

Music Videos: Are They Worth It?

- Linda Fitzpatrick

There are two types of people in this world — those who watch music videos and those who don't. I watch music videos religiously, but I know many people who don't see the value of these videos. In some respects, I understand the want to listen to music and interpret the lyrics for yourself. On the other hand, music videos are a developing form of media I live by.

Taylor Swift's "New Romantics" video, released exclusively on Apple Music last Wednesday, stirred some buzz regarding music videos—specifically tour videos. "New Romantics" highlighted Swift's 1989 World Tour, including footage from her Apple Music exclusive film, *1989 World Tour Live*. Swift is a regular when it comes to tour videos. For every album she releases and every tour she embarks on, Swift compiles backstage footage, live performances, and happy fans into a roughly three minute video. And they're...*nice*. Swift's videos certainly capture the joy of attending a concert and the true passion she has for both her career and fans. But, these videos lack creativity. I opened "New Romantics" eager to see what world I'd be thrown into — especially after the dark and mysterious "Out Of The Woods" video a few months prior. Like many others, I was disappointed when I received a shorter contemplation of the Apple Music film. Normally, this wouldn't upset me, but after already watching the entire tour I felt there was too much potential in this song for a impressive video rather than what I watched, which felt like the easy road out.

As a storyteller, I view music videos as an ever growing platform for stories. The band Thirty Seconds To Mars has been pushing the definition of what a music video should be for years now. In 2013, they produced a twelve minute video for their song "City of Angels" unlike anything I have ever seen. The soul and passion that seeps through this music video almost feels tangible. The video includes candid interviews with artists such as Kanye West, Selena Gomez, Shawn White, and Lindsay Lohan, as well as impersonators of Michael Jackson and Superman. There is something so magical about a song and video that capture the darkness and light of artists in a competitive industry. You don't have to be an artist to connect with "City of Angels" either. No matter who you are, this video digs deep into your life. Artists like Thirty Seconds To Mars are evolving a once very static form of media.

MTV was once known for their music videos. Most of the videos they broadcasted were performance videos, similar to tour videos. While these videos are enjoyable every once in a while, there is too much potential in this media platform for them not to change. I can't tell you how many times I've overheard adults complain about MTV and music videos these days, but if MTV was the same as when adults were teenagers, there would be nothing exciting about the company. Change is inevitable. While I don't personally watch MTV often and can't vouch for their evolution through the years, I will say that the progression of music videos is only a good thing.

I sincerely think that those who don't watch music videos are missing out. While there is such joy in connecting with music for personal reasons, there is also such joy in watching an artist's vision of what the song means to them. If you're not a music video fan, don't waste your time on tour videos or the old fashioned MTV performance videos. Search for the musicians who push

the limits, producing videos that spark emotion within. You might not believe they're out there, but like anything in life, as long as you look, you will find.