For as long as I can remember, I have always had an interest in music videos. I love watching and noticing all the different elements used to make the video what it turns out to be. There is so much behind the scene work that you don’t get to see. Without that, the final product wouldn’t even be possible. It’s so interesting to be able to listen to the music and watch the artist creatively perform all in one video. An interesting topic that I often think about when watching the videos is the thought of all of the different camera shots and the technology used to edit and put the video together. Even though the musician is often lip singing for the video, I still find it interesting to watch how they expresses themselves though their music and through the creation of their music video.

I have always enjoyed listening to music. Music is a big part of my life. I was drawn to watching music videos when my friends started to tell me songs to listen to. I would look their requests up and usually the first video to show up is the official music video for the song. One of the biggest changes in this generation was moving music videos from primarily being played on MTV to the use of the internet. Now, music videos are mainly found on YouTube. An important quote related to this states “thanks to the internet, musicians and singers now have more control
over their own fates. They are able to produce their own track, upload it to the internet and promote it accordingly,” (Vairagi). Music videos and MTV were once the combo that everybody knew about. Music videos have become more and more popular because it advertises the music and allows people to be more entertained when listening. By allowing people to listen, and view, your music for free, creates a growing fan base for an artist. Currently, this has been beneficial to a lot of artists since they have begun putting music videos on YouTube. Technology, such as the internet, has changed the way people view music videos. It is much easier to get on the internet, go to YouTube, and search any song you want than it is to wait for that specific song to play on MTV. Technology has made watching music videos a much more accessible hobby for music lovers. This quote states that “although MTV now shies away from its former role – partly out of pretensions of legitimacy as a producer of TV shows, and partly because its owners fear the competition of YouTube – it will forever be synonymous with the pop music scene of the 1980s and 1990s,” (Patkar). YouTube and the internet have changed the way society listens to music and has provided us with an easier form of music entertainment access.

Another detail that has changed the music video industry is the advancement in camera technology and software that allows for producers and editors to edit the video. As technology and camera equipment has improved, music videos have become even better and more creative than they used to be. When comparing older music videos to newer one, the technological advancements are easily noticeable. Being able to capture better shots and letting the viewer see more clearly into the video, keeps the industry growing and competing for who can produce the best video. It could be that to have the best videos, you have to have the best technology.
Technology is growing every day, which means that making music videos and having viewers intrigued to watch them is becoming easier than ever. I believe that in the future, music videos are going to become even bigger and that artists and their staff are going to put even more time and effort into their videos. The technology industry for music videos is going to continue to grow exponentially. This is because artists want to make the best music videos that they can. Artists want to be heard in any way possible, so if people hear about an amazing music video that just came out, then their song is probably going to be heard by more people that are interested in seeing the music video everyone has been talking about. All of this makes the artist more and more popular.

Technology has helped build watching music videos as a hobby. It has also changed how music videos are made and broadcasted to the public eye. By switching from television to online viewing, music videos are watched by more people every day and the videos are more easily enjoyed. Better technology creates better video shots and editing and therefore creates a more entertaining video for the viewer. Technology has changed the music video industry for the better and will continue to do so as technology continues to advance.

One of my favorite TV shows is Last Chance U. Last Chance U is a Netflix original series, which means that you can only watch it on Netflix. In season 2 episode 3 titled “Can’t Make the Club in the Tub,” the show takes place deep in the Mississippi. Located there is a Junior College with a great football program. Students go there for their “last chance” to become a Division I athlete. They want to play on the big stage. One article stating “These guys hope to
one-day play in a stadium with 110,000 people in the stands watching. It’s a challenge to make that happen,” (Jerrybembry) meaning they want to create a name for themselves through this football program and get the recognition they deserve. This specific episode focuses on a student named Isiah who has an injury on the field the week before a big game. The whole week is then spent trying to find out if he will be able to play the week after. These student athletes get very little amounts of playing time in only about ten games to show Division I programs all that they have. So with Isiah being injured, the stress on him to get back out on the field is very high.

Technology ties into this episode in many ways. One example is shown when Isiah gets injured. Every day he gets looked at by the doctors in order to track his recovery process. The doctors use special machinery to check the development of his injury and see how is doing on a day to day basis. Another aspect of technology that is shown in Last Chance U, is demonstrated by one of the main characters, Brittney, who is all of the football player’s academic advisors. She uses her computer to communicate with professors and administrative staff about the player’s current academic status. Brittney asks them how each of the athletes are doing in school and if they are coming to class every day. She can check their grades and attendance with the technology that she uses. Finally, the last aspect of technology that is shown in this episode is the use of cameras and TV for national coverage of the football game. The football program at this Junior College is considered to be one of the best collegiate football teams in the country. They get national recognition at every game, so there are always huge cameras and a whole camera crew in the background recording the whole thing. The technology in the show is in a way changing the player’s life. By using the technology to check Isaiah’s injury status, it will make him be able to
get back on the field quicker to show the Division I coaches his ability. With Brittney’s way of keeping track of the player’s academics, it puts more pressure on the student athletes to try and succeed in the classroom. Their classroom success can help them on the field. It is important for them to have the grades they need to get into some of the Division I programs that they are trying to get scholarships from.

For this show, specifically this episode, technology changes a big part of what is being shown. If they didn’t have the technology, like cameras, to make the show, then the show may not have been able to be available to the public or to be put on a technological platform like Netflix. In a way, technology is changing the player’s life and helping them further their football career.
Works Cited

