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INTRODUCTION: THE VIRAL PHENOMENON THAT ASKED THE UNANSWERABLE

In the vast landscape of internet culture, few moments capture the collective imagination quite like the arrival of **a video of What Does the Fox Say**. Released in September 2013 by the Norwegian comedy duo Ylvis, this deceptively simple music video posed a question that had never been taken seriously before: what sound does a fox actually make? The result was a global sensation that transcended language barriers, age groups, and musical tastes, becoming one of the most-viewed YouTube videos of its era. But what was it about this particular video that resonated so deeply, and why does it continue to hold a place in our cultural memory? This article explores the creation, impact, and enduring legacy of the video that made the world wonder about the voice of a fox.

THE ORIGIN STORY: WHO ARE YLVIS?

Before **a video of What Does the Fox Say** took over the internet, few people outside of Norway had heard of Ylvis. The duo consists of brothers Vegard and Bård Ylvisåker, who had been entertaining Norwegian audiences for years with their unique blend of comedy, music, and absurdist humor. Their talk show, "I Kveld Med Ylvis" (Tonight with Ylvis), was a popular platform where they showcased their musical parodies and comedic sketches. The brothers had a knack for creating songs that were both hilarious and surprisingly well-crafted, often lampooning popular music trends while delivering genuinely catchy tunes.

The idea for the fox song came about when the brothers were brainstorming concepts for their show. They wanted to create something that was both silly and infectious, a song that would make people laugh while also being impossible to forget. The question "What does the fox say?" seemed perfect because it was a genuinely curious thought that children often wonder about, yet no one had ever given it a proper answer. The duo decided to give the fox a voice, and in doing so, they accidentally created one of the most memorable internet sensations of the decade.

BREAKING DOWN THE MUSIC VIDEO: A MASTERCLASS IN ABSURDITY

When you watch **a video of What Does the Fox Say**, the first thing that strikes you is its production value. Despite its comedic premise, the video is visually polished, featuring elaborate costumes, professional cinematography, and a surprising attention to detail. The video opens with the brothers dressed in formal attire, standing in a forest, singing about the various sounds that animals make. Dogs bark, cats meow, birds tweet, and cows moo. But when it comes to the fox, the music shifts dramatically, and the brothers begin to speculate.

The answer to the question comes in the form of a chaotic, nonsensical chorus: "Ring-ding-ding-ding-ding-ding! Gering-ding-ding-ding-ding-ding! Wa-pa-pa-pa-pa-pa-pow! Hatee-hatee-hatee-ho!" These sounds, delivered with complete seriousness by the brothers, are the heart of the video. The absurdity of the entire premise is highlighted by the fact that the lyrics are delivered with the same intensity and passion as a legitimate pop song. The video then cuts to dancers in elaborate fox costumes, further emphasizing the ridiculousness of the situation.

Visually, the video is a feast for the eyes. The fox costumes are both charming and slightly unsettling, designed with a cartoonish quality that fits the playful tone. The choreography is energetic and synchronized, adding a layer of professionalism that contrasts beautifully with the silly subject matter. This juxtaposition of high production value and complete nonsense is a key reason why the video became so popular. It felt like a genuine music video for a genuine song, even though the entire thing was a joke.

THE ANATOMY OF A VIRAL HIT: WHY IT SPREAD SO FAST

The success of **a video of What Does the Fox Say** was not accidental. Several factors combined to create the perfect viral storm. First, the song is genuinely catchy. The chorus is repetitive and easy to remember, making it ideal for earworm status. People found themselves humming "Ring-ding-ding-ding-ding-ding-ding" without even realizing it. Second, the video was shareable. It was short enough to hold attention, funny enough to make people want to show their friends, and weird enough to spark conversations.

Third, the video appealed to a wide audience. Children loved the silly sounds and colorful costumes. Adults appreciated the humor and the clever parody of pop music conventions. Even people who didn't speak English could enjoy the visual comedy and the universal absurdity of the premise. The video also benefited from the power of social media platforms like Facebook, Twitter, and Tumblr, where users shared it with their networks, often accompanied by comments like "You have to see this."

Within weeks of its release, **a video of What Does the Fox Say** had accumulated hundreds of millions of views on YouTube. It became a cultural touchstone, referenced in television shows, movies, and even in academic discussions about internet culture. The song charted in multiple countries, including the United States, where it reached the top of the Billboard charts. Ylvis went from being a relatively obscure Norwegian comedy act to international celebrities almost overnight.

THE CULTURAL IMPACT: FROM MEME TO MAINSTREAM

The influence of **a video of What Does the Fox Say** extended far beyond the video itself. The song became a meme, with countless parodies, remixes, and covers appearing online. People created their own versions of the fox sounds, incorporating the "Ring-ding-ding-ding-ding-ding-ding" into everyday conversations. The video also inspired a children's book, "What Does the Fox Say?" which became a bestseller, further cementing the song's place in popular culture.

The video also sparked discussions about the nature of virality and the unpredictable nature of internet fame. Why did this particular video become so huge when countless other funny videos remain obscure? Analysts pointed to the video's high production value, its universal appeal, and its ability to spark curiosity. The question "What does the fox say?" was inherently shareable because everyone wanted to know the answer, and the answer was so delightfully absurd.

