

Name: \_\_\_\_\_

## **MUSIC VIDEO INTERPRETATION**

As we begin our unit of study on Music Video Interpretation we must look at where Music Video began. At the start of the music video population MTV was launched on August 1, 1981. This channel was dedicated to showcasing Music videos. The first music video shown on MTV was The Buggles' "Video Killed the Radio Star". By 1983 Michael Jackson debut his music video *Thriller*. This was one of the first videos that took song lyrics and created a short film. In 1986 – Ah Ha make *Take On Me*, which took storytelling to a unique level incorporating special effects.

After watching the three music videos listed write a two paragraph response detailing the unique storytelling techniques used. Analyze the different techniques used and describe which aspect of storytelling was the most effective in your opinion. Compare and contrast the evolution of how music videos used lyrics to tell their story.