

# Contents

---

Rewind – Play – Fast Forward. The Past, Present and Future of the Music Video: Introduction

Henry Keazor/Thorsten Wübbena | 7

## ***REWIND: THE HISTORY, COLLECTING, AND RECEPTION OF THE MUSIC VIDEO***



“Don’t You Cry Tonight”.

Guns N’ Roses and the Music Video Folly

Saul Austerlitz | 35

The Genealogy of the Clip Culture

Thomas Schmitt | 41

Looking at Music

Barbara London | 59

“Pride and Prejudice”.

A Brief History of the Italian Music Video

Bruno Di Marino | 67

## ***PLAY: THE METHODOLOGY OF ANALYSIS AND INTERPRETATION***



Concerning the Transition of the Reception of the Music Video due to a Change in the Politics of Distribution of the Music Video- and the Music(-TV-)Market

Axel Schmidt/Klaus Neumann-Braun | 77

An Analysis of the Relation between Music and Image.

The Contribution of Michel Gondry

Giulia Gabrielli | 89

“Sense and Sensibility”.

Two Versions of Rammstein’s *Du riechst so gut*

Matthias Weiß | 111

The Aesthetics of Music Videos: An Open Debate

Paolo Peverini | 135

Liquid Cosmos. Movement and Mediality in Music Video

Laura Frahm | 155

Who Cares about the Music in Music Videos? Toward a  
Multiperspectival Pop Cultural Study of Music Videos

Christoph Jacke | 179

## **FAST FORWARD: THE FUTURE OF THE MUSIC VIDEO**



Get the Cut. On the Relationship between Visual  
Music and Music Video

Cornelia Lund/Holger Lund | 197

“Why Artists Make Clips”.

Contemporary Connections between Art and Pop

Antje Krause-Wahl | 207

“It’s the End of Music Videos as we Know them (but we Feel Fine)”.

Death and Resurrection of Music Videos in the YouTube-Age

Gianni Sibilla | 225

Music Video and YouTube: New Aesthetics and Generic  
Transformations: Case Study –

Beyoncé’s and Lady Gaga’s *Video Phone*

Carol Vernallis | 233

Future Thrills the Video Star – The Future of the Music Video

Kathrin Wetzel/Christian Jegl | 261

About the Editors | 271

About the Authors | 271

Index | 277