

CONTENTS

List of Figures x
Acknowledgements xii
Notes on Contributors xiii

Introduction: The Persistence of the Music Video Form from MTV to Twenty-First-Century Social Media *Gina Arnold, Daniel Cookney, Kirsty Fairclough, and Michael Goddard* 1

SECTION ONE Music Video Histories in, outside, and beyond MTV 15

Introduction 17

- 1 The Pleasures of (Music) Video *Sunil Manghani* 21
- 2 From Broadway to *Phineas and Ferb*: The Rise of Music(al Comedy) Videos *Michael Saffle* 41
- 3 'The Message' Is the Medium: Aesthetics, Ideology, and the Hip Hop Music Video *Greg de Cuir Jr* 53
- 4 The Boy Kept Swinging: David Bowie, Music Video, and the Star Image *Julie Lobalzo Wright* 67
- 5 The Perfect Kiss: New Order and the Music Video *Andrew Burke* 79

SECTION TWO Gender, Embodiment, and Sexual Representation 91

Introduction 93

- 6 Liquidities for the Essex Man: The Monetarist Eroticism of British Yacht Pop *Benjamin Halligan* 97
- 7 Completing the Mystery of Her Flesh: Love, Eroticism, and Identity in Björk's Videos *Vera Brozzoni* 109
- 8 Soundtrack Self: FKA twigs, Music Video, and Celebrity Feminism *Kirsty Fairclough* 121
- 9 Anal Terrorism in Nicki Minaj's 'Anaconda' *Fabricao Silveira* 133

SECTION THREE The Art of the Music Video 141

Introduction 143

- 10 Moving the Music: Dance, Action, and Embodied Identity *Sarie Mairs Slee* 147
- 11 Audiovision and *Gesamtkunstwerk*: The Aesthetics of First- and Second-Generation Industrial Music Video *Michael Goddard* 163
- 12 One. World: Self-Effacement of H. P. Baxxter in the Video Work of Scooter *Paul Hegarty* 181
- 13 Blackened Puppets: Chris Cunningham's Weird Anatomies *Dean Lockwood* 195

SECTION FOUR Digital Media and Mutations 209

Introduction 211

- 14 Timeline Philosophy: Technological Hedonism and Formal Aspects of Films and Music Videos *José Cláudio Siqueira Castanheira* 215
- 15 The Boxed Aesthetic and Metanarratives of Stardom: Analysing Music Videos on DVD Compilations *Jaap Kooijman* 231

16 Why Psy? Music Videos and the Global Market *Gina Arnold* 245

17 Vimeo Killed the Video Star: Burial and the User-Generated Music Video *Daniel Cookney* 255

Notes 268

Videography 281

Works Cited 284

Index 304