

Music Video conventions. Please use this framework document to analyse one video and upload it to your blog next to the embedded video.

Name of Performer and Song: Muse - Time is Running Out				
Media Form	Duration: 4.04	Content Ratio:	Performance: 75%	Narrative: 25%
	Sense of narrative subject matter:	Themes: Conflicts (binary oppositions) The people at the table (world leaders) and the band. Also between the different world leaders.		
	Preferred reading by the audience of narrative content:	The world is ending and the world leaders are working together to formulate a plan but they don't have one and eventually they all die.		
	Inter-textual References:	The leaders walking round in circles symbolises the confusion and lack of a plan, they are just going round in circles trying to get one.		
Typical Generic Features - Repertoire of Elements (expected ingredients)	Which genre(s)? - Rock			
	Star Image (Connotations/adjectives): Metanarrative (overall brand/style/image) The band are shown with lots of close ups of all the members though primarily the lead singer. The metanarrative is quite gothic as it is mostly in black and white.			
	Music: Rock, the instruments are shown often represent the band as talented, the instruments are guitars and drums which are typical instruments for rock music.			
Narrative and Performance	Performance		Narrative, either...	
	How is the performance treated? The performance is dramatic and choreographed. The performers are committed and put full effort in.		...illustrative How does it illustrate the song?	
			...amplification - The narrative suggest what the lyrics say but they do not directly correspond as the narrative misses out a lot from the lyrics. 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 cause the end of the world. The action codes are the walking around the table and the deaths at the end.			
Star as participant in the narrative or acting as narrator on action? What impact? The stars participate as narrators of the action as they stand above watching the world leaders and describing what is happening, this makes the action seem more dramatic and makes sense of the narrative.				

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Technical Conventions	Creation of Energy		
	Camera Movement and Editing The edit is very fast paced to go with the beats in the song and the tempo of the music. The camera movement swings round more which makes it disorientating and dramatic going with the metanarrative of the band. The pace of the edit increases as the song goes on as the narrative is getting more dramatic.		
	Treatment of Lead Singer - Star Image		
	Performance Style The performance style is dramatic and pacy. It is also unnatural with the world leaders as they are all acting in a synchronised manner which is in time with the music.	Camera on lead singer The camera is on the lead singer and the band more than it is on the actors in the narrative.	Address to audience The performers sing to the camera often but none of the actors (the world leaders) look at either the camera or the band.
	Aesthetics - Semic Codes		
	Framing & composition They often use depth of field on the shots of the band so that the world leaders are still in view in the background keeping the theme in the frame. The frame is also quite wide to encompass all of this.	Visual Effects There are white flashes across the screen towards the end of the music video, these contrast to the black and also reference to the end of the world.	
	Lighting & Colour - Symbolic Codes		
	Emotional / Symbolic The flashing lighting makes the video more dramatic and goes with the gothic black and white and the dramatic metanarrative of the music video. There