

# Informative speech

[Linguistics](#), [English](#)



Informative Speech The music video I have chosen for analysis and evaluation is the one for the song Forever Young by hip-hop musician Jay-Z. The video was broadcast on E News and has regularly been recognized as one of the most popular music videos in the entertainment channel. The part of the video that stands out to me the most is the segment where Jay-Z is performing on stage in front of a big crowd that cheers him and gives him a standing ovation when he is done. Jay-Z is a hip-hop musician who grew up in Brooklyn, New York. From an early age he was exposed to rap music and was massively influenced by this genre of music. As a result of this, it was not a surprise that he ended up being a rapper. He has a lovable personality, and has invested in a diversified range of businesses and interests besides practicing hip-hop. He can be correctly referred to as an artist and businessman. In the clip, the standing ovation he receives after finishing his performance is a clear sign that his personality resonates with a lot of people.

As I was playing the video, a member of the audience pointed out that the whole video was done in black and white; there was not a single colored element in the whole clip. I tend to think that this music video was intended for a general audience, but young people were especially targeted. From the title of the song, we can deduce that the artist is sending out a message to all the young people; a message that no matter what their age is they can still have an impact on the society (Handley 46). In the video, the artist can be seen wearing casual attire like jeans, a t-shirt, a jacket and sunglasses. A look at the audience when he is performing on stage also suggests that the youth are clearly the intended target audience of this clip. These are things

that are mostly associated with young people who love hip-hop and its associated lifestyle and message. I can therefore conclude that young people would instantly take to this video from the moment they watch it; it has all the right ingredients to be a hit among the youth. This video was made to market and popularize not only the song but the artist's album that was released about 2 years ago, about the same time the song and the video was released. The clip's director has made extensive use of lighting and contrast. The black and white theme and background of the video is interspersed with flashing bright lights and dull backgrounds that help to make the whole video even more vivid and exciting.

#### Work Cited

Handley, Ann. Content rules: how to create killer blogs, podcasts, videos, ebooks, webinars (andmore) that engage customers and ignite your business. Hoboken, N. J.: Wiley, 2011.

Print.