

Questions for Seminar in relation to Analysing YouTube/Music Videos/Digital Media in relation to semiotic analysis

On a poster, in small groups, decide on a music video to analyse in relation to semiotics (you can choose one that we have watched in the seminar).

You can think about some of the following questions

1. Think about the singer in relation to their star/celebrity status. What other media representations are there of that singer which influence the coding of the singer's role in the music video?
2. If there is more than one person in the video, compare and contrast how they are represented.
3. Note the lyrics in the music video. Do these reinforce the connotations in the video?
4. Is there a mythic world that is highlighted in the video? If so, are there any wider implications of this mythic world (you can think about ideologies)?
5. What do you think is the preferred reading of the music video?
6. How does this music video relate to the other videos in that particular genre? Does it reinforce/challenge certain ideologies?
7. If there are advertisements associated with the music video – do these also reinforce ideologies/myths?