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