

Candidate 1 evidence

Music videos are usually made with a purpose in mind. This could be profit, promotion or public service. With these purposes in mind they can sometimes have influences on their audiences. These can be both intentional and unintentional influences, produced by the content that is shown in the music videos. I will be arguing that music videos can have both intentional and unintentional influences on people.

Britney Spears Baby One More Time is a pop video that shows Britney and her friends dancing and rebelling at school. The video shows Britney wearing revealing clothing and dancing in a suggestive manner. Britney is seen as someone who is beautiful and someone who matches up to society's ideal beauty type. This would be an intentional decision made because if they have someone that people want to see then they will make more money because they will possibly buy the CD copy of the video. However by doing this and having someone like Britney in the video it gives teenage girls someone they can look up to and idolise. This could have an unintentional effect on the way these girls look at themselves. They see that they don't look like Britney and therefore they aren't good enough or aren't pretty enough. The dance routines were intentionally put in the music video so that people would want to learn them. If they wanted to learn the routines they would then have to buy the CD copy so they can rewatch the video, as this was the time before YouTube and you couldn't rewatch videos unless you bought them. The scenes of kids rebelling could have an unintentional effect on youth, encouraging them to rebel against their teachers and the school rules. The record label could argue that the rebelling and the way people look at themselves was completely unintentional. They put Britney and the rebelling actions in the music video because they thought that's what people wanted to see.

Cheerleader by Omi is another pop video where we see Omi and a girl dancing and having fun. The girl is wearing revealing clothes and is dancing suggestively. Omi also sings about his girlfriend always being with him and not really doing anything else. The girl and the dancing were clearly intentional as they knew that's what most popular pop videos had at the time. This could have the unintentional effect of girls wanting to look like the girl in the video so they start dressing and acting like her. The lyrics could also unintentionally make men think that women are only good at being their partner and nothing else. The label would respond to this by saying that they didn't realise the effect the lyrics and video could have on young people and simply made the video for profit purposes in mind. They could also say people usually like these types of songs and videos so they made something they thought people would like and something they thought they could make a profit off of, not thinking about the consequences of the song and video.

Beyonce's Pretty Hurts is a music video which details the damage that society's beauty standards have on girls. In the video we see Beyonce and other girls throwing up to make themselves thinner and going through plastic surgery to make them look like the beauty standard. The video clearly has intentional

influences to show the damaging effect that society's beauty standards has on girls and how being pretty can make you miserable. The video shows very graphic and realistic depictions of eating disorders and plastic surgery. This could be very triggering to people who are going through or have gone through similar situations. This could unintentionally be very distressing for some people who see the video and could have the opposite effect from what was suppose to be a message about loving yourself as you are. The video could also unintentionally make Beyonce look slightly hypocritical as in the past she has contributed to the beauty standards and could be seen as a marketing ploy to make Beyonce look good and look like a role model. The label would respond to this saying that they only had the message of the original concept in mind and did not know the damaging effects it has on people.

Meghan Trainor's All About That Bass is video which features Meghan Trainor singing about body positivity whilst dancing with girls who are slightly bigger than what society usually portrays. The video and song clearly had a message of body positivity and loving yourself as you are. The song lyrics talk about skinny girls in an unflattering light, comparing them to Barbie dolls. This could unintentionally upset and belittle skinny people making them believe that being skinny isn't as fun as being bigger. It could be argued that skinny people have been the beauty standard for years and bigger people are just wanting to celebrate their bodies. The label would say that the lyrics didn't mean to offend people and unintentionally painted skinny people in a bad light. They could also say the song is a body positivity song for all shapes and sizes and didn't mean to offend skinny people.

In conclusion, I believe that music videos are set out with intentional influences in mind however by doing this accidentally create unintentional influences. These unintentional influences can then become what the video is seen as or known for instead of its original message that it had set out to place.

