



# MTV: The (r)evolution & impact between 1981 - 1994

*Jan-Patrick Stolpmann*

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Essay from the year 2011 in the subject Sociology - Media, Art, Music, grade: 1,3, University of East London (BUSINESS SCHOOL), course: Global Music Production & Distribution, language: English, abstract: Music Television, or MTV, a cable television network that allocates most of its broadcasting time to music video clips, has had a great influence on popular culture in general, young people and on the music industry, since its first aired in August 1981. Initially viewed as a promotional channel for the music industry, it rapidly took on a life of its own and was perceived by spectators as an information source on the newest trends in music, fashion and attitude. (Denisoff, 1988)

Goodwin (1992) commented that “the video clips shown on MTV were a visual companion to rock 'n' roll, frequently being vulgar, violent, juvenile and tasteless —which charmed young viewers and insulted parents” (Goodwin, 1992). The network's enormous success attracted studio executives and advertisers attempted to capitalize on it. Soon television series, commercials and films were being produced in the music video style with rapid editing, glossy visuals and a pop music soundtrack. Many great music artists of the 80s made their initial public appearance on MTV, a fact that explains why some critics suggest that MTV was responsible for focusing on appearance and style over talent in the music industry. (MacDonald, 1990)

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