

what do the fox say video

what do the fox say video is a viral phenomenon that captured global attention with its quirky humor and catchy tune. This video, created by the Norwegian comedy duo Ylvis, became an internet sensation soon after its release, intriguing audiences with the mysterious question of what sound a fox actually makes. Beyond its entertainment value, the video sparked widespread curiosity about fox vocalizations and the role of viral media in popular culture. This article explores the origins, content, and cultural impact of the what do the fox say video, while also examining the science behind fox sounds and the reasons for its enduring popularity. Readers will gain a comprehensive understanding of why this video remains a significant part of internet history and animal sound discussions.

- Origin and Creation of the What Do the Fox Say Video
- Content and Themes of the Video
- Viral Impact and Cultural Significance
- Scientific Facts About Fox Vocalizations
- Legacy and Influence on Internet Culture

Origin and Creation of the What Do the Fox Say Video

The what do the fox say video was produced by Ylvis, a Norwegian comedy duo consisting of brothers Vegard and Bård Ylvisåker. Released in September 2013, the video was initially intended as a humorous promotional piece for their television show. The song's concept revolves around the humorous speculation about the sounds a fox makes, a question that is not commonly addressed in popular media. The production combined electronic dance music with comedic lyrics, creating a unique audiovisual experience. The video features surreal and playful imagery, contributing to its appeal and shareability across social media platforms. Its unexpected success transformed it from a promotional tool to a global viral hit within weeks of its release.

Background of Ylvis and Their Creative Approach

Ylvis is known for their satirical and often absurd comedy style, blending music and humor to engage audiences. Prior to the what do the fox say video, they had produced various comedic songs and sketches, but none matched the viral reach of this project. Their creative approach involved leveraging

catchy beats, memorable lyrics, and humorous visuals to create a product that appeals to a broad demographic, including children and adults alike. This strategic combination is a key factor in the video's widespread recognition and enduring popularity.

Production Elements and Release Strategy

The production of the video utilized vibrant costumes, dynamic choreography, and special effects to enhance its entertainment value. The release was coordinated with a television broadcast and an online launch on YouTube, maximizing visibility. The timing coincided with the growing influence of social media as a platform for content distribution, facilitating rapid sharing and discussion. This effective release strategy helped the video reach millions of viewers within a short period, solidifying its status as a viral sensation.

Content and Themes of the Video

The what do the fox say video combines playful lyrics and surreal visual storytelling to explore the mystery of fox vocalizations. The song humorously speculates on various possible sounds a fox might make, using nonsensical and imaginative phrases. The video features the duo dressed in animal costumes, dancing in a forest setting, and engaging in exaggerated gestures to mimic animal behaviors. The contrast between scientific curiosity and absurd speculation forms the core comedic theme. Additionally, the video incorporates electronic dance music elements, making it both catchy and entertaining.

Lyrics and Musical Style

The lyrics pose the central question, "What does the fox say?" followed by a series of invented sounds such as "ring-ding-ding-ding-dingeringeding." This playful approach to language creates a memorable hook that resonates with viewers. Musically, the song blends EDM beats with pop influences, contributing to its energetic and upbeat atmosphere. The repetitive chorus and quirky sound effects are designed to encourage audience participation and mimicry, further enhancing its viral potential.

Visual Imagery and Symbolism

The video's visuals employ bright colors, animal costumes, and fantastical forest scenes to create an engaging narrative environment. Symbolically, the fox is portrayed as an enigmatic creature, reinforcing the theme of mystery. The use of humor and exaggeration invites viewers to suspend disbelief and enjoy the whimsical nature of the content. The choreography and visual effects complement the song's rhythm, making the video a cohesive audio-

visual experience.

Viral Impact and Cultural Significance

The what do the fox say video quickly became one of the most-viewed viral videos on YouTube, amassing hundreds of millions of views within months. Its success can be attributed to its catchy tune, humorous concept, and shareable format. The video inspired numerous parodies, covers, and references across various media, embedding itself into popular culture. It also sparked conversations about animal sounds and internet trends, highlighting the power of viral content to influence public discourse. Advertisers and marketers took note of its popularity, demonstrating the commercial potential of viral videos.

