





By Valerii Nechay

**EVOLUTION OF VISUAL
NARRATIVE OF ROCK MUSIC
VIDEOCLIP**

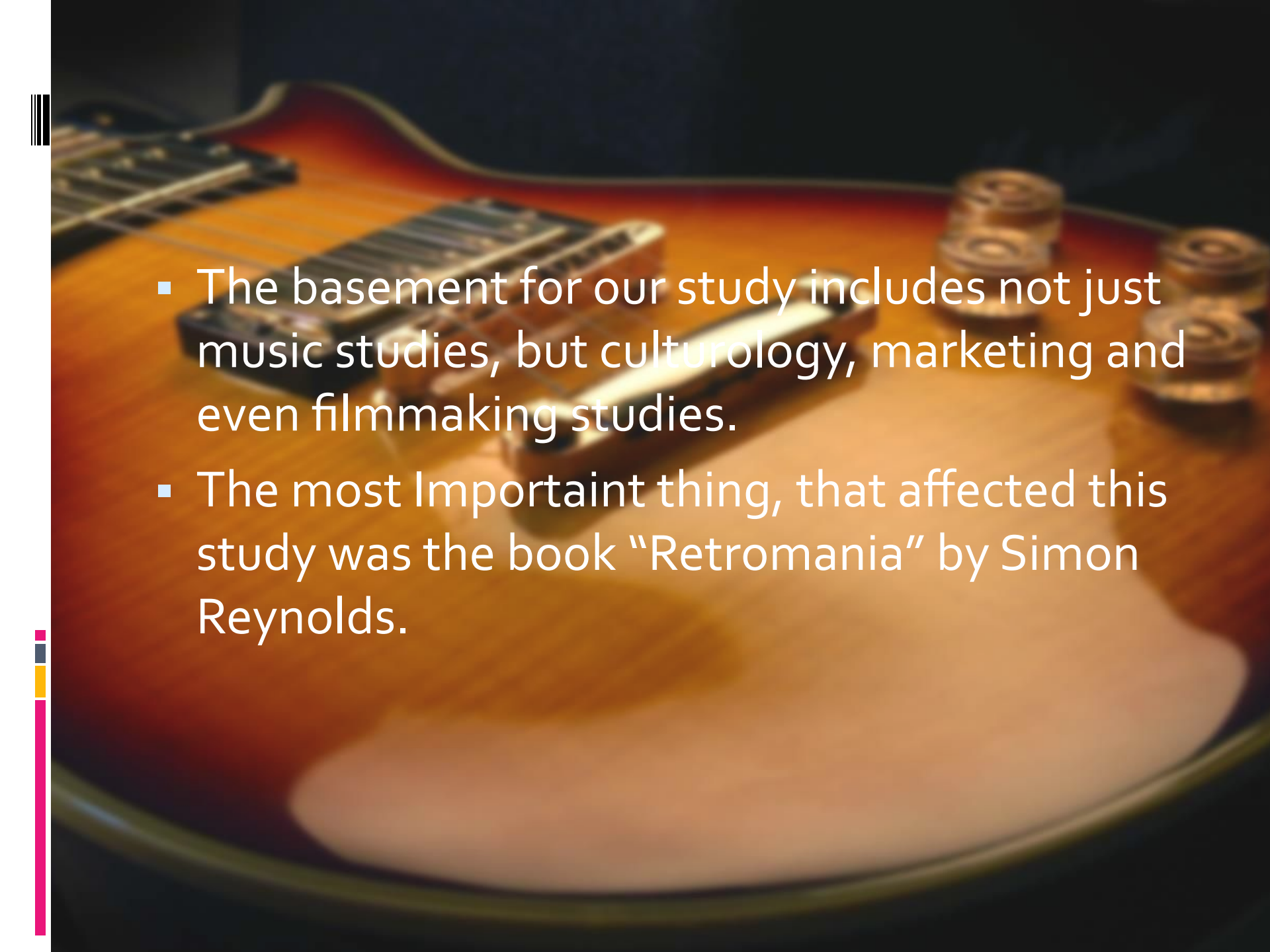
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- Music video is one of the most important emergent cultural forms in contemporary popular culture. It has had a profound impact both on music, fashion and youth culture, and on the codes and forms that operate across television, film and advertising. But until now criticism has denied the specific nature of the form and its cultural history. Our study brings together some of the leading international cultural and music critics writing today.



- The purpose of our study to look closely to the long way the genre of music video made for almost 5 decades of its life.

