

Veranstalter.....	Prof. Dr. Hans-Peter Rodenberg
Thema.....	American Film Genres: The Music Video [MW-M7, MW-M8, MW-M9, ENG-7, ENG-7a, ENG-13, AA-MA1, AA-MA2, AA-MA5]
Art der Veranstaltung.....	Seminar II - nur für Masterstudierende!
Veranstaltungsnummer.....	53-572
Zeit.....	Di 12-14 (Übung: Mo 14-16 MZ)
Raum.....	Phil 206
Beginn.....	18. Oktober 2016

N.B.: this course is mainly tailored to Medienwissenschaft - master students. Master students of English / British and American Cultures will only be allocated ten places.



Initially, the music industry developed music videos as a form of advertising for the release of single records within the sector of pop music. However, the vivid clips soon became an independent form of video art, providing a platform for experiment and creative expression, eventually even retroacting on the aesthetics of television and film. With the advance of the world wide web the importance of the music video in its original form faded and it was replaced by alternative forms of presentation that conformed to the new social media of web 2.0.

The seminar will sketch the cultural history of this form of art and the bandwidth of the various forms of expression. In order to provide a historical as well as thematical framework, selected clips will be analysed in detail. Additionally, theoretical texts will give an insight in the main arguments of academic discourse on the music video as a pop-cultural phenomenon.

Credit: Oral presentation + written paper (Hausarbeit)

Sprechstunde in der Vorlesungszeit:	
Sprechstunde in der vorlesungsfreien Zeit:	3.8., 24.8. und 7.9.16 von 15-16 in Phil 1155