Another aspect of the video's cultural impact was its role in breaking down barriers between

"serious" music and comedy. Ylvis proved that a joke song could be just as well-produced and engaging as a "real" pop hit. This paved the way for other comedic acts to produce high-quality music videos that could compete with mainstream artists. The lines between parody and genuine music became increasingly blurred, and the internet embraced both with equal enthusiasm.

THE SCIENCE OF THE FOX SOUND: IS IT ACCURATE?

One of the more unexpected consequences of **a video of What Does the Fox Say** was a renewed interest in the actual vocalizations of foxes. People genuinely began to wonder: what does a real fox sound like? The video had presented a fictional answer, but the question itself was a valid one. Zoologists and wildlife experts were suddenly fielding questions about fox sounds, and many took to the internet to share recordings of real foxes.

Interestingly, reality is not far from the video's portrayal. Foxes are known to make a surprising variety of sounds, including barks, screams, and a distinctive "gekkering" sound that is often described as a combination of a bark and a howl. The video's "Ring-ding-ding-ding-ding-ding" is obviously a comedic exaggeration, but the idea that a fox makes unusual, unexpected sounds is actually quite accurate. Foxes are among the most vocal of wild canids, and their sounds can be startlingly loud and strange, especially during mating season.

In this sense, the video served an educational purpose, albeit unintentionally. It made people curious about the natural world and encouraged them to learn more about an animal that is often overlooked. The fact that a comedy video could spark scientific curiosity is a testament to its unique place in internet culture.

CRITICAL RECEPTION: LOVE IT OR HATE IT

For all its popularity, **a video of What Does the Fox Say** was not without its critics. Some dismissed it as a silly novelty song that was undeserving of its massive success. Others found the repeated chorus annoying and complained that the video was overplayed. The song's success on the Billboard charts was met with a mixture of amusement and frustration by music purists who felt that it was a gimmick rather than a legitimate piece of music.

However, even the critics had to acknowledge the video's impact. The song became a cultural reference point, used in everything from Halloween costumes to advertising campaigns. It was parodied on shows like "The Tonight Show Starring Jimmy Fallon" and "Saturday Night Live," further cementing its status as a pop culture phenomenon. The debate over the video's merit became part of its story. People liked the video or disliked it, but no one could ignore it.

From an artistic perspective, the video is a clever deconstruction of pop music tropes. Ylvis understood that much of popular music relies on simple, repetitive hooks and a visually striking presentation. They took those elements and applied them to a completely absurd premise, exposing the formula behind many hit songs. In a way, it was a commentary on the music industry itself, wrapped in a colorful and entertaining package.

THE LEGACY: TEN YEARS LATER

Now, more than a decade after its release, **a video of What Does the Fox Say** remains a significant part of internet history. It has been viewed over a billion times on YouTube, making it one of the most-watched videos on the platform. The song continues to be streamed on music services, and the video is still shared by new generations of viewers who discover it for the first time.

Ylvis themselves have moved on to other projects, but they remain grateful for the success of the fox video. In interviews, they have expressed surprise at the video's longevity and the way it has become a part of people's lives. They have also been gracious about the many parodies and remixes that have been created, seeing them as a form of flattery rather than a threat.

The video's legacy can be seen in the countless other viral sensations that have followed. It set a template for how a well-produced, funny, and shareable video could take over the internet. It also demonstrated the power of curiosity as a driver of viral content. By asking a simple, universal question and giving a ridiculous answer, Ylvis created something that resonated on a fundamental level.

WHY THE FOX STILL HAS A VOICE

So, why do people still watch **a video of What Does the Fox Say**? Part of it is nostalgia. For many people, the video is a memory of a simpler time on the internet, before algorithms and targeted advertising dominated every platform. It represents an era when a funny video could spread organically, purely on the strength of its entertainment value. The video also has a timeless quality. Its humor is not dependent on current events or references that would date it. The absurdity of the premise remains just as funny today as it was in 2013.

Another reason for the video's enduring popularity is its appeal to children. The silly sounds, the colorful costumes, and the energetic music make it a favorite among young viewers, who often discover it through their parents or older siblings. The video has become a kind of intergenerational touchstone, something that different age groups can enjoy together.

Finally, there is something simply delightful about the video's refusal to take itself seriously. In a world that often feels overly complex and stressful, a video about a fox making nonsense sounds is a welcome reminder that sometimes, things can be fun for no particular reason. The question "What does the fox say?" will never have a real answer, but thanks to Ylvis, we have a perfect one anyway.

CONCLUSION: THE FOX THAT ROARED

A video of What Does the Fox Say is far more than just a viral clip from the early 2010s. It is a cultural artifact that captures a specific moment in internet history, a moment when a simple question, answered with absurdity and polish, could captivate the entire world. Ylvis created something that transcended its origins as a comedy sketch to become a genuine phenomenon, influencing music, memes, and even scientific curiosity. The video remains a testament to the power of creativity, humor, and the enduring human fascination with the natural world. The fox may never have said "Ring-ding-ding-ding-ding-ding-ding" in reality, but in our hearts and memories, that is exactly what it sounds like.