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discussing MTV, is the choice of veejays. J.D. Roberts and Christopher Ward, both knowledgeable 'veterans' of the Canadian music scene (Roberts was a regular on "The New Music" while Christopher Ward had "City Limits" on City TV), are mature, relaxed,

humorous, and knowledgeable—the opposite of veejays Nina Blackwood and Alan Hunter of MTV who appeal, possibly, to the younger viewer who may not care about what the veejays do as long as they show the videos.

Much Music and MTV are alike in some ways. Both stations have interviews with popular recording stars, both have spots when they inform the viewer about any news concerning the music industry, both stations have occasional concert specials and, most importantly, both stations are contributing highly to a recent boom in interest in music—an interest that many record labels were worried would not return fast enough. Videos have

become perhaps the most important record advertising tool—perhaps even more important than radio—as videos sell an image as well as promoting the song being played as the backdrop of the action in the video. One may wonder if Duran Duran would be as popular as they are now if videos were not yet in existence.

Whatever the similarities and congruent roles of both Much

Music and MTV, it is clear that Canada, although again following the lead of the United States, has again bettered the U.S. medium in presenting well-rounded, free and flexible programming. Musically speaking, as perhaps one should when discussing music videos, Much Music could be seen as a David Byrne rising out of a medium chock full of Chaka Kahns. □

"caressing" members of the group), women are in the videos merely to give the aura of sexuality that seems to be a prerequisite for many videos of today.

Should women be used as selling devices for songs and videos—strolling around in bathing suits and being abused simply in order to add a "sensual" feeling to the video or to catch the eye of the viewer? Are parents correct in assuming that videos in which violence or domination occur could be harmful to their children? Could these images be harming the subconscious thoughts of adult male (or female) viewers?

Just as these questions have been asked regarding other visual mediums such as prime-time television and cable television, these questions must be addressed with regards to videos as well. They are just as accessible as television, perhaps preferable to ordinary television as the attention span of the viewer need not be as long as for watching a television program and there is music being played as well. The question at hand is, then: Are videos more or less desirous viewing for the people of our society and are images presented in any way harmful to the viewer and if so, how shall this be remedied?

If any reader has any comments about violence, presentation of women or videos or merely comments about videos in general, please type them and drop them by the *Gazette* offices. We would be happy to print your views. □

Women in video

By JANICE WALSH

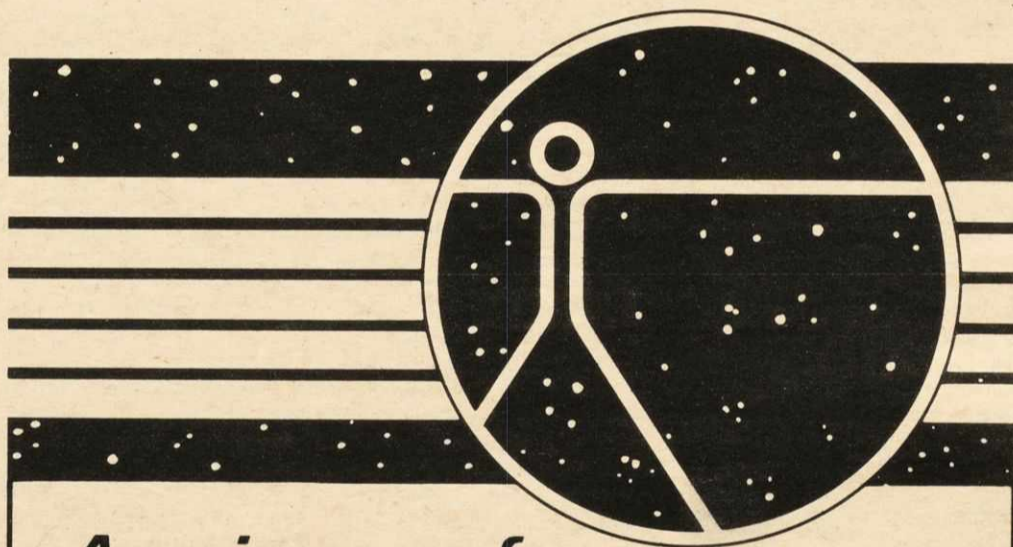
With the rising popularity of the viewing of music videos as a past-time of many young adults and adults, perhaps our society should be paying more attention to the content of these videos. Many people, especially the concerned parents of children who stay up to watch late-night video shows, have expressed concern regarding explicit violence and sexual encounters which are being shown in three- to five-minute videos across the country. Videos by artists such as Billy Idol, Twisted Sister and Trio have been named disturbing and unfit to show to children.

Just as important, but infrequently discussed publicly, is the image of women that has been consistently degraded in videos. The comparison between videos and commercials seems to be applicable

here, as both are seemingly using women and sex to sell a product (in the case of videos, the product is the record) rather than depending on the product to be able to sell itself.

In the run of any hour of any day on Much Music, Canada's 24-hour video station, a viewer will most likely see women more than any other thing or person on that station. These women, unfortunately, are not always the singers of the song being promoted, but are, instead, tools being used by the director of the video to get the audience interested in the video so they will listen to the song.

In videos for songs such as *Legs* by ZZ Top (or any ZZ Top video, for that matter), *Whip It* by Devo (in which one of the members of the band strips a woman by whipping her clothes off with a whip), and Kiss' new release *Heaven's On Fire* (in which women in scant clothing and two or three at a time are



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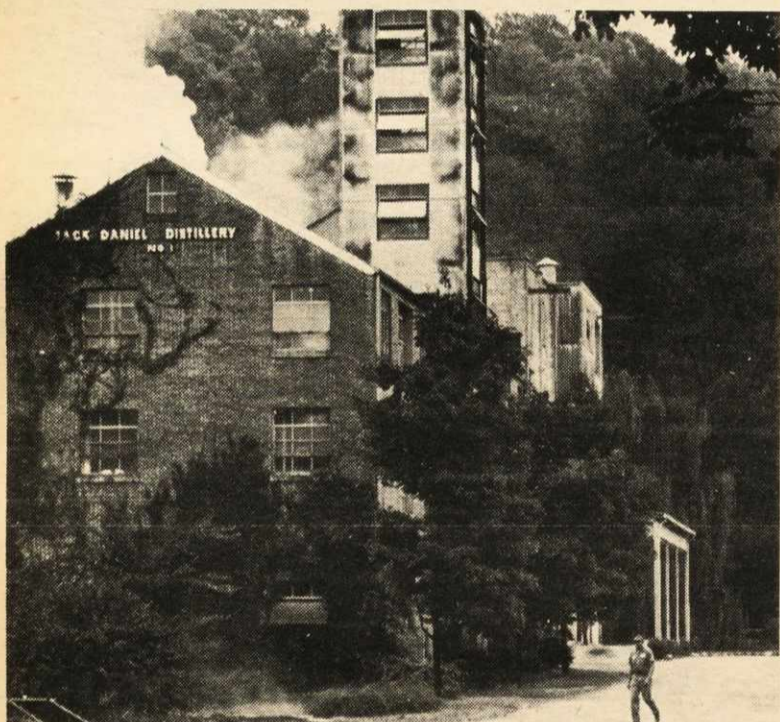
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