**DIRECTIONS** – (All work will be done on the page AFTER the directions on this page):

1) Select the Reference Tab – We will be working primarily with the Citation & Bibliography group

2) Click “Manage Sources” – the document currently has 2 sample sources – you will add the following sources by clicking “Insert Citation / Add new Source”:

1. Website - <http://www.nj.com/entertainment/music/index.ssf/2013/09/song_of_the_week_the_fox_ylvis.html>
2. Website - <http://www.stgeorgeutah.com/news/archive/2014/10/05/kss-news-short-power-outages-reported-throughout-st-george/#.VFeqTPnF-rI>
3. Website - <http://statenews.com/article/2014/10/the-song-market>
4. Website - <http://www.cbc.ca/newsblogs/arts/the-buzz/2013/09/ylvis-asks-what-does-the-fox-say-in-surprise-viral-video-hit.html>
5. Website – <http://blogs.wsj.com/speakeasy/2013/10/09/the-fox-creators-wolf-down-marketing-opportunities/>
6. Book - <http://find.saclibrarycatalog.org/iii/encore/record/C__Rb1627022__Smusic%20videos__Orightresult__X6;jsessionid=B1EC8F0617CF3FBB14526C955AA46B16?lang=eng&suite=cobalt>
7. Book - <http://find.saclibrarycatalog.org/iii/encore/record/C__Rb2233634__SFox__P0%2C1__Orightresult__U__X6?lang=eng&suite=cobalt>
8. Delete the 2 sample Sources
9. Use the list in Direction #2 (above) to replace all the placeholder citations [A] [B] – Click “Insert Citation” and select the appropriate citation
10. Click and EDIT the citation to add page numbers when given for books. – Remove all YELLOW when finished.
11. In the header, add your last name and page number (ex. Weaver – 1)
12. At the top of page 2 add your name, teacher (Weaver), Class, Period (Technology, Period #), Date – all single spaced, 0pt spacing before and after
13. Change all remaining text to Double Space with 0pt before and 0pt after on spacing.
14. Change all Margins to 1 inch
15. At the end of the article, insert a page break and type the words “Work Cited” – Center the title.
16. Click under the Work Citied Title - in the reference tab click “Bibliography > Work Cited”
17. Save as “Last, first name C11 mla”
18. Delete this entire page so your name is at the top of page #1

What does the Fox Say

Tris McCall of The Star-Ledger describes "The Fox" as "a parody of the excesses and absurdities of contemporary club music": the brothers "take turns singing preposterous lyrics about animal noises" over "typically vainglorious synthpop," with the proposed fox sounds "mimic[king] the car-alarm synthesizers of contemporary dubstep." He compares it to Ylvis' "Someone Like Me," which mocked the insertion of dubstep breaks into pop songs.[A] Danielle Seamon of The Lantern acknowledges that while some may be "extremely perplexed by the attention stupidity and bizarreness collects in 2013" displayed by the song, it is in fact "meant to be a funny and almost satirical to pop music", and Ylvis has "pushed everybody’s buttons by breaking and manipulating every rule of a Top 40 pop song."[B]

Caitlin Carter of online music site "Music Times" echoes the comments above, adding that "The Fox" becoming the first song to get serious recognition "makes [the staff at Music Times] wonder", as the duo's other songs and videos prior to the release of "The Fox" "are just about as random and melodramatic", such as "from contemplating the meaning of Stonehenge" ('Stonehenge'), to scientifically examining the inner-workings of the female reproductive organ ('Work It'), to honoring a United Nations Human Rights hero ('Jan Egeland')."[C] Jonathan Ore of CBC News, although calling "The Fox" a "catchy tune [...] paired with the most absurd lyrics this side of the theme song to DuckTales", also gives the comedy duo credit for "the arguably better" "Stonehenge".[A]

Speaking of the meaning of the song, Vegard characterizes it as coming from "a genuine wonder of what the fox says, because we didn’t know."[F – Page 25] Bård, however, called the song "a stupid thing" and that "even though people find it interesting, it's still a stupid fox song, and when people start to get over this, it gets even worse, because it is so stupid."[A]

Although interpreted by some commentators as a reference to the furry fandom,[F – Page 12] the duo have stated they did not know about its existence when producing "The Fox."[G – Page 26]

The video was released on September 3, 2013. It is performed in the style of a typical electronic dance pop song, and the lyrics are sung "with deadpan seriousness."[B] The video was originally created to promote the brand-new season of Ylvis' talk show I kveld med YLVIS on TVNorge but was released on TVNorge's YouTube channel and went viral. The video was directed by Ole Martin Hafsmo with cinematography by Magnus Flåto. The choreography was done by Thea Bay. The forest scenes were filmed in Nittedal municipality, 22 kilometers from Oslo downtown.[D]

The video begins with Bård singing at a costume party where other participants are dressed as different animals, whose appearances follow the progression of the lyrics. He gives a summary of animal sounds ("Dog goes woof/cat goes meow", etc.) that "could have been lifted straight from a pre-school primer" and asks "what does the fox say?"[A] The group then transitions into a synchronized dance scene in a forest with Bård in a bear costume and Vegard a squirrel costume (as they failed to find any fox costume in the Norwegian Film Institute the day before filming), complete with face-paint and giant, bushy tails.[D]

During each chorus, the song offers several increasingly absurd possibilities for the fox's sound such as "gering-ding-ding-ding-dingeringeding!" and in the second chorus where Vegard sings "fraka-kaka-kaka-kaka-kow!"[E] Among the dancers, an elderly man is shown reading the lyrics from a book to a boy sitting on his lap. The song then describes the fox and the singer's admiration for it, and asks whether it would communicate with a horse using morse code. In the end, the singers float in the air and a computer-animated fox stands and scat sings (voiced by Vegard) while Bård finishes the song with falsetto.[G – Page 290]

With the chord progression of C#m—B—F#, the song is written in the key of C#minor, with lead vocal range spanning from C#4 to F#6.[E]