

Video Guide

Dreamworlds II: Desire/Sex/Power in Music Videos

(The Media Education Foundation, 1995, 56 minutes, PN1992.8.M87)

What are the stories (messages) that music videos tell? MTV, started in 1981, shows music videos to get viewers to buy CDs and tapes. Many of the videos look like ads and use sexual images to get attention and to sell. There are many ways to look at these music videos, even when focusing on sexuality. There are varying perspectives which could be shown. This video focuses on the stories told about female sexuality.

Who tells the stories? Men. The video suggests that the images of women shown in music videos are mainly the sexual dreams of adolescents and older men's views of younger women. If there were a variety of views shown the effect would not be as strong as there is when the main, and often only perspective, is that of women who think about and want sex all of the time. The video suggests that this view of female sexuality is harmful and particularly dangerous to younger girls and women.

Techniques of Storytelling

The Women of the Dreamworlds

Female Artists and the Stories

Ways of Looking: The Gaze and Objectification

What is wrong with a little sexual violence?

What do we see? Women are shown to be thinking about sex, preparing for sex, engaging in sex, meaning yes when they say no, wanting to be handled roughly, wanting to be taken. Consequently, men's attitudes toward women are influenced by what men see on music videos. Although there are many influences on attitudes and behavior (multiple causes), some of the consequences of how women are shown on music videos are that men do not respect women, men view women as sexual objectives, men think that women are always ready for sex, men think that all other men think like they do, so that a little sexual violence is ok.

The following statistics were presented: the first study involved 6000 college students

1. Women provoke rape by their appearance or behavior. Agree: M = 60%, F = 40%
2. It would do some women some good to get raped. Agree: M = 30%.
3. Date rape is justifiable, if
the woman invites the man out
if the man pays for the date
she dresses suggestively.

The second study was a survey of 7th to 9th graders N = 1700.

4. When is it ok to force sex on a woman against her will?

