

**Evaluating and Reviewing:
Analyzing Film, Television Show, Commercial or a Music Video**

Utilizing what we learned in Chapter 11 “Evaluating and Reviewing,” the purpose of this assignment is to make an argument about your chosen music video. You shouldn’t use this essay as a place to gush about your favorite music video or as an avenue to bash a music video you hate. Instead, you will set up a reasoned argument about the video with a clear, argumentative thesis statement. You will need to include hypothetical or actual counterarguments to your interpretation of your chosen text. In your essay, you would use examples from the video to back up your point and scenes to provide counterarguments. Also, you will need to cue your reader as to your criteria for your points throughout with clear, argumentative topic sentences.

As you prepare for analyzing your music video, choose a video that you can watch and rewatch. That might sound silly at first thought, but if you hate the video, you will be watching it many, many times in order to write a paper on it! Similar to how we need to annotate in the margins when reading an essay, it is important to take notes while watching the video and annotate the lyrics as the video plays. (See the link I provided on Writing about Film for specific annotations on camera angles, etc.)

In an argumentative, thesis-driven essay, consider the following question:

To what extent does your chosen music video match the song’s lyrics?

Points to consider:

- **Do not provide plot summary. Utilize examples from your chosen text, but do not tell the story of your video unless it backs up your assertion. Even then, include only the relevant details.**
- **What do the camera angles or visual effects do to help tell the story? How could these techniques be interpreted in different ways?**
- **Where are the spots for various interpretations of your video? How could the scenes be interpreted in multiple ways? You could focus your essay on one part of the music video specifically or the whole video.**
- **Consider who is the ideal audience for your chosen video. How does the potential for interpretation change when people other than the ideal audience view the text?**
- **Why could someone interpret your video differently? Is there something from your personal experience that is guiding your interpretation?**