Candidate 2 evidence

Music videos almost always have an influence on their audience. Sometimes that influence is intentional where they might be trying to promote a message whereas sometimes that influence is unintentional and can be harmful to its audience. The music videos for baby one more time and for cheerleader are both great examples of videos which have a harmful unintentional influence on their audience while the videos for all about that bass and pretty hurts are videos which intentionally try to refute and combat the harmful messages that some music videos project.

The video for baby one more time unintentionally influences its young and impressionable audience that young girls should aspire to fit the dominant ideology of beauty. Many young girls may struggle with their identity and will look at what other people are like to try to fit in with them. Since the media always shows women who fit the dominant ideology of beauty, this will influence the young girls to think that they should look like them. The video for baby one more time does just that. The video is set in a school, which gives a clear indication that the video is aimed at high school aged kids. Since the video shows the typical high school fantasy of just having fun and not having to study, the young audience will like the video, will therefore trust it, and will be more susceptible to its influence. The video also shows all of the girls in the video dressed in revealing clothing and wearing provocative makeup. The girls all have long hair, slim bodies and have big eyes, showing that they fit the dominant ideology of beauty. In the video, Britney is the star and is surrounded by girls who look just like her. This will influence the audience to think that if they want to be popular like how Britney is in the video, they must also dress in revealing clothing and should wear provocative makeup. Also, since the audience will recognize that Britney is a successful pop star, this will further influence them to try to fit the dominant ideology of beauty. The makers of the video will argue that they did not mean to have this harmful influence on their audience, but instead that the audience wanted to see people who fit the dominant ideology of beauty since that's what makes them the most profit.

Cheerleader by OMI is another music video, which has a harmful influence on its audience. It influences women to always be supportive and caring all the time towards their partner no matter what. The stereotype that females are the caring, nurturing sex while males are the dominant providers has existed for years and is grossly unfair to both sexes. While the media is mainly trying to abolish this stereotype, some music videos such as cheerleader still encourage it. The video shows women who all look very similar. They all fit the dominant ideology of beauty as they are all tall with long legs, have perfect skin and have curves while still being slim. The fact that all the women in the video look like this may influence men to think that all women should look like this or at least that all women should try to look like this. This is harmful as it puts pressure on women to change their appearance to fit the male fantasy of what women should look like. The video also shows OMI's girlfriend constantly by his side. This

in conjunction with the lyrics, which discuss how his girlfriend is always there for him, may influence the audience to think that women should prioritise their partner over themselves. This will create a toxic relationship as it makes both men and women think that if the girlfriend isn't always agreeing with her partner and isn't constantly supporting her partner then she isn't a good girlfriend. This can lead to women having low self worth and self-esteem while making men narcissistic and ego driven, creating a toxic divide in the relationship. The makers of the video will argue that the influence wasn't intentional and that the video is meant to be a fantasy for men and that for this reason, it shouldn't be taken seriously or too literally.

While a lot of videos have harmful unintentional influences, some videos will intentionally influence their audience by promoting a positive message for their audience. The video for all about that bass does just this as it intentionally influences its audience to love themselves and to accept their bodies as beautiful just the way they are. Many women who don't fit the traditional dominant ideology of beauty of beauty may feel that they aren't worthy of love since all they see in the media is thin white women and hardly any representation of any other groups. While society is trying to abolish the dominant ideology of beauty, it's still very present in our society. However, videos such as all about that bass are trying extremely hard to show people that everyone is beautiful. In the video for all about that bass, we see that the vast majority of the women casted in the video are plus size women. In the media, plus size women are normally casted in roles, which are just there for comic relief and are never seen as the love interest in any form of media including music videos. The video for all about that bass does not portray plus size women in this way, instead showing them dancing and having fun. This will influence plus size women to love themselves and to not care how others view them as ultimately, their opinion on how they look is the only one which should really matter to them. The fact that the people in the video are dancing will also influence plus size women to not worry about how they look and to accept their bodies and to instead, focus on what makes them happy. The video also shows many women of colour. The media also commonly neglects to cast women of colour as the romantic interest or the main character in all forms of media, this may have led to them growing up and seeing this lack of representation and thought that only lighter toned people are worthy of love which a gross misconception. By including a diverse cast of different skin tones in the video for all about that bass, they have influenced people of colour to love themselves and that they are absolutely worthy of love from themselves and from others.

