**Music Video Analysis**

There are many music videos that directly and indirectly send messages concerning drugs & alcohol. Many music videos can use stereotypes, & double standards to influence the way teens view recreational drinking and drug use. Videos are powerful form of media, influencing what they listen to, and perhaps what they value. Each student will analyze a different aspect of a music video using the worksheet provided. Each student 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. Are drugs and, or alcohol mentioned directly or indirectly in song? Give 2 examples.
3. What are the men & women doing in the video?
4. How are the men & women dressed in the video?
5. Describe the body language of the men & women.
6. Who is more sexualized in the video?
7. Are there explicit lyrics found on the video regarding drug & alcohol use?
8. How do you think this video would impact a teenager’s choices regarding their drug or alcohol use?
9. Does this video influence a realistic reflection of teen culture today?
10. What is the main message of the song conveying to the audience?
11. Do you think this song sends a positive or negative message concerning drugs & alcohol? Why? Explain.