

# Day 1: Goodwin's Theory of Music Video Analysis



Follow this path: Drives & Folders\School Zone (Z:)\Grade 10 ENG (Media)\Day 1 Goodwin\Demands

Using keywords from the **PowerPoint** in the *Demands* folder, explain Goodwin's theory of demands of the record label.

**Part A:** Guess the artist based on their visual style. Explain their unique style.

Artist	Visual Style
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

**Part A:** Watch at least one video from the *Demands* fold. As you watch, take notes on the artist's "trademark" style.

Artist	Visual Style
1	
2	

**HOMEWORK:** Create your own list of artists who have their own "visual style" and identify their motif.

Artist	Visual Style
1	
2	
3	
4	
5	
6	
7	
8	

According to Goodwin's Theory, music videos demonstrate **genre** characteristics. For instance, metal videos typically include stage performances, while pop boy/girl bands typically include dance routines.

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Watch the video and determine the genres in each segment and common characteristics of that genre. You may have to pause the video to brainstorm with your group. Additionally, add characteristics that you believe are common for that genre but are not represented in the video.

Genre 1: \_\_\_\_\_

Genre 2: \_\_\_\_\_

Genre 3: \_\_\_\_\_

Genre 4: \_\_\_\_\_

**HOMEWORK:** Brainstorm other examples of genres and their common characteristics in music videos.

Genre 5: \_\_\_\_\_

Genre 6: \_\_\_\_\_

Genre 7: \_\_\_\_\_

Genre 8: \_\_\_\_\_

Follow this path: Drives & Folders\ School Zone (Z:)\Grade 10 ENG (Media)\Day 1 Goodwin\Intertext

### Part 1: Identifying Intertextuality

1. Using the **PowerPoint** in the *Intertext* folder, explain Goodwin's theory of intertextuality.

Select at least one folder in *Intertext*. Inside you will find two music videos. Watch the videos in the order that they are numbered, and answer the following questions:

2. Watch the first video and provide a summary of the contents of the first music video. Consider storyline, characters, clothing, movement, etc.

First Video: \_\_\_\_\_

Artist: \_\_\_\_\_

3. Now, watch the second video and describe the ways in which it "borrows" from the first video.

Second Video: \_\_\_\_\_

Artist: \_\_\_\_\_

**HOMEWORK:** Brainstorm other examples of intertextuality in music videos, television, or movies.

### CLASS DISCUSSION: What is the function of intertextuality?

After watching your videos, determine the function of the intertextuality. Consider the following prompts.

**A. Does it compare/contrast the two "texts"? Explain.**

- Is it asking us to draw from our knowledge of the text in its original form and compare it to how it is being used, changed, or reframed in the second video?
- Are we meant to take note of the similarities and/or differences?

**B. Does it create dialogue? Explain.**

- Is it meant to create a conversational dialogue between two "texts" (responding to the first)?
- Is it suggesting that one is dominant or more important?

**C. Does it destabilize or shake up your understanding of the original "text"? Explain.**

- Are we meant to change our feelings about the first text?
- Is the second text revealing something new about the original text?

**D. What effect do you feel the intertextuality has on the audience?**

### A) Music & Visuals

### B) Lyrics & Visuals

The following terms apply to the relationship between music and visuals (A), as well as the relationship between lyrics and visuals (B).

1. **Illustrative:** serves as an example, represents
2. **Amplifying:** increases, makes larger or stronger, expands
3. **Contradicting:** demonstrates the opposite

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#### Part A: Music & Visuals

According to the **PowerPoint and your own ideas**, what parts of the music and visuals might illustrate, amplify, or contradict each other?

#### Part B: Lyrics & Visuals

Watch the videos in the *Lyrics & Music & Visuals* folder. Determine which video has visuals that illustrate. Which amplifies? Which contradicts? Explain your answers.

**Video 1:** Dixie Chicks "Goodbye Earl"

**Video 2:** Carol Woods & Timothy T. Mitchum "Let It Be"

**Video 3:** Soul Asylum "Runaway Train"



Explain the concept of **voyeurism** (the notion of looking), as it applies to Goodwin's theory of music video analysis.

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Goodwin\Voyeurism

Watch at least one video in the folder. Record the specific instances of voyeurism throughout the video in their appropriate category.

Video: \_\_\_\_\_ Artist: \_\_\_\_\_

Notion of Looking	Covert Observation

Objects	Camera Work/Editing

Objectification of Bodies