Learning Objectives:

Learn and practice analyzing an interactive music video.

Pedagogical Approaches and Activities:

The Wilderness downtown is a different kind of music video. It is interactive and uses images from Google Maps to illustrate and create the music video.

Use the Tutorial from: http://www.mil-project.org/index.php?page=tutorials-2 to help with formal analysis of the video. Discuss the message in terms of ideology and values of the video with the aid of the following questions:

- Does the video represent the convictions of a specific group?
- Describe how men and women are represented. Would you say the pictures of them are stereotypes? If so, what do they convey?
- Who has a position of power and who does not? What is the end result? (Has the video excluded any groups of people or their beliefs and outlook on life?)
- What definitions of happiness, success or morals are implied?

Media and Information Resources:
http://www.thewildernessdowntown.com/

References:

Further topics and resources:
http://www.arcadefire.com/sfts/
http://www.youtube.com/watch?v=X65PcHj6EaU