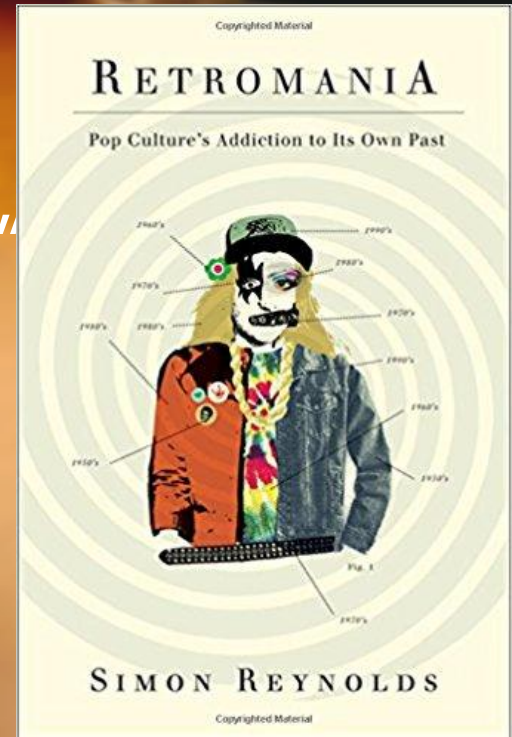


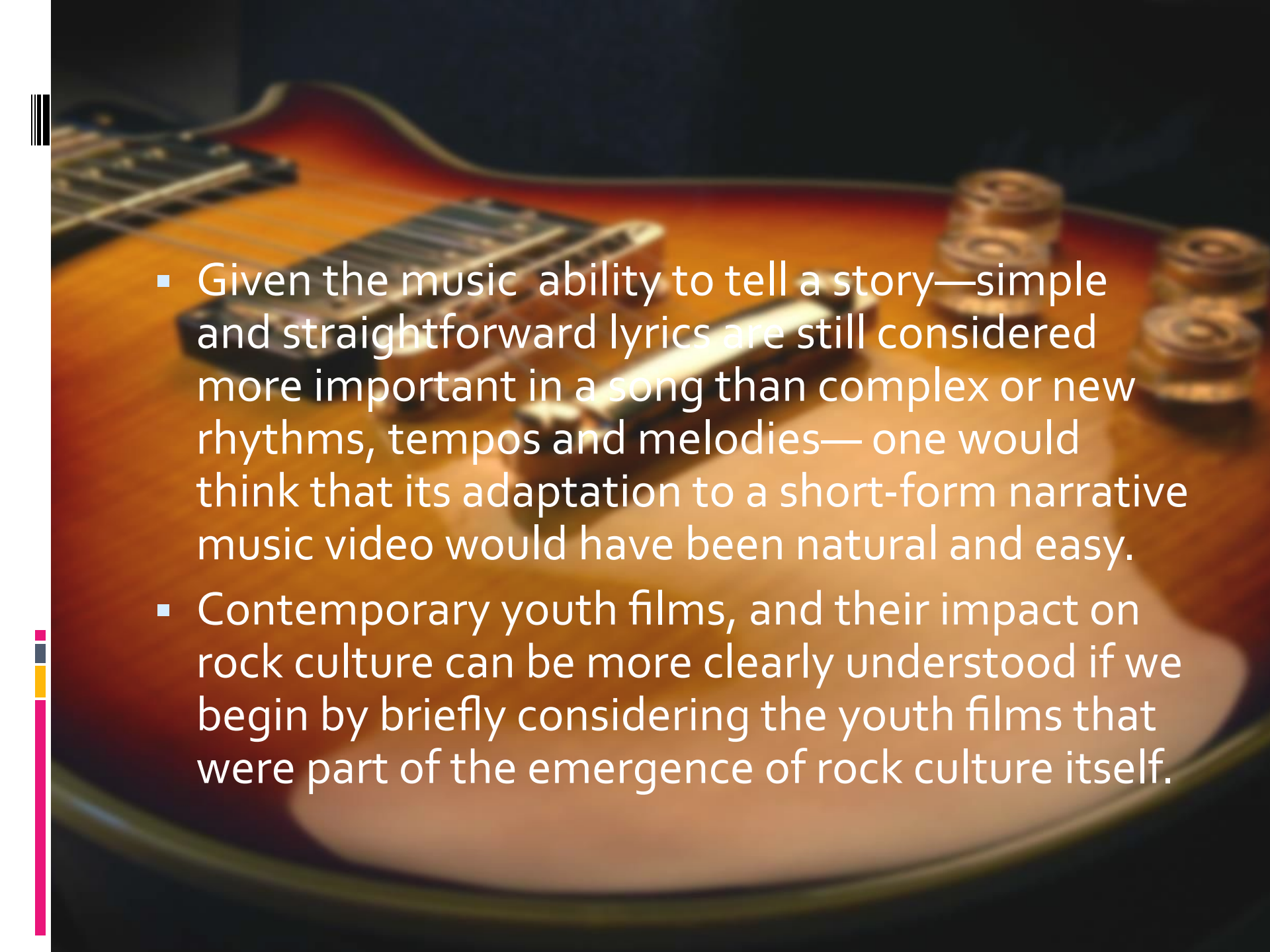
- In study, we deconstruct the images, symbols, characters and every bit of the videoclip itself to find out how the story in video connects and expand the senses of music and how this combined picture affects the audience.

