

Music Video conventions. Please use this framework document to analyse one video and upload it to your blog next to the embedded video. It will also help as an essay plan for your first Concepts essay on: Star Image/Representation.

Name of Performer and Song: 5 Seconds of Summer - Don't Stop			
<b>Media Form</b>	Duration: 3:38	Content Ratio:	Narrative: 50 Performance: 50
	Sense of subject matter:	determination, commitment	
	Appeal / Impact:	it's a fun, comic-like video which reflects the band's personalities and also appeals to their target audience which is female teenagers.	
	Inter-textual References:	Superheros	
<b>Typical Generic Features</b>	<b>Pop/Rock</b>		
	Narrative Content (Characters, problem / resolution): - Band members are dressed in superhero costumes -each member has their own problem to solve as this is typical for a superhero to do	Star Image (Connotations): -passionate -energetic -doesn't take themselves too seriously considering them dressing up in costumes	Themes (Conflicts): -determination - ambition
	Music: -upbeat -energetic -exciting	Mise-en-scene: -superhero costumes -performance setting is outside at night in a city as there are many buildings and lights in the background -	
<b>Narrative and Performance</b>	<b>Performance</b>	<b>Narrative, either...</b>	
	How is the performance treated? -passionate -well -	...amplification How does the narrative contribute or work in sympathy with the song? They have taken the themes dedication and determination as the lyrics are about getting a girl so this shows this theme and also in the music video, the super heroes are determined to resolve the problem and they're dedicated in their job.	
		...disjuncture How does that contribute to the image of the band / artist? In some way, the narrative is disjuncture as the lyrics do not match what is happening in the video at all. For example, when a band member finds and rescues a cat however this does not appear in the lyrics.	

Music Video conventions. Please use this framework document to analyse one video and upload it to your blog next to the embedded video. It will also help as an essay plan for your first Concepts essay on: Star Image/Representation.

	Star as participant in the narrative or acting as narrator on action? What impact? Band are acting as a narrator but also is participating in the narrative. They are dressed up in superhero costumes which represents them as fun and not too serious.		
<b>Technical Conventions</b>	<b>Creation of Energy</b>		
	Camera Movement Dolly in towards band Tracking when band are performing	Digital Effect	
	<b>Treatment of Lead Singer</b>		
	Performance Style Confident Passionate Energetic	Camera on lead singer Close up shots to connect with lead singer	Address to audience
	<b>Aesthetics</b>		
	Set / Costume Design In narrative, the band's costume is superhero based.	Framing & composition	Visual Effects
	<b>Lighting &amp; Colour</b>		
	Emotional / Symbolic	Aesthetics	Emphasis in song / narrative
	<b>Mise-en-Scene</b>		
Authenticity of Performance	Reflects ideology of the band	Adds to understanding of narrative	

Music Video conventions. Please use this framework document to analyse one video and upload it to your blog next to the embedded video. It will also help as an essay plan for your first Concepts essay on: Star Image/Representation.