

Let the beat build by  
nyle



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11 July Assignment Nyle is a new age singer full of enthusiasm and zing and they have been able to reprise a version of Lil Wayne's ' Let the Beat Build' with a sense of raw energy that has made the song even more tantalizing to the ears of music lovers all over the world. The very thoughts that went into the production and planning of the music video are mesmerizing. The entire video, along with the audio, was recorded in a single take and truly makes people appreciate the kind of effort and work that has gone into the 4 minute production. This paper helps to provide an insight regarding the band, the vocalists and instruments, as well as the thoughts and ideas behind this very music video. Most people that have viewed the video for this particular song have found it to be amazing as the video builds up beats as it progresses along, just as the title suggests. The technique used within the video is the play of instruments as Nyle moves on to build up the tempo and the musical beats and tells his story through various instruments like a banjo, piano and even the drums. The music gives a very indie - hip-hop feel and is like a visual mixed tape and is very impressively shot simultaneously with the audio in the background coming along at the same time. The various instruments add towards the final climax and complete the story that Nyle is trying to portray through the music; the video is more like a three act story. The video is quite random in nature as well as Nyle makes a reference to the DVD of Aladdin: Return of Jafar and also in the middle somewhere, stops the music, apologizes, and then starts again. The characters within the video all seem to be having serious fun as they go along with the music and help to tell the story through extremely precise photography. Nyle has tried to keep with the New York spirit and state of mind while telling the world the kind of life that every man goes through all in a day's worth of hard work. The video

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is extremely dynamic and full of vibrant and bright colours and talks about the transgression that the city of New York has been through during the course of its growth and development as well as the people that have come in. It talks about the kind of lives that people have been living and the way they make their daily bread and go through life as strong as steel; all through the harmonies of music. Therefore, it is a video that has the power to completely spellbind an audience and it has done so, through the captivating story it has told through its music and the kind of flair that Nyle possesses which has set her apart from her contemporaries. Works Cited NYLE RAPS. Web. 11 July 2011. .