

# Music Video Deconstruction Sheet

## Images:

- What are the dominant images in the video?
- Why are these images used so often?
- Do these images seem familiar? If so, how?
- What hidden messages do these images project?
- Do these images confirm stereotypes about Hip-Hop? If so, how?
- How may these images affect the attitude and behaviors of viewers?
- How would these images affect young kids? Adults?

## Language:

- What are the lyrics saying? What is their message? (Write the lyrics down or reference them on a printed page so students can see them.)
- Do the images support the lyrics? If not, in what ways are they different?
- Would the words be interpreted differently if there were no video companion?
- What audience are the lyrics speaking to? Describe the possible audiences.
- Do the lyrics reveal any background information about the artist?

## Cultural Messages:

- Are there any stereotypes in the video (men, women, youth, African Americans, whites, Hispanics, etc.)?
- How are women depicted in the video? How are men depicted?
- What is the relationship between men and women?
- What are some of the values being conveyed in the video?

## Cinematography:

- How is the camera used to convey the message of the video (different angles, close-ups, slow motion, etc.)
- Why did the director choose to use the camera in this way?
- What special effects are used? How do they affect the story?
- What type of lighting is used? How does it affect the story?

## Ownership:

- What label is the artist signed to?
- Is it an independent label or owned by one of the media giants?
- Who else is on this label? Are they marketed in similar ways?

*(created by Just Think)*