



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>



Online, Social and Participatory Media

Close Study Product: Music Video

Arctic Monkeys – I Bet You Look Good On The Dancefloor

In the context of music video, *I Bet You Look Good on the Dance Floor* does have some cultural significance as a key moment in major structural changes within the music industry. The product relates to emerging, future developments in the media as it represents a change in the way that artists could, potentially, build and communicate with an audience.



Representation | Audiences | Industries | Language

Personal Learning Checklist: 'Arctic Monkeys – I Bet You Look Good On The Dancefloor' (IBYLGOTD) Close Study Product



	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I understand how the Arctic Monkey IBYLGOTD is a key milestone in the evolution of the music industry			
I can explain how the Arctic Monkeys are part of a long tradition of creative, independent artists who reject corporate values			
I can discuss the birth and growth of the Arctic Monkeys			
I can compare IBYLGOTD to One Direction's 'History'			
Media Audiences			
I can describe and explain how the video codes and conventions are linked to the target audience			
I can describe and explain how the video codes and conventions are linked to the image the band want to project			
I can describe and explain how the growth of Arctic Monkeys is linked to innovative use of digital technology (social media, digital music files)			
I can discuss the role of music video and why it is a required media product in the music industry			
I understand why people watch music videos (uses and gratification)			
Media Industries			
I can explain why this video seen as a turning point in the relationship between the music industry, artists and fans			
I can explain what self-production of music is			
I can describe how self-production is now possible (and why it previously was not)			
I can explain how the music industry is similar, but changing (compare to The Beatles)			



Lesson 1: The band

Historical, Social and Cultural contexts



[Click image to view video](#)

The Arctic Monkeys were a band from Sheffield who released the fastest-selling debut album by a band in UK Chart History. They are an interesting case study of the changing music industry because:

- They grew up together **and formed a band while still at school** which contrasts with the ‘manufactured’ bands such as X-Factor participants, One Direction.
- Prior to their first album, much of early demo sessions were burned onto CD and **distributed free to fans at gigs**. Fans were turning up to gigs knowing all the words to songs before they had released anything yet.
- Fans uploaded early demo songs **to file-sharing** sites and early **social media sites** like MySpace. This spread the word through the fans not traditional marketing channels. Whilst the band did not do this, they were not against it. They were one of the first bands to embrace social media and file sharing to promote themselves.
- The Arctic Monkeys released their first songs on **their own ‘Bang Bang’ record label** and eventually signed to the independent record label, Domino.



In your books, and in your own words:

- How did Arctic Monkeys exploit the online presence and niche nature of their fanbase?
- What does the success of the Arctic Monkeys tell us about how the music business has changed?



Lesson 1: The band

Historical, Social and Cultural contexts

In many ways, the music and iconography of the Arctic Monkeys harks back to older days of the Music Industry when bands developed organically, developed their craft away from the influence of reality TV shows and social media. There are many comparisons with the Arctic Monkeys and one of the most popular and successful bands of all time, The Beatles.



Arctic Monkeys



The Beatles

Set up their own record label, Bang Bang, to have total artistic and creative control.	Set up their own record label, Apple Records, to have business and artistic control.
Four piece band (vocal, guitars, drums)	Four piece band (vocal, guitars, drums)
British and successful at home and overseas (although not as huge as the Beatles)	British and successful at home and overseas
Predominantly a guitar-based sound	Predominantly a guitar-based sound
Prefer smaller venues (not all stadium-based)	Rejected touring in 1966 (studio-based only)

In your books, and in your own words:

- Explain how The Arctic Monkeys followed in the classic mode of independently-minded creative music artists such as The Beatles





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 2: The video

The Music Video



Click image to view video



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-m edia-standards.jp g>

Lesson 2: The video

The Music Video – what is the point?

Music videos are another way of promoting and marketing musical performers. Music videos aim to:



Promote both album and single sales through retail outlets.



Promote new or existing artists or bands to an audience.



Promote an image of an artist or band that engages with the audience.



Entertain the audience and encourage replays of the video



Create visual images that convey the meaning and story of the song

There are generally two types of music video

- **Performance video** – footage of the band performing the song, addressing the camera, often has audience response.
- **Narrative video** - Tell the story of the song lyrics through the use of actors, , although sometimes the narrative will cut back and forth between the actors playing roles and the music artist performing.



In your books, and in your own words:

- What type of video is 'I Bet You Look Good On The Dancefloor'?
- Why was it important for the Arctic Monkeys to record this type of video?



Lesson 2: The video

How do Arctic Monkeys use video to project their image?

Remember, it is important to the Arctic Monkeys that they are seen as 'authentic' and follow many of the codes and conventions of a stereotypical rock/indie band who pride themselves on the quality of their music and image above everything else. Look out for:



Opening monologue by Alex Turner, stating 'Don't believe the hype'



Classic live studio record mise-en-scene referencing classic music TV shows like 'The Old Grey Whistle Test'



Video recorded live to add to authenticity. Clothes casual to reinforce the 'realness' of the band.



The video was shot using three Ikegami 3-tube colour television cameras from the 1980s to give it a more aged effect.

Interactive Quiz on video

[External Link](#)

In your books, and in your own words:

- Make a list of words that encapsulate about the Arctic Monkeys.
- How did the Arctic Monkeys design their video to project their preferred image of themselves.
- Do you think the image projection works? Who may not like it?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-m edia-standards.jp g>

Lesson 3: The audience

Who are the Arctic Monkey's audience?

A **demographic** is a set of objective characteristics that describe a group of people. In your case, people who will be willing to listen to or watch your music video. Those characteristics include things like age, gender, class, ethnicity, sexuality, location, and sometimes education and lifestyle. When analysing an audience, you can use these headings. There are some useful acronyms to help you:

Gender

Ethnicity

Age

Region

Social-economic status



You may also see **CAGES** – **C**lass, **A**ge, **G**ender, **E**thnicity and **S**exuality

In your books, and in your own words:

- Use GEARs to classify the audience demographics of an Arctic Monkeys audience?
- Use CAGES to classify the audience demographics of an Arctic Monkeys audience?





Lesson 3: The audience

Who are the Arctic Monkey's audience?

As well as demographic classification of audience, we can also use a **psychographics** classification which defines an audience by how they **think** and by considering their **values, attitudes and lifestyle (VALs)**. A psychometric method of categorisation specific to advertising was developed by 'Young and Rubicam'.

They identified:

The Explorer: Driven by a need for discovery and/or challenge.

The Aspirer: materialistic/ care more about what others think about.

The Succeeder: self confidence/ strong goal orientation/ organised

The Reformer: Values their own independent judgement/ anti materialistic

The Mainstream: Largest group/ core need is security/ live in a daily routine.

The Struggler: Seek escape/ live for today few plans for tomorrow

The Resigned: Aim to survive/ predominantly older people.



In your books, and in your own words:

- Which 'Young and Rubicam' groups do you think are more likely to listen to Arctic Monkeys music and attend their concerts? Explain your answer.



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 3: The audience

What pleasures and rewards does an audience get from Arctic Monkeys?

Remember the *'Uses and Gratifications'* model we have looked at in previous units? What were the uses and gratifications to the Arctic Monkey audience?

Diversion – some people use music to relax and escape.

Personal relationships – through music and shared interests we form shared interests and social connections with like-minded people.

Personal identity - an important part of youth culture is to identify with certain types of music or 'tribes'.

Surveillance – we use music (and associated attitudes, fashion etc) to gain a greater understanding of the world around us and our place in it. We also use music to inform our thinking about emotion etc through lyrical content.



[Click image to view video](#)

In your books, and in your own words:

- What are the pleasures and rewards for music video audiences?
- Why do people watch the Arctic Monkeys video?





<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 4: Video industry

Why is this video seen as a turning point in the relationship between the music industry, artists and fans?

As was seen on slide 3 (and compares with the One Direction CSP), this video and the growth of the Arctic Monkeys can be seen as a turning point because:

- The band actively used early social media (particularly Myspace) to generate enthusiasm and interest in the band, their music and their gigs.
- The band built interest in their music by distributing free CDs at gigs.
- Fans uploaded their music to Peer to Peer file sharing sites (P2P). See next slide.
- The band did not sign to a major label, but recorded their own music before signing to independent record label, Domino Records. They were not interested in working with a major as it would undermined their preferred image.

Guardian article

How the Arctic Monkeys
Changed the Music Industry

The Myspace logo, featuring a stylized white figure of two people and the text "myspace.com" in white on a blue background.

The Napster logo, featuring a stylized blue cat face with green eyes and the word "napster." in a lowercase, italicized font below it.

The Domino Records logo, featuring the word "Domino" in a stylized, bold, italicized font inside a black rectangular border.



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 4: Video industry

What was P2P and how did it change the music industry?



P2P enabled PC users to share files over the Internet easily. The term P2P refers to peer-to-peer networking. A peer-to-peer network allows computer hardware and software to communicate without the need for a server. It was a huge issue in the early 2000s and all music was shared illegally online between users. P2P software was the piracy method of choice in the early 2000s until a Supreme Court decision in 2005 led to the closure of many sites for illegally sharing copyrighted material, mostly music. File sharing still exists with sites such as BitTorrent today, but is less popular as legal internet streaming is now widely available. File sharing was a major shock to the music industry as it lost billions of pounds as people shared entire music collections illegally. **It led directly to the music industry embracing online, digital technology which has led to legal music streaming services through Spotify, Amazon Music, Deezer etc as a response to this.** The record companies earn money through these services.



In your books, and in your own words:

- How did P2P change the music industry and the accessibility of digital music forever?



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-m edia-standards.jpg>

Lesson 4: Video industry

How has technology enabled self-production of music



1934- The introduction of lacquer-coated blank discs made instantaneous recording possible.



1940 – multitrack recording developed. These required substantial technology, recording studios and great expense.



1980 – the introduction of the Compact Disc (CD) heralded the start of the digital music revolution.



2000s+ – Digital file formats like mp3 became standard meaning digital music production became easier.

Decades ago, if you were a musician, and you wanted to record an album you and your band played gigs and *hoped* that some music producer in the audience would be impressed enough to give you a shot. But not necessarily anymore. Today, the trend in music production is shifting more and more toward home studios. Great music is being produced all the time in bedrooms and garages. Often with little more than a computer, a USB mic, free mixing software and some headphones. This is particularly true for artists who are at the early stage of their careers who have little financial backing and support.



In your books, and in your own words:

- How has music production changed over the last 50 years?
- What does this mean for the big recording studios and companies?



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 5: Music Regulation

How are music videos rated and regulated in the UK?

Regulation is the idea that content should be given specific guidelines in order to protect younger audiences from explicit content and ideas. Music video regulation is controlled by the BBFC who set certain standards and ratings for different age groups who they believe should be exposed to content specific to their age via age ratings and certification. YouTube and Vevo work in partnership with the BBFC to age rate all music videos and artists who are signed to Sony Music UK, Universal Music UK and Warner Music UK. Not all music producers sign up to this though.

The BBFC regulate many different aspects of music videos. The sort of issues the BBFC considers in classifying music videos include:

- drug misuse
- dangerous behaviour presented as safe
- bad language
- sexual behaviour and nudity
- threatening behaviour and violence



An example of music video regulation is Frankie Goes To Hollywood 'Relax'. Banned in 1984 for sexual content, it had the opposite effect becoming a No1 hit

These aspects are wholly considered for the safety of children and their exposure on the internet. The idea of censoring these categories comes from the regulation of films and how they are age rated in the cinema. <http://www.bbfc.co.uk/what-classification/online-music-videos>



In your books, and in your own words:

- Who regulates music videos? Why is regulation important?
- BBFC do not regulate the content of songs. Who regulates that?



Lesson 5: Compare CSPs

Why is this video seen as a turning point in the relationship between the music industry, artists and fans?



Compare One Direction ‘History’ video with Arctic Monkeys, ‘I Bet You Look Good On The Dancefloor’

	Arctic Monkeys	One Direction
Record label		Simon Cowell’s Syco Records (linked to Sony)
Video type		Mixture of lip-synched performance and footage of band throughout their history.
Band creation		Through ITV reality TV show ‘X Factor’.
Music written by		Syco recruited songwriters.
Fanbase		Predominantly teenage and female.
Style of music		Pop.
Promotion		Partnerships with big corporates (Pepsi, LG). Social media (13million followers). Xfactor Tour Live.



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

This concludes the Arctic Monkeys Close Study Product.

Now complete your Personal Learning Checklist for this CSP.