Final Presentation/Project

DUE: Tuesday March 12th, Thursday March 14th, and Wednesday March 20th at 8AM

***You must give me a 1-2 page proposal for this Thursday February 7th. Note that this proposal is for YOUR good and to help you and not for me.

Choose a music video(s), 2-3 works from a director, and/or a formal element (for instance, the use of a long take in different music videos, music videos that are set in space, or music videos that cast children to play the part of adults, etc.) and do a deep read/textual analysis using this subject(s) for analysis. You could also amalgamate and look at how, say, Michel Gondry uses stop motion animation in White Stripe music videos. But, this presentation must be narrow; you need to have a very specific question or thesis and not a broad topic here.

You must include in some shape or form:

1) At LEAST 2 academic sources (there are many listed in the Valuable Resources tab in the course blog or you can find others on your own)
2) At LEAST 2 texts (different music videos, films, TV programs, commercials, photos, etc.) to be used in analysis
3) At LEAST 2 readings from the class (could be linked to #1)
4) At LEAST one theory from class (could be related to #1), or a different theory you've learned elsewhere and works in this presentation
5) Note that these requirements need to be evident in the presentation

***You MUST hand in a bibliography citing your sources like a research paper***

This will be your in-depth analytical presentation for the term. I will ask you to develop a thoughtful presentation focusing on a music video of your choice (it could also be two music videos in a cross analysis or two works by a specific director, etc.). You MUST focus your topic in a way that is meaningful to you. Please try and choose a video we didn't watch in class. However, some videos from class are simply presented and we do not spend a lot of time on them in analysis. If this is the case, then go with that video. However, a video like Madonna's "Cherish" wouldn't be appropriate. It's your turn to teach us!

Once you have chosen a music video/topic, you should prepare a 5-7 minute multimedia presentation. This should be a research paper that manifests visually. So, transfer analysis and research into something that we can see, hear, and feel. You may also produce a 5-7 minute video essay where you make a film with a voiceover, sample clips, etc. that you show in class. So you have the option of a more traditional power point type presentation, a video essay, or do you have something else....?

You must develop a research thesis or a research question(s) and attempt to prove the thesis right or wrong or answer the research question(s). This presentation should be organized with a clear beginning and end (i.e. introduction of topic, presentation of context and content, analysis, theory, and a conclusion, as well as suggesting the significance of your topic to our study of music television(s)).

Please note that you must give me a 1-2 page proposal for this Thursday February 7th. This is important as I can look over your topic and subject of analysis and determine if it's appropriate given the time constraints and requirements, as well as give you some feedback.

***If you're using video clips, please try and find the most high quality file you can to
If you do a video essay, please hand in using H.264 codec, .MOV format, with AAC audio.

This presentation is worth 20% of your final grade.

How you'll be graded:

- Content (what you analyze and how you deconstruct it)
- Analysis (how you connect different texts and the content to theories and say something powerful, meaningful, and important)
- Inclusion of course materials (how you weave in class discussion, lectures, and content; essentially I want to see you incorporating the ideas presented in class and show me you've learned something)
- Overall presentation (seamlessness, timeliness, fluidness, professionalism, etc.)

Here is a how I would outline a project:

I strongly recommend that you develop this presentation with academics in mind. Once you conceptualize it, I would make an outline. I am a big organization and structure person (largely because my brain is so unstructured), so please to make this presentation move along fluidly (in the sense of how your argument / analysis progresses).

Title: Representing Femininity in Female Rap Music Videos: Queen Latifah and Nicki Minaj

Context: I want to look at the representation of femininity and feminism in some of Queen Latifah's music videos in the 1980s in comparison to the largest rap recording artist of the present time: Nicki Minaj.

Research Question: How does Queen Latifah represent femininity and an aesthetic of female empowerment in her “Ladies First” and “U.N.I.T.Y.” videos? How are these characteristics represented in Nicki Minaj’s “Super Bass” and “Starships” music videos? What is the music industry's role in these representations and what does it say about ideology, power, and the dominant ideas of being a black woman?

Theory: I will use feminist film theory

Literature (what have other people done and said):

- I will borrow ideas from Sut Jhally's Dreamworlds 3: Desire, Sex & Power in Music Video and Byron Hurt's Hip Hop: Beyond Beats and Rhymes documentaries

Analysis: Here I will do a textual analysis between the music videos looking at formal elements in relation to power and ideology (I think that because most record labels are run by
men and most music video directors are men that female rappers are forced to represent male interests. However, both Queen Latifah and Minaj challenge that patriarchy.

Conclusion and discussion:

These are the 4 main points that come from my analysis in relation to the theories
1).
2).
3).
4).

This is why my project is important and how it relates to this class.

The END!

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Total Project /20