

Dreamworld:

Recognize the following assumptions made by the producers of "Dreamworld:

1. Music videos are designed for commercial purposes -- they sell the music.
2. Largely male directors have "packaged" the female body in such a way so as to do two things:
 - a. Present a particular "ideal body type;"
 - b. Appeal to particular male fantasies:
 - women always want sex;
 - women who always want sex are always available to men.

The creators of the video "Dreamworld" then conclude that what is needed is not **more** censorship (get those #\$\$*#@! videos off the air!) but **less.** That is, what is needed in the culture is an expanded socialization of both males and females which teaches:

- diversity in what it means to be attractive, glamorous, sexy;
- what is "normal" in how men and women interact through attraction.

So then -- EXTEND the range of what might be presented by music videos in order to reflect American culture's range of norms with regard to sexuality:

- What alternatives might there be to present images of "attractive," "glamorous," and "sexy" people?
- How would the viewers know this is what those people are?
- How could video-makers present alternative images of interaction that is the result of different forms of attraction?

Alternatively, what might attract?

Alternatively, what might offend?

What is "normal" anyway?