Social Media and Audience Engagement

Social media platforms played a crucial role in amplifying the reach of the what do the fox say video. Users shared the video widely, often adding their own interpretations or humorous commentary. The video's meme potential contributed to its longevity, as new variations and remixes kept it relevant. Its appeal crossed linguistic and cultural boundaries, making it a global phenomenon. Engagement metrics such as likes, comments, and shares underscored the audience's enthusiasm and participation.

Media Coverage and Critical Reception

Mainstream media outlets covered the video extensively, analyzing its unexpected rise to fame and cultural impact. Critics acknowledged the video's clever use of humor and music to create a memorable piece of entertainment. Some viewed it as a commentary on the absurdity of viral fame, while others appreciated its lighthearted and inclusive nature. The video received various awards and nominations, further cementing its status in the digital entertainment landscape.

Scientific Facts About Fox Vocalizations

While the what do the fox say video presents fictional sounds, real foxes produce a wide range of vocalizations used for communication. Fox calls vary depending on the context, such as mating, territory defense, or signaling alarm. These sounds include barks, screams, howls, and gekkering—a chattering noise made during aggressive encounters. Scientific studies have documented fox vocal behavior, revealing complex communication patterns that differ from the humorous interpretations in the video. Understanding these sounds provides insight into fox behavior and ecology.

Types of Fox Sounds

- **Bark:** Short, sharp sounds used as warnings or to communicate with other foxes.
- **Scream:** High-pitched calls often heard during mating season or when distressed.
- **Howl:** Long, drawn-out sounds that can serve to mark territory or locate mates.
- **Gekkering:** A rapid series of guttural sounds typically produced during confrontations.

These vocalizations are integral to fox social interactions and survival strategies in the wild.

Comparison to the Video's Sounds

The what do the fox say video exaggerates and invents sounds for comedic effect, diverging from authentic fox calls. While the real vocalizations may sound unusual to human ears, they are distinct from the nonsensical noises portrayed in the song. This creative liberty enhances the entertainment value but should not be mistaken for scientific accuracy. The video's playful approach has nonetheless increased public interest in learning about actual fox behavior and sounds.

Legacy and Influence on Internet Culture

The what do the fox say video has left a lasting legacy as one of the quintessential viral videos of the early 2010s. Its success demonstrated how digital content could rapidly capture global attention and influence cultural trends. The video contributed to shaping the meme culture and highlighted the potential of music and humor in online engagement. It also inspired artists and creators to explore unconventional and experimental content to achieve viral success. Educational institutions and wildlife organizations have occasionally referenced the video to engage audiences in learning about animal behavior.

Impact on Viral Video Trends

The phenomenon underscored the importance of originality, humor, and shareability in viral content creation. It also illustrated the role of timing and platform choice in maximizing reach. Subsequent viral videos have drawn lessons from its formula, combining catchy music with quirky or

unexpected themes. The what do the fox say video set a benchmark for combining entertainment with internet culture dynamics.

Continued Cultural References and Media Presence

Years after its release, the video remains a recognizable point of reference in popular culture. It is frequently cited in discussions about viral media, internet memes, and novelty songs. The phrase "what does the fox say?" has entered the vernacular as a humorous rhetorical question. The video's creators have leveraged its popularity to advance their careers, and the song continues to receive airplay and inclusion in compilations of iconic internet content.

Frequently Asked Questions

What is the 'What Does the Fox Say?' video?

The 'What Does the Fox Say?' video is a music video by the Norwegian comedy duo Ylvis, released in 2013. It humorously explores the sounds that a fox might make, becoming a viral sensation worldwide.

Who created the 'What Does the Fox Say?' video?

The video was created by Ylvis, a Norwegian comedy duo consisting of brothers Vegard and Bård Ylvisåker.

