



# Unruly Media: YouTube, Music Video, and the New Digital Cinema

*Carol Vernallis*

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## **Unruly Media: YouTube, Music Video, and the New Digital Cinema** Carol Vernallis

Unruly Media argues that we are the crest of a new international style in which sonic and visual parameters become heightened and accelerated. This audiovisual turn calls for new forms of attention. Post-classical cinema, with its multi-plot narratives and flashy style, fragments under the influence of audiovisual numbers and music-video-like sync. Music video becomes more than a way of selling songs. YouTube's brief, low-res clips encompass many forms and foreground reiteration, graphic values and affective intensity. These three media are riven by one another: a trajectory from YouTube through music video to the new digital cinema reveals commonalities, especially in the realms of rhythm, texture and form. This is the first book to account for the current audiovisual landscape across medium and platform, and it demonstrates that attending equally to soundtrack and image reveals how these media work and how they both mirror and shape our experience.

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