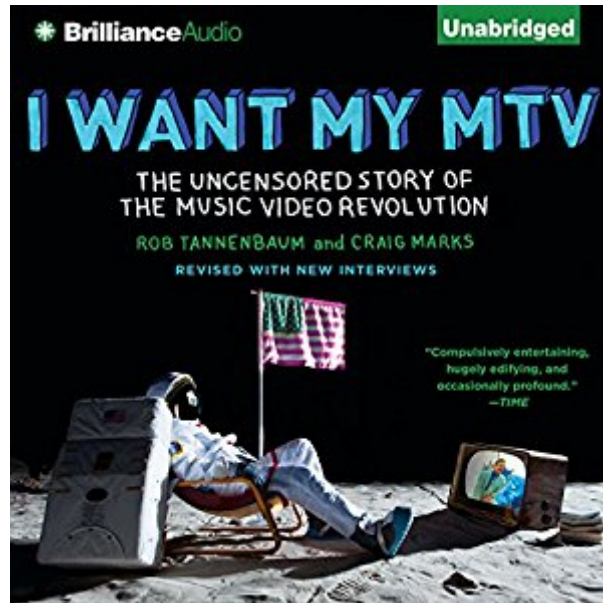


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I Want My MTV: The Uncensored Story Of The Music Video Revolution



Synopsis

Remember the first time you saw Michael Jackson dance with zombies in "Thriller"? Diamond Dave karate kick with Van Halen in "Jump"? Tawny Kitaen turning cartwheels on a Jaguar to Whitesnake's "Here I Go Again"? The Beastie Boys spray beer in "(You Gotta) Fight for Your Right (To Party)"? Axl Rose step off the bus in "Welcome to the Jungle"? Remember when all you wanted was your MTV? It was a pretty radical idea - a channel for teenagers, showing nothing but music videos. It was such a radical idea that almost no one thought it would actually succeed, much less become a force in the worlds of music, television, film, fashion, sports, and even politics. But it did work. MTV became more than anyone had ever imagined. I Want My MTV tells the story of the first decade of MTV, the golden era when MTV's programming was all videos, all the time, and kids watched religiously to see their favorite bands, learn about new music, and have something to talk about at parties. From its start in 1981 with a small cache of videos by mostly unknown British new wave acts to the launch of the reality-television craze with The Real World in 1992, MTV grew into a tastemaker, a career maker, and a mammoth business. Featuring interviews with nearly 400 artists, directors, VJs, and television and music executives, I Want My MTV is a testament to the channel that changed popular culture forever.

Book Information

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Customer Reviews

I was one of those young kids who grew up with MTV. I can easily remember those days of watching Michael Jackson's "Thriller" music video during the premiere, multiple times throughout the day. I

can easily remember watching Duran Duran's "Planet Earth" and "Girls on Film" and just amazed of how cool they look and wanted to dress like them. Seeing David Bowie's "Let's Dance" and being mesmerized by the video, to watching the Police "Don't Stand So Close to Me" and going out surfing during my grom years and loving the Police and seeing this group of hot young women known as The Go-Go's singing "Our Lips are Sealed" and jumping into a fountain. I remember watching Friday Night Videos and wondering if Michael Jackson would beat Def Leppard or Quiet Riot's "Cum on Feel the Noize". Or being titillated with videos such from Van Halen's "Too Hot for Teacher", ZZ Top's "She Got Legs" and being introduced to R&B videos with Musical Youth's "Pass the Dutchie" or New Edition's "Cool It Now". I can easily remember being scared by watching The Scorpions "Rock You Like a Hurricane" or seeing Eurythmics and Annie Lennox with a shaved red head singing "Sweet Dreams are Made of This" and me and my friends hiding behind the couch because we were freaked out about it. I can remember Music Videos being part of my life, Spring Break MTV being part of my life as teenager and seeing shows such as "Remote Control" and later on, "Beavis & Butthead" and then question the decline of MTV which now became more of a reality TV show channel and less about the music. Sure, I tuned into MTV once in awhile within the last decade to watch an award show or to see what was the hype of a certain reality TV show but the MTV today, is nothing like the MTV that I grew up with.

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