



Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe

Sarah Pust

Download now

[Click here](#) if your download doesn't start automatically

Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe

Sarah Pust

Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe Sarah Pust

Seminar paper from the year 2002 in the subject Sociology - Media, Art, Music, grade: 2,0 (B), University of Amsterdam (International School for Humanities and Social Sciences), language: English, abstract: This paper is about the Social Effects of MTV (Music Television) in Europe. I will try to give an overview about the development of MTV in the US more than 20 years ago and its effects on the European modern society, especially concerning globalisation, the intimidation of sexism and racism and the spread of capitalism and its impacts.

The headlines of the chapters are taken from popular music songs whose video clips were played on MTV.

1. Video Killed the Radio Star -The concept and developme nt of MTV

Music Television (MTV) was born on the 01. st of August 1981, at 12.01 AM EST. The delivery was broadcasted on 225 cable systems in the United Stats of America reaching 2.1 million households. The first host to be seen on the MTV screen was the former New York Radio DJ Mark Goodman 1 . He welcomed the audience with the song “Video Killed the Radio Star” by Buggles. The title of this first video clip was the war whoop that MTV cried out in order to start its march of victory through the global media and the purses of its young peer group.

Rock music had been around in America for 27 years until MTV was founded 2 . Now this music was not only audible anymore but became visible. MTV provided its recipients with video clips 24 hours a day, seven days a week. The channel shows approximately ten to twelve videos per hour 3 . Its announcers rarely mention the time of the day between the video clips and the flashy and glitzy music videos are only interrupted for commercials or one of the entertaining MTV shows as “Jackass”, “Beavis and Butthead” or the “MTV News”, which mainly report information about stars or entertaining business. MTVs “5 minute rule’ says that if a recipient does not like the actual video or music type, he or she can be sure that in 5 minutes something else will be on the screen.

 [Download Sex, Ads & Rock 'n Roll - Some Social Effects of M ...pdf](#)

 [Read Online Sex, Ads & Rock 'n Roll - Some Social Effects of ...pdf](#)

Download and Read Free Online Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe Sarah Pust

From reader reviews:

Deborah Mele:

As people who live in the modest era should be up-date about what going on or details even knowledge to make these people keep up with the era that is certainly always change and progress. Some of you maybe can update themselves by reading through books. It is a good choice to suit your needs but the problems coming to anyone is you don't know what type you should start with. This Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe is our recommendation to cause you to keep up with the world. Why, as this book serves what you want and want in this era.

Deborah Ellefson:

The ability that you get from Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe could be the more deep you searching the information that hide inside the words the more you get interested in reading it. It does not mean that this book is hard to comprehend but Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe giving you joy feeling of reading. The copy writer conveys their point in particular way that can be understood by simply anyone who read this because the author of this publication is well-known enough. This particular book also makes your current vocabulary increase well. It is therefore easy to understand then can go together with you, both in printed or e-book style are available. We highly recommend you for having this specific Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe instantly.

Ok Lord:

E-book is one of source of understanding. We can add our expertise from it. Not only for students but native or citizen have to have book to know the upgrade information of year in order to year. As we know those publications have many advantages. Beside all of us add our knowledge, also can bring us to around the world. By the book Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe we can acquire more advantage. Don't you to be creative people? To be creative person must choose to read a book. Merely choose the best book that appropriate with your aim. Don't end up being doubt to change your life at this book Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe. You can more inviting than now.

Keith Reese:

Reading a book make you to get more knowledge from this. You can take knowledge and information from your book. Book is written or printed or highlighted from each source which filled update of news. Within this modern era like currently, many ways to get information are available for a person. From media social like newspaper, magazines, science e-book, encyclopedia, reference book, book and comic. You can add your knowledge by that book. Isn't it time to spend your spare time to open your book? Or just searching for the Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe when you needed it?

Download and Read Online Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe Sarah Pust #12AQRV8D5H

Read Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe by Sarah Pust for online ebook

Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe by Sarah Pust Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe by Sarah Pust books to read online.

Online Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe by Sarah Pust ebook PDF download

Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe by Sarah Pust Doc

Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe by Sarah Pust Mobipocket

Sex, Ads & Rock 'n Roll - Some Social Effects of MTV in Europe by Sarah Pust EPub