

MOVING



How music videos have widened the influence of artists across the globe

MELODIES

Take a look inside your heart. Is there any room for me?

This is how 22-year-old indie pop star Pink Pantheress

begins her hit song “Boy’s a Liar Pt.2.” Featuring Ice Spice, the song has now taken social media by storm, amassing over 106 million views. In the background of the 2023 music video, where the two stars sing and dance in various spots around New York, singer songwriter Ice Spice can be seen sporting an all white outfit and her recognizable curly orange hair.

“Boy’s a Liar Pt.2” spurred a TikTok trend in which fans perform Ice Spice’s signature dance moves. Music videos having a large impact in pop culture is not a new phenomenon. From the first music video that premiered on MTV, “Video Killed the Radio Star,” to videos like “Boy’s a Liar Pt.2,” music videos prove to be a way to engage and expand an artist’s audience.

“A lot of people see music videos through YouTube and that can give a different audience to a song,” junior Brody Rice said.

The arrival of music videos provided listeners with a new experience to enjoy their favorite artists. With new technology premiering in the 80s, artists were able to

enhance their music visually and give the viewers a sense of their personalities.

“We get to see who the artist is for the first time,” video production teacher

Ed Corpuz said. “It’s another form of expression for the artist, so it was honestly just an extension of the song.”

Songs can be interpreted in many different ways, but music videos provide insight into the

artist’s original intent when making the song.

“I like when from start to finish you feel like you have a new perspective on the song and music videos can provide insight into what the artist might’ve meant when they wrote it,” junior Ella Bishop said.

Music videos are not the only medium in which songs provide an extension of the story being told. TV shows and movies often intertwine music with the script and story to amplify the production.

“If you just think of ‘Stranger Things,’ you can’t have that show without music, for example take Kate Bush’s song,”

Corpuz said. “She already had a music video and then here’s ‘Stranger Things’ storytelling that really gives it a new life.”

These days music videos mostly allow an artist to connect to their fanbase and provide a new feel to their favorite songs.

“I think today’s music videos are very geared towards the fans and it gets us closer to the artist,” Corpuz said.

Nowadays, listeners around the world can tune into the live video premiere of their favorite songs.

“You’re just refreshing the page, seeing comments coming in from people all over the world in real-time,” Bishop said. “Knowing so many other people are watching it with you and seeing it for the first time, it’s such a crazy feeling.”

While music videos continue to be an integral part of the music industry, they have strayed from the storytelling aspect and now focus more on an appealing

performance, where the artist may sing or dance in front of the camera.

“I think the difference now is that the performance is mixed in with the

narrative,” Corpuz said. “So there’s a lot of that performance and less, I would say, storytelling, and I think that’s where this art medium is going.”

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- Ella Bishop, 11

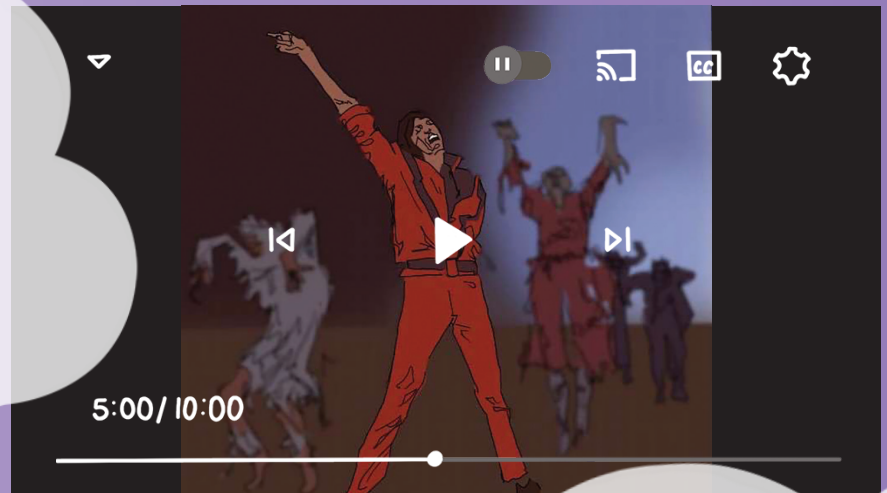
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Released in 1980 as the first music video featured on MTV, **The Buggles' "Video Killed the Radio Star"** paved the way for future artists. Not only did this music video popularize the song itself, but it also inspired musicians to make music videos of their own. Record companies quickly caught on to the song's traction, and began to use music videos as a marketing tool.

Micheal Jackson released his music video "**Thriller**" in 1983, and went down in history for its film-like production style and iconic dance moves. It continues to remain highly influential in our current music and culture. The 13-minute video posed more as a short film than a music video— amassing over 149 million views.



Fast forwarding 35 years, **Childish Gambino's** 2018 video, "**This is America**" directed by filmmaker Hiro Murai was controversial yet empowering for many individuals. The frames, packed with visual references to racism and Gambino's erratic dancing, changed how people viewed music videos and their creative capability.