Why did the 'What Does the Fox Say?' video go viral?

The video's catchy tune, quirky lyrics, and humorous depiction of fox sounds, combined with its unexpected and entertaining concept, helped it go viral rapidly on YouTube and social media.

When was the 'What Does the Fox Say?' video released?

The video was released on September 3, 2013.

What is the main theme of the 'What Does the Fox Say?' video?

The main theme is a comedic and playful exploration of the mysterious sounds a fox might make, featuring absurd and imaginative vocalizations.

How popular is the 'What Does the Fox Say?' video on YouTube?

As of 2024, the 'What Does the Fox Say?' video has amassed over 1 billion views on YouTube, making it one of the platform's most viewed viral videos.

Has the 'What Does the Fox Say?' video influenced pop culture?

Yes, the video has influenced pop culture by inspiring memes, parodies, and references in various media, and it brought international attention to Ylvis.

Are there any official remixes or versions of the 'What Does the Fox Say?' video?

Yes, there are several official remixes and live performance versions released by Ylvis, as well as fan-made remixes and covers.

Where can I watch the 'What Does the Fox Say?' video?

The official 'What Does the Fox Say?' video is available on YouTube on Ylvis's official channel and can also be found on various music streaming platforms and video sharing sites.

Additional Resources

1. *The Fox's Secret Song: Exploring Animal Sounds in Nature*

This book delves into the fascinating world of animal communication, focusing on the unique sounds different creatures make. Inspired by the viral "What Does the Fox Say?" video, it explains how foxes and other animals use their calls to interact with each other. Readers will discover the science behind these sounds and what they mean in the wild.

2. *Viral Sensations: The Story Behind "What Does the Fox Say?"*

Explore the rise of the viral hit that took the internet by storm. This book narrates the creation and impact of the "What Does the Fox Say?" video, examining its cultural significance and how it influenced music and social media trends. It also offers insights into viral marketing and digital creativity.

3. *Animal Sounds and Songs: A Musical Journey Through the Wild*

A fun and educational guide for children and adults alike, this book showcases the diverse sounds animals make. Highlighting the fox's mysterious vocalizations, readers learn to identify and mimic animal calls through interactive activities and colorful illustrations. It's perfect for nature lovers and aspiring musicians.

4. *Fox Tales: Myths and Stories from Around the World*

Discover the folklore and legends surrounding foxes in various cultures. This collection of tales reveals how foxes have been portrayed as clever, mystical, and sometimes mischievous creatures. The book connects these stories with the modern fascination sparked by the viral video.

5. *Sound Science: Understanding Animal Communication*

This book offers an in-depth look at how animals communicate through sounds, including the enigmatic calls of foxes. It covers the biology of sound production, auditory perception, and the role of vocalizations in survival and social behavior. Readers gain a scientific perspective on why animals "say" what they do.

6. *The Fox's Voice: A Children's Book About Wildlife Sounds*

Designed for young readers, this colorful picture book introduces children to the sounds animals make, focusing on the fox's distinctive calls. Engaging rhymes and vibrant illustrations make learning about nature fun and memorable. It encourages curiosity and appreciation for wildlife.

7. *From Forest to Frequency: The Journey of Animal Sounds in Media*

An exploration of how animal sounds have been used in music, film, and digital media. This book traces the evolution from natural calls to creative interpretations, highlighting the "What Does the Fox Say?" phenomenon as a case study. It offers insights into sound design and cultural adaptation.

8. *Foxes Unveiled: Behavior, Habitat, and Communication*

A comprehensive guide to fox biology and behavior, including their communication methods. Readers learn about the various sounds foxes make, their meanings, and how these animals interact within their environments. This book combines scientific research with accessible language for wildlife enthusiasts.

9. *Echoes in the Wild: The Language of Animals*

This book explores the concept of animal languages and how different species use sound to convey messages. Featuring the fox's calls prominently, it discusses the complexity and variety of animal communication systems. Readers are invited to listen closely to the natural world and understand its hidden conversations.

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