Creating Critical Theory Using Cinema-Semiotics for the Music Video Art

D.Chathura Vimarsha Fernando
University of Kelaniya
chathuravimarsha@gmail.com

Music video is considered as a new art form in the digital media era but it is debatable whether music video is an art form or merely popular commercialized industry. Although most of the music videos are only fan based commercialized videos, still there are many music videos which can be called a piece of art because of its aesthetic approach. Art of music video is a collaboration of three major art mediums which are literature (lyrics and scripts), music and visual language. To make a critical approach to the music video art, there must be a suitable theory, which should focus on both content and form (structure). Andre Barters and Vladimir Props introduced the structure of the music video. Christian Metz, and Roland Bath developed a cinema-semiotics for the film. Using Christian Metz cinema semiotics, we can create suitable critical theory for music video art because both mediums share similarities in the structure. Music video art is a creation of a work from a diverse range of things; therefore, there is an essentiality of creating critical theory for music video art as it has reached some ideological meanings. Structure of the music video contains visual language based on cinema semiotics, symbolism, the type of the editing rhythm. Always structure should lead to the main concept of the song. Lyrics, script and the story of the music video are the foundations of the content of the music video. This content leads to the philosophy and the ideology in the content music video. As any other art form, music video art also has that potentiality to express the philosophical and ideological content. In conclusion, it is clear that there is a gap in the critical theory for music video art, and in using cinema semiotics, there is a potentiality in creating critical theory for music video art.

Keywords: ideology; music video art; philosophy; cinema-semiotic; visual language