I feel ethnicity representation is very different depending on the genre of music you listen to for example, the way ethnicity might change whether it is rock, pop or rap. A great example of this is Eminem – Without Me (<https://www.youtube.com/watch?v=YVkUvmDQ3HY>) in this music video it shows a white man dressed as Robin and a black man dressed in all black also driving the sports car, typically Robin is the sidekick, already I can tell just from this I can figure out they have made the white man the sidekick to show the black male as more dominant and therefore portraying one ethnicity more dominant over the other.

Another example of rap music is NWA: F THE POLICE, this music video shows white males in a bad light as police officers that brutally beat black men, this is very different to the first example because at the time this is what black males were going through at the time, so I feel that ethnicity changes depending on what's going on in that certain time.

In conclusion, they're always going to be good and bad representations of people in music video, whether it is ethnicity, gender or age the way people are presented is always going to change no matter what so the genre can adapt, in this day and age women and men (not as much) are used as sexual objects to bring in a huge audience and maybe in the future women could possibly be represented in a different way. I feel the music industry continues to get representations wrong because they don't understand the audiences they're appealing to, this is why there is always backlash at music videos because a certain group of people are projected in a bad light.