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Shute

Male Gaze Extra Credit

Chlöe and Chris Brown recently released a music video entitled “How Does It Feel”, in which a variety of male gaze film techniques are used. Of particular note are the techniques of silhouetting from 1:47-1:59 and 2:30, and self-touch at :50-:54, :58, 1:03-1:08, 1:22-1:47, among others. Silhouetting in general is used to dehumanize women and separate their mind from their body to the observer. This is used to some effect in the video, but an interesting use case is found at 1:54, in which Chlöe is silhouetted in multiple small circles inside a larger circle striking a variety of poses. The effect of silhouetting combined with the multitudes of her appearance can be seen as an attempt to portray her as replaceable and characterize women in general as sexual objects. Self-touch is used all too much in this video for it to not appeal to the male gaze. There’s a 20 second segment (1:22-1:47) where Chlöe changes her outfit twice, touching herself all throughout. This is in stark contrast to Chris Brown, who wears the same outfit for the entire music video, and does not have a segment where he touches himself in a variety of ways to excite the implied heterosexual, straight, male audience. The reason why this video overall depicts women in ways that suggest that they are valued for their appearance alone can be found quite succinctly in the phrase, “sex sells”. By maximizing Chlöe’s sex appeal in the video, the director is attempting to get more views on their product. There might be an argument that they’re only doing what the rest of the industry does and they do not consciously realize that they are using male gaze, but it pervades the final product nonetheless.

<https://www.youtube.com/watch?v=asC3SaVoT8M&ab_channel=ChloeBaileyVEVO>