

# October 2022 - 3S Art Newsletter

In the previous three newsletters, we've explored rap music, sculpture and architecture. Generally, those art forms are either audio or visual creations. Now, I'd like to focus on an art form that involves and appeals to both our eyes and ears - musical videos.

## **A Brief History of Music Videos**

Music videos have gone through a long history of development starting with the illustrated song. The illustrated song was a series of projected still images accompanied by a live performance of a song. Believe it or not, the very first of these is said to be "The Little Lost Child" by Edward B Marks and Joe Stern created in 1894. These were followed by the invention of the first motion picture with sound on film. 1927's, "The Jazz Singer" was the first film to sync audio and image. This meant that for the first time you could actually see a music performance that wasn't live!

The official term "music video" was first coined by Giles Perry Richardson, better known as The Big Bopper, in a magazine interview in 1959. He is also credited with producing the first examples of a music video and is said to have recorded the videos for "Chantilly Lace", the "Big Bopper's Wedding" and "Little Red Riding Hood" in a single day in 1958.



**Big Bopper - Chantilly Lace**  
*YouTube video*

## Today's Music Videos

Today, music videos are defined as short films that focus on a musician or group of positions in an effort to promote their music. In 1981, MTV (Music Television) began airing music videos as part of its programming. The first music video to ever air on MTV was "Video Killed the Radio Star" by the Buggles. Although music videos began as promotional tools for musicians, they soon became an art form in their own right.

Music videos can vary in style from simple clips to completely-fictional short films that tell a story.

In 1984, Michael Jackson released his 14 minute long music video "Thriller". In their groundbreaking work, Michael Jackson and director John Landis blended the story telling qualities of a feature film with a music video. It is often cited as one of the best music videos ever made.



*Video Micheal Jackson - Thriller*

Recently there's been a trend in releasing music videos as short films which has led to some very innovative music videos such as "Bad Romance" by Lady Gaga, "Single Ladies" by Beyoncé and "Happy" by Pharrell Williams.

During the numerous lockdowns of the pandemic, we have all been looking for entertainment to enjoy from the comfort of our homes. Music videos are a good option as they are so diverse; there truly is something for everyone.

## 10 Greatest Music Videos of All Time



Photograph: REX Shutterstock

## The absolute best music videos of all time

*Ten Greatest music videos*

## 100 Greatest Music Videos of All Time



*100 Greatest Music Videos of all Time*

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