



IML340: Remixing the Archive, Spring 2023
Wednesdays, 1 to 3:50 pm, SCI L105, 4 units
Professor: Virginia Kuhn, PhD

This intermediate-level course investigates the close interrelationships among technology, semiotics and culture in order to form a solid foundation for scholarly digital authoring. Created in 2008, this class has used numerous archives since that time. This semester, we will focus not on one particular archive, but the music video as a form.

Although music videos predate the advent of MTV in 1981, they flourished with this cable channel devoted to the form. Since then, musical artists such as Madonna, Radiohead and Queen—to name just a few—made history with their powerful combination of sound and images, even as many filmmakers found freedom in this format and enjoyed the musical collaboration.

As the form became more predictable and the media landscape expanded, the music video became less popular. However, with the radical videos of Lil Nas X, the form has taken on new importance as a tool for challenging institutional structures and their hardened ideologies. In this class, we will explore the aesthetic, political, and legal implications of music videos as we use archival materials from the music videos themselves to make our own short videos.

Questions? vkuhn@usc.edu