While the video for all about that bass took an upbeat and bubbly approach to tackling the harm that other music videos have unintentionally influenced on their audience, pretty hurts takes a much more serious tone by showing the audience the dark side and the harm that comes when women aspire to fit the dominant ideology of beauty both mentally and physically. Many women go to extreme lengths to try and get the approval of society and the patriarchy that they are beautiful. Sometimes this aspiration mutates into an obsession which

cannot be stopped and which grants them no happiness or sense of achievement since society will always hold them under extreme scrutiny. In the video, we see beauty pageant models backstage eating cotton balls and then trying to forcefully make themselves throw up. This image will shock the audience, as they will understand that eating cotton balls instead of real food is extremely dangerous to our health as there is no nutrition, which will lead to the models being malnourished. This will make the audience see that aspiring to be beautiful can be really dangerous and will therefore ward them off this aspiration. We later see a model break all of the trophies that she had acquired through beauty pageants. We see her do this with such rage and when she has finished, we see her with a look of satisfaction on her face. This shows the audience that she has realized that the aspiration of trying to fit the dominant ideology of beauty gave her no sense of happiness and that instead it was just making her hate herself for not being good enough. This will make the audience think twice and will make them realise that only the only opinion which matters when it comes to her beauty is her own. The audience will have been influenced to not want to follow the dominant ideology of beauty since they have now seen that it will not bring them happiness.

In conclusion, some music videos unintentionally influence their audience, which can be harmful to the audience while some music videos can try to intentionally influence their audience and can have a positive influence on their audience. Despite this, all music videos have one goal: to generate as much profit as possible. This is because the music industry is in fact an industry at the end of the day, which means that it aims to make as much profit as possible. If consumers are contributing to the industry making profit off of harmfully influencing them, then the cycle will continue, leading to more harm than good being caused.

Candidate 3 evidence

In media content such as music videos, the directors, producers, and artists may unintentionally influence the audience's behaviour or way of thinking when they watch their video. However, it is also very likely that a lot of music videos will have tried to purposefully influence people into changing the way they view certain ideas or even using certain tactics to try and influence people to buy a song.

In OMI's cheerleader music video there is a quite clear unintentional influence that may brush off on people watching it. In this music video, OMI describes his girlfriend like she is always there when he needs her which to some people may come across as OMI saying that he believes the girlfriend role is to be like a support beam for their partners and to uphold the man's dreams and ideals. I believe OMI would argue that this simply meant that he is appreciating the fact that his partner is always there for him, but this misunderstanding could possibly influence the way boys or girls think in real life. Boys could misunderstand the lyrics and start to think that their girlfriends must be the ones supporting them or they aren't treating them right, this could lead to possible violence, verbal and physical. Girls could also misunderstand these lyrics and assume that this is their role, to be an expendable support to their male partner which can have a severe effect on a girl's future relationship and their mental health. Also in the music video, OMI's girlfriend and two others are dancing in what's deemed a sexy way and are wearing more revealing, summer clothing. This seems to occur quite a lot in the music video and could be taken the wrong way according to the artist. The artist may argue that this was simply to show people having a good time but others may see it differently. Some girls may believe that this is what they have to do to become attractive to a man, that in order to gain somebody's love you have to be sexy, skinny and dress in revealing clothes. This can have a huge negative effect on girls' mental health as they may try so hard to become like these women in the video and compare themselves constantly which can put people in a really dark place.

