

Austin

Audiovisual Alterity

Representing Ourselves and Others in Music Videos

Immerse yourself in the groundbreaking exploration of diversity and representation in music videos with *Audiovisual Alterity*. This new research delves into the portrayal of marginalized and subaltern groups across a rich tapestry of genres of popular music, tracing the evolution of inclusivity and disenfranchisement in music videos from the 1950s to the present. *Audiovisual Alterity* not only furthers the scholarly conversation on representations of race, ethnicity, and gender in music videos but also broadens the scope to embrace Asians, Pacific Islanders, Indigenous peoples, the LGBTQIA+ community, religious minorities, and the incarcerated. Author Michael Austin traces the transformation of the music video landscape as he scrutinizes the medium's evolution across both traditional platforms and social media, including video-sharing sites and smartphone applications. Throughout, he offers new insights into critical analyses of contemporary debates on cultural appropriation and the nuanced portrayals of culture, race, indigeneity, gender, class, sexuality, and sexual orientation. Most compellingly, *Audiovisual Alterity* celebrates the self-representation of these 'others,' empowering them to voice their narratives on their own terms.

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