The history of music videos

Music videos were initially created for promotional reasons and were played in films and TV shows. In 1895, Thomas Edison created the first music video by filming a man playing the accordion. It wasn’t until the 1950s that music videos began developing into what they are today. Musicians like Elvis Presley and Chuck Berry created short films to accompany their songs, however, these were still far from what we know as music videos.

Music videos gained popularity when MTV was founded in 1981. The first music video played on MTV was ‘Video Killed the Radio Star’ by The Buggles. When music videos became a phenomenon, people started investing more money and time in stunning visuals that would help capture viewers' attention.

MTV also helped to break down racial prejudices in the music industry. Minority groups struggled to get airtime on mainstream television, however, the rise of music videos led to people like Michael Jackson and Prince gaining the popularity they deserved.

After MTV launched in 1981, music videos became crucial in the music industry, and musicians were expected to create videos to accompany their songs. When VHS tapes were introduced, musicians were able to distribute their music to a wider audience. Then, in 2005, YouTube allowed musicians to upload their music videos directly to the internet.

Michael Jackson's ‘Thriller’ was possibly the most popular music video of all time. Released in 1983, it is a 14-minute short film that set the standard for music videos to come.

Music videos are a very important tool for launching new artists. A music video was essential for any artist hoping to get big in the early days of MTV. Music videos help with exposure but also showcasing the artists creativity and personality. In my own music video, I want to show how creative I can be and showcase my personality in an artistic way.

Some music videos have also been known to sometimes strike controversy. Miley Cyrus’ music video for ‘Wrecking Ball’ was viewed as controversial based on its sexual content and appropriateness for her younger audience, however, it still helped to launch her career in a new direction. Not all controversy is bad; Childish Gambino’s ‘This is America’ shed light on racial inequality in America, which led to a conversation that needed to be had. These music videos can also serve as a form of artistic expression and a way for musicians to push boundaries and challenge norms. When I make my own music video, I want it to be the opposite of controversial. I want it to be relatable to the viewers ad almost feel like a memory.

The future of music videos is growing and evolving as we speak. Virtual reality and interactive videos are becoming more popular, allowing viewers to attach themselves to the music like never before.

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