OMI and the producers of the music video would argue that his music video is definitely not trying to push any of these stereotypes on to people, rather that he is simply trying to show people having a good time so people enjoy the song, video and then maybe because of that they will be more likely to buy the song. This would suggest OMI's intentional influence is to try and get people to buy the song. This music video is set on a beach and has scenes from day and night, they show off people having fun playing football and celebrating which can relate to a large population as football (or soccer) is the biggest sport in the world and other football fans seeing this may smile at the celebrations and gain excitement from it. This inclusion of the scene of football whilst also acting as a way of the people in the video having fun, could influence hundreds of thousands of people to enjoy the song that little bit more and because of the sheer number of fans of football I believe this was definitely a factor talked about to try and include many people. In the night scenes in this music video, we see people partying to music and dancing which could attract people who have that party lifestyle or even people who are just looking for a nice dance.

These people would get up and dance to this song to join in with everyone else, and hopefully they would also buy the song so they could play it on repeat to always have that fun dance tune playing so they can have fun. All of these factors may also influence people to continue to watch the music video on YouTube, the platform it was released on, this would increase the view count of video and lead to more profit which is what the producers are looking for.

Another music video that may have an unintentional influence on viewers is Beyoncé's 'pretty hurts' music video. This video shows a lot of scenes about the dangerous and harmful ways people use to become "pretty" by the corrupt beauty standard of the world and there are a handful of people in this world who could possibly take this the wrong way. Specifically, in this video we see women using cotton balls to try and force themselves to be sick and also using their fingers to push the back of their throat and make themselves sick that way too. Closer to the end of video we see Beyoncé going through plastic surgery as well, presumably to change parts of her body or face in order to look "prettier" by society's standard. There are some people who will see these things and then see the end result where there is somebody who wins this beauty pageant and think that in order to become beautiful and also be praised like the winner, they will have to do these harmful things to their bodies. This can lead to heavy mental health damage and a lot of physical damage too due to the strain they may be putting their body under. Also, due to Beyoncé's popularity and status in the music industry, even though Beyoncé is trying to show her hurtful past going through all of this, people will think that to become like Beyoncé or as famous as her, that they should take all of these steps that she has in her life and they may end up at the same end game as her. However, Beyoncé would definitely say that this is nothing but unintentional of her.

Beyoncé would say that her music video does have an intentional influence, and that is to show people the harmful and dangerous life people are seeking by attaining to society's beauty standard. Beyoncé is trying to show people how bad it actually is when trying to become "beautiful" to this standard. Those same scenes with the cotton balls, people making themselves sick and trying their hardest to be what those judges want them to be are a way to show that this will hurt and is not what people should try and be like. As well in that plastic surgery scene, we can see that Beyoncé is looking at the knife like she is scared because it's not a nice thing to go through for a lot of people, or that it is something that should be of your choice. The fact that this is Beyoncé's intentional influence is backed up by a pause in the middle of the song where she is asked what she is ambitious about and she states that she wants to be happy and that suggests she is not happy just because she did all of these things they just hurt you for no reason. This all would hopefully influence the public to think the same and change the beauty standards that are in place in today's society. This would also hopefully influence younger girls to stop comparing themselves to people who are pretty by the standard of society and instead try and be themselves, this would hopefully have a positive effect on girls' mental health and it would but unfortunately there is still much to be done. Through the music video there are also moments where Beyoncé is looked down upon and it shows her frustration and sadness as she is on this

journey to show the audience that this is wrong and to further influence people away from this.

In conclusion, it is clear that media texts such as music videos have both intentional and unintentional influences on people in the world, and I truly believe that this is the case. I believe that every music video is trying to do something whether it is selling a song, showing off an artist or even spreading positive messages and trying to stop people from hurting themselves. However it is also clear to me that it is very possible that these influences can be flipped or misunderstood and there are a handful of people which are influenced in the wrong way, unintentional by the artist.