**Music Video Analysis**

There are many music videos that directly and indirectly send messages concerning sex. While some songs help to create a meaningful understanding of relationships, many music videos distort and destroy this, using stereotypes, double standards, and negative sexual roles to influence the way teens view sex. Videos are powerful form of media, influencing what they listen to, and perhaps what they value. Each group will analyze a different aspect of a music video using the worksheet provided. Each group is responsible for completing the questions below, and creating a chart/ power point listing the values promoted by the music video. Closely watch the music video, and answer the following questions. (Suggestion: View the video without sound)

Song Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

Questions:

1. Identify the audience that the song is targeting. Is the music video appropriate for the target audience?
2. Is sex mentioned directly or indirectly in the song? Give 2 examples.
3. Does the song mention sex in a loving relationship, or is there no mention of love? Explain and give an example.
4. What are the men & women doing in the video?
5. How are the men & women dressed in the video?
6. Describe the body language of the men & women.
7. Who is more sexualized in the video?
8. Are there sexually explicit lyrics found on the video?
9. How do you think this video would impact a teenager’s choices regarding their personal relationships?
10. Does this video influence a realistic reflection of teen culture today?
11. What is the main message of the song conveying to the audience?
12. Do you think this song sends a positive or negative message concerning relationships? Why? Explain.