

(video clip?) “I WANT MY MTV!” **(outside)** This once catchy phrase is still a statement towards the television industry after the daily trends and evolving demographics that changed Music Television from rock and roll and their iconic astronaut, to reality television’s rollercoaster of superiority vs inferiority on the young teens. **(outside close up)** We can agree MTV heavily influenced a new lifestyle and attitude to the younger generations and further continues to do so. Yet, the classic 1980s MTV of rebellion and innovation has slowly faded, losing their original identity. But now commercialization has overtaken MTV.

(Inside) *“MTV’s promotions are an integral part of its design and its mood. this mood can now be considered as, in part, an everlasting state of unfulfillment.” according to Dr. Jack Banks. Naiveness is ritually utilized on the younger demographic. True, this is the age range where peer pressure, materialism and incapability to constrain is as humanly high, but that doesn’t make it ethically correct. (change angle) Basically, these kids served as the golden age range for commercialism, the advertisers played coy with their presentation, but schemingly knew how to score with profits. (CHANGE ANGLE) MTV continues to abuse the teenage, hormonal emotions of superiority vs. inferiority with the contrasting exposure of disappointedly true reality shows against elevated product placement to assist in status, resulting in emotional displacement.*

(outside) They are the leaders that have brainwashed the incoming demographics to accept this constant feeling of “not being good enough” or wanting more than what they have or who they were.

(outside close up)

But where is the music? Where's the authenticity?

Three words: Pants with patches.

(Inside) *Pants with patches meant more than appliqués on denim. Writer, Mimi Thi Nguyen said, "My punk pants were a material artifact that told a story of both an individual practice of duration, and a collective aesthetic of devotion— a highly personal accretion of time and purposeful labor as evidence of my punk pledge."*

(change angle) *Punk, patched pants today sell this false authenticity, instead of creating unique personalization. Similar to MTV? Definitely. They are now selling false authenticity to make their demographic feel inclusive, but MTV isn't even selling their original identity of music and innovation. It's cheapening the real deal. Like more layers of patches, further from the actual jeans, MTV layers more programs onto their 24 hour music, anti-program station.*

(outside) Now because of their stuffing of commercialization into teens heads, MTV can just say good bye to their bold astronaut. Good bye to the M of MTV. Goodbye to their once lead of innovation.

(outside close up) Unless MTV figures out how to teach the incoming youth how to appreciate the quality of television and music without material propaganda, MTV will be like a roller coaster ride that may have been fun at first, but is now dead. Until they lose the commercialization and recenter, WE current and past viewers will continue to yearn and scream

(extreme close up) "I WANT MY MTV!"