

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: Wiz Khalifa - See You Again					
<b>Media Form</b>	Duration: 3:57		Content Ratio:	Narrative: 40%	Performance: 60%
	Sense of subject matter:	Saying goodbye to an old friend, and that one day they will be reunited. Song made for the Furious 7 film in dedication to Paul Walker Who Passed away during the filming of the movie. All the crew working with him wanted to say goodbye so the song was created for him, as seen by the narrative of the music video.			
	Appeal / Impact:				
	Inter-textual References:				
<b>Typical Generic Features</b>	<b>Which genre(s)?</b>				
	Narrative Content (Characters, problem / resolution):	Star Image (Connotations):	Themes (Conflicts):		
	Clips of Paul Walker, actor who passed away during the filming of Furious 7. A goodbye from all the crew working on the film and with Paul Walker. Clips show happy moments with the actor.	The star is a rapper so is decorated with a denim jacket, beanie, shirt and trousers. He is covered in tattoos and has dreadlocks.	The themes of the music video are saying goodbye to a close friend, not grieving but instead remembering the good times and focusing on them so that the memory of them live on. It also touches on the fact that the friends may someday be reunited again and that is the thing that keeps them going on.		
Music:	Mise-en-scene:				
The song is a mix between rap and pop, with Wiz Khalifa performing the rap section of the song which is the verses and then the pop is performed by Charlie Puth who sings the chorus.	The video contains racing cars which links into the film Furious 7 which this music video has been made for, the lighting is high key to show that the video is for good reasons, it is to grieve for the actor but to remember him in the best light possible and remember all the happy memories.				

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<b>Narrative and Performance</b>	<b>Performance</b> How is the performance treated?	<b>Narrative, either...</b>	
		...amplification How does the narrative contribute or work in sympathy with the song?  The music video amplifies the song because	
	Star as participant in the narrative or acting as narrator on action? What impact?		
<b>Technical Conventions</b>	<b>Creation of Energy</b>		
	Camera Movement	Digital Effect	
	<b>Treatment of Lead Singer</b>		
	Performance Style	Camera on lead singer	Address to audience
	<b>Aesthetics</b>		
	Set / Costume Design	Framing & composition	Visual Effects
	<b>Lighting &amp; Colour</b>		
	Emotional / Symbolic	Aesthetics	Emphasis in song / narrative
<b>Mise-en-Scene</b>			

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	Authenticity of Performance	Reflects ideology of the band	Adds to understanding of narrative
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