

Music Video conventions.

| Name of Performer and Song: Kodaline - Love Like This | | | |
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| Media Form | Duration: 3.38 | Content Ratio: 50 | 50 |
| | Sense of narrative subject matter: | Themes: Conflicts (binary oppositions) The conflict is between the lead singer and the women he's been in relationships with. Violence, relationships, memories, rejection, dispute, power struggle | |
| | Preferred reading by the audience of narrative content: | Audiences assume this man has been sleeping around with the women shown, that he is repeatedly being beaten by these women and by love, maybe that he always chooses abusive relationships, | |
| | Inter-textual References: | | |
| Typical Generic Features - Repertoire of Elements (expected ingredients) | Which genre(s)? rock | | |
| | Star Image (Connotations/adjectives): Metanarrative (overall brand/style/image) Hipster, stylish, casual, the star is made to seem vulnerable which makes us sympathise with him. | | |
| | Music: Folk, Indie rock, instruments show that they are talented, odd instruments such as the harmonica, acoustic | | |
| Narrative and Performance | Performance | Narrative, either... | |
| | How is the performance treated? Casual, as if in a pub just jamming, there are a lot of close ups of the band playing, there is an episodic nature to the video | ...illustrative How does it illustrate the song? | |
| | | ...amplification - could also be illustrative as there is a clear connection between the lyrics and narrative How does the narrative contribute or work in sympathy with the song? | |
| | | ...disjuncture How does that contribute to the image of the band / artist? | |
| | Enigma Codes?/Action Codes? We are left wondering what has happened to end all of these relationships? Since we assume he has done something wrong we end up asking what he has done wrong? The action codes are the man getting abused and breaking up with people. | | |
| Star as participant in the narrative or acting as narrator on action? What impact? The Star is the band but the lead singer is the biggest star and the one that participates in the narrative. This makes the song seem more personal to the lead singer and the band. | | | |
| Technical Conventions | Creation of Energy | | |

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| <p>Camera Movement and Editing The edits are on the beats in the music, they often use jump cuts, there are POV shaky cams used when he is slapped. The edit with the slap is a whip pan. Whip pans are a gimmick in the music video, most of the camera movements between shots are whips and are pacey. The fast paced edit reflects the fast ending relationships he's been in.</p> | | |
| <p>Treatment of Lead Singer - Star Image</p> | | |
| <p>Performance Style Casual, relaxed, more like a group jamming or a rehearsal as it seems unchoreographed.</p> | <p>Camera on lead singer The camera follows the lead singer normally but often cuts to the other performers. They are always in the centre of the frame and close ups are often used.</p> | <p>Address to audience The women all face the camera when slapping. They often talk to the audience which makes it more personal and makes the character the lead singer plays seems more trustworthy therefore we sympathise with him.</p> |
| <p>Aesthetics - Semic Codes</p> | | |
| <p>Framing & composition There are zooms out to reveal often, with a canted angle, canted angles are used, jolting pan are used to show his confusion, a small frame is used so it looks like there is more going on and we see all of the band this makes the frame seem busy.</p> | <p>Visual Effects The whole video has a grainy effect, it often uses depth of field and soft focus</p> | |
| <p>Lighting & Colour - Symbolic Codes</p> | | |
| <p>Emotional / Symbolic There is a glowing yellow lighting which has been done through colour correction to give a vintage feel to the music video. The slaps symbolise the rejection from each of the women this gets more violent each time. The whole music video has a vintage feel which refers to the nostalgic theme of the play that the women keep rejecting him.</p> | | |
| <p>Mise-en-Scene - (Set, Costume, Performance) - Semic/Symbolic Codes</p> | | |
| <p>Authenticity of Performance He is singing while acting so it is unnatural and more personal.</p> | <p>Reflects ideology of the band The relaxed nature of the piece where it seems like a rehearsal.</p> | <p>Adds to understanding of narrative At the end they sit on suitcases which shows that they have been kicked out of these women's places, this could also symbolise the emotional baggage that comes out of rejection. The smudged makeup of the women shows the emotions felt in the breakup and the hurt caused.</p> |