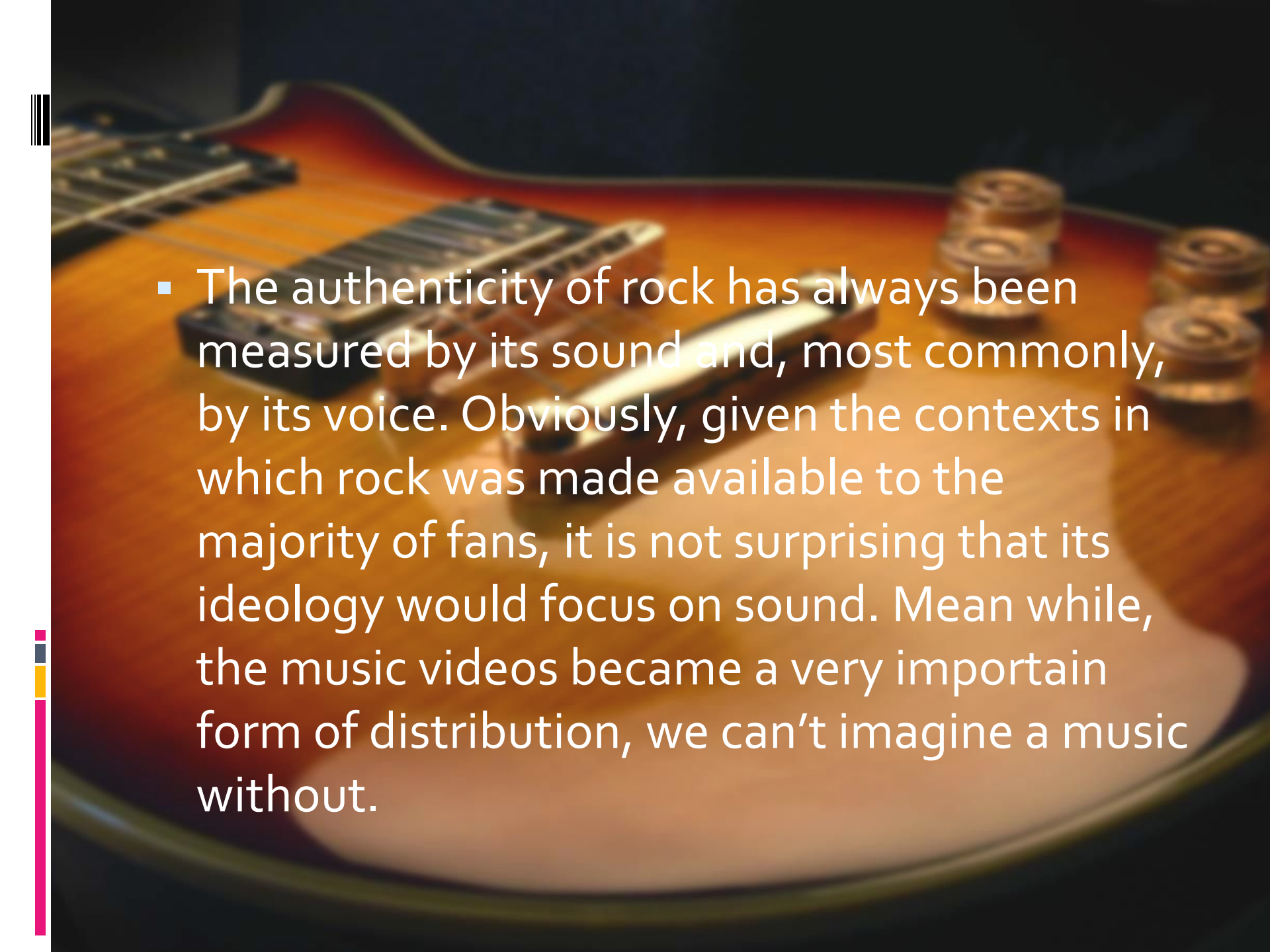
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- The basement for our study includes not just music studies, but culturology, marketing and even filmmaking studies.
 - The most Important thing, that affected this study was the book “Retromania” by Simon Reynolds.

■ In this book the author tries to find the reasons of the “Re-decade” We got in the modern culture, where we meet endless reboots, Remakes etc.

Without look at the phenomenon of Retromania it’s impossible to understand modern culture, especially music videos.



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- Given the music ability to tell a story—simple and straightforward lyrics are still considered more important in a song than complex or new rhythms, tempos and melodies— one would think that its adaptation to a short-form narrative music video would have been natural and easy.
 - Contemporary youth films, and their impact on rock culture can be more clearly understood if we begin by briefly considering the youth films that were part of the emergence of rock culture itself.

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- The authenticity of rock has always been measured by its sound and, most commonly, by its voice. Obviously, given the contexts in which rock was made available to the majority of fans, it is not surprising that its ideology would focus on sound. Mean while, the music videos became a very important form of distribution, we can't imagine a music without.