

Rocking Around the Clock: Music, Television, Postmodernism and Consumer Culture



Ann Kaplan examines the cultural context of MTV and its relationship to the history of rock music. The first part of the book focuses on MTV as a commercial institution. In the second, Kaplan identifies five distinct types of video. There are detailed analyses of videos by Bruce Springsteen, Billy Idol, Paul Young, Madonna, Tina Turner, Pat Benatar, Annie Lennox, and Aretha Franklin, and discussion of many more. Kaplan focuses particularly on gender issues in videos by both male and female stars.

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