

CHAPTER I. INTRODUCTION

1.1 Background of The Study

The writer is interested in examining the music video, *House of the Rising Sun*, because the visual and musical compositions of the video are unique and they seem to express a meaningful idea. The writer perceives that the uniqueness of the video resides in how its visual and musical compositions are arranged in symmetrical and repetitive patterns. The idea behind such an arrangement is indicative of the importance of the social order of the time.

The Animals were founded in Newcastle-upon-Tyne in Northeast England in 1963. Their roots lay in the Alan Price Rhythm & Blues Combo, who had, in turn, evolved out of two other popular Newcastle groups, the Kansas City Five and the Contours. The Combo featured Alan Price on keyboards and vocals, Hilton Valentine on guitar, Bryan "Chas" Chandler on bass, and John Steel on drums. Eric Burdon, who had sung in the Kansas City Five, had left Newcastle for London when Price quit the Five in favor of the Contours, but when he came back home, he joined Price's new Combo as lead vocalist. The group's powerful style soon earned them an audience, and they adopted a new name, the Animals. (Depending on who tells the story, the name came either from their ferocious on-stage attitude or a tip of the hat to a good friend nicknamed "Animal."). In the fall of 1963, the newly branded Animals headed to a small recording studio and cut a four-song EP of Rhythm & Blues standards that faithfully documented their live sound (ED, n.d.)

In the *House of the Rising Sun* presented by the Animals, the band members seem to have their place to stay and stand on the stage while performing the show. The guitarist and the singer in the video are walking in a circle around the drummer. The writer also observes at the stage where they are performing the show which they are performing indoor. The writer figures out that even the pillars in the stage are also meaningfully arranged. The writer thinks that to a certain degree these symmetrical and repetitive arrangements reflect the meaning of the song lyric. The song lyric

narrates the wish of a man to atone for his misdeed in the past. In the past, the man killed his father, which made him imprisoned. This wish is expressed when he is still in imprisonment. From the story, the writer is provoked to further investigate the connection between such a message of the story in the song lyric of the music video and the accentuation of social order and obedience to the law of the era wherein the music was composed (Alan, n.d.)

In *House of the Rising Sun*, the symmetrical pattern of the music video's visual composition and the repetitive pattern of its musical composition seem to represent such a connection. Therefore, the writer has decided to examine the link. In this thesis, the analysis is initially focused on the identification and representation of the symmetrical and repetitive patterns in the music videos. Then, the writer investigates how important the symmetrical and repetitive compositions affect the music video. Afterward, the analysis provides a content-based analysis on the premise that the idea of regularity, i.e. the symmetrical and repetitive patterns, in the music video has symbolically represented the link of the narrative message of the song lyric and the emphasis on social order and obedience to the law of the time.

1.2 Research Question

In this thesis, the examination is developed from the following analytical questions:

1. What are the symmetrical and repetitive patterns of the *House of the Rising Sun* music video?
2. Why are such symmetrical and repetitive patterns important to the music video?
3. Why do the visual and musical compositions as such symbolically articulate the concordance of the narrative message of the song lyric and the emphasis on social order and obedience to the law of the time?

1.3 The Objective of the Study

With the research questions above, the main goal of the thesis is to prove that the idea of regularity, i.e. the symmetrical and repetitive patterns in the visual and musical compositions of the music video, has symbolically expressed the narrative message of the song lyric, the social order as well as the obedience to the law of the time. This is achieved by identifying the symmetrical and repetitive patterns used, explaining the significance of the patterns, and interpreting the symbolical representation of such patterns.

1.4 Significance of The Study

This thesis is significant for two reasons. Firstly, in terms of knowledge, the work is a scholarly manifestation of science enrichment for the development of the knowledge itself, particularly in the analysis of music videos as artwork. Secondly, in terms of the public benefit, the writer expects that this thesis may help the readers better understand and appreciate artworks, especially music videos. The music video, as any other form of art, does not merely celebrate aesthetic values, but also intellectual ones.