Lick the Blade: The Implications of Performance and Narrative Music Videos

Tara Burns  
Cleveland State University

Joni Lewanski  
Cleveland State University

Alex Farmer  
Cleveland State University

Kelly McCafferty  
Cleveland State University

Jeffery Allen  
Cleveland State University

See next page for additional authors

How does access to this work benefit you? Let us know!
Follow this and additional works at: http://engagedscholarship.csuohio.edu/u_poster_2014

Part of the Communication Commons

Recommended Citation
Burns, Tara; Lewanski, Joni; Farmer, Alex; McCafferty, Kelly; Allen, Jeffery; Egizii, Matthew; Fowler, Rebecca; Morgan, Stephen; Roberts, Rafeeq; Tobin, Jordan; and Neuendorf, Kimberly, "Lick the Blade: The Implications of Performance and Narrative Music Videos" (2014). Undergraduate Research Posters 2014. Book 7.
http://engagedscholarship.csuohio.edu/u_poster_2014/7
**Lick the Blade: The Implications of Performance and Narrative Music Videos**

College of Liberal Arts and Social Sciences

**Student Researchers:** Tara Burns, Joni Lewanski, Alex Farmer, Kelly McCafferty with Jeffery Allen, Matthew Egizii, Rebecca Fowler, Stephen Morgan, Rafeeq Roberts, and Jordan Tobin

**Faculty Advisor:** Kimberly Neuendorf

**Abstract**

Since MTV's introduction in 1981, music videos have shaped popular culture in various ways. Transitioning from television/cable to online platforms, thousands of music videos are viewed daily by millions through streaming sites such as YouTube and Vimeo. As a collaborative group, we wrote and produced a music video in collaboration with the metal band *Lick the Blade*, focusing on their original piece, “Blood Soaked Majesty.” Footage was produced for both a performance video, showing only the band performing their piece, and a narrative video, featuring a story line that parallels the lyrics. An audience will be able to view a performance video, a narrative piece, or a “concept” video that links images from the narrative piece with the performance video, without providing a true story line. The produced footage allows us to edit various versions of the music video in order to study different outcomes of music video exposure, with three goals: (1) Compare spectators’ involvement and interpretations for performance vs. narrative video versions; (2) investigate outcomes of different levels of violent content and victim gender; (3) examine the impact on reception of non-synchronous sound editing. Results from these studies could lend insight to producers of music videos.