

A Comparative Study on Sri Lankan and French Music Videos

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Abstract

According to the Oxford dictionary, music video is a videotaped performance of a recorded popular song, usually accompanied by dancing and visual images interpreting the lyrics. This research examines the similarities and differences between Sinhala and French music videos which depict the theme 'love'. The comparison is done in relation to the lyrics, imagery, characters in the narration of the video and the techniques used by Sinhala and French musicians who belong to two different countries and cultures in order to project the aforementioned theme. In this research we compare six contemporary music videos in trend (3 from each country) by popular artists. These songs are popular among Sinhala and French younger generation because of their familiarity with the aforementioned theme and indeed for the quality of music in these music videos. In this research the theme 'love' is discussed with reference to three key aspects of love: Inaccessible love << L'amour inaccessible >>, How friendship intervenes in love << Comment l'amitié intervient dans l'amour >> and Love between two nationalities << L'amour entre deux nationalités >>. The findings of the study also shows the following differences between Sinhala and French music videos. In Sinhala music videos, the musicians express love in an implicit manner, while the French musicians express love in an explicit manner. It is also found that there is a difference between the representation of the image of woman in Sinhala and French music videos. According to the findings of this study, it is evident that the attempt of all these music videos is to convey an important message to the society. This message highlights the importance of mutual understanding, sacrifice, and fidelity in a non-platonic love and, love is not merely a possession or a physical attraction but a spiritual bond.

Keywords - love, music videos, Sri Lanka, France, comparison

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