

1. Record Nr.	UNINA9910787532603321
Autore	Vernallis Carol
Titolo	Unruly Media [[electronic resource]] : YouTube, Music Video, and the New Digital Cinema
Pubbl/distr/stampa	Oxford, : Oxford University Press, USA, 2013
ISBN	0-19-024073-3 0-19-932217-1
Descrizione fisica	1 online resource (365 p.)
Disciplina	302.231
Soggetti	Digital media -- Technological innovations Music videos -- History and criticism Music videos
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Contents; Acknowledgments; Introduction; PART I: NEW DIGITAL CINEMA; CHAPTER 1. The New Cut-Up Cinema; CHAPTER 2. The Audiovisual Turn and Post-Classical Cinema; CHAPTER 3. Music Video into Post-Classical Cinema; CHAPTER 4. Moulin Rouge!: Delirious Cinema; CHAPTER 5. Music Video, Songs, Sound: Eternal Sunshine of the Spotless Mind; CHAPTER 6. Reciprocity, Bollywood, and Music Video: Mani Ratnam's Dil Se and Yuva; PART II: YOUTUBE; CHAPTER 7. YouTube Aesthetics; CHAPTER 8. Audiovisual Change: Viral Web Media and the Obama Campaign CHAPTER 9. Reconfiguring Music Video: Beyonce's "Video Phone" PART III: MUSIC VIDEO; CHAPTER 10. Music Video's Second Aesthetic?; CHAPTER 11. Digital Style: Francis Lawrence and Dave Meyers; CHAPTER 12. A Music Video Canon?; Afterword: Accelerated Aesthetics: A New Lexicon of Time, Space, and Rhythm; Notes; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; X; Y; Z
Sommario/riassunto	Unruly Media argues that we are the crest of a new international style in which sonic and visual parameters become heightened and accelerated. This audiovisual turn calls for new forms of attention. Post-classical cinema, with its multi-plot narratives and flashy style, fragments under the influence of audiovisual numbers and music-video-like sync. Music

video becomes more than a way of selling songs. YouTube's brief, low-res clips encompass many forms and foreground reiteration, graphic values and affective intensity. These three media are riven by one another: a trajectory from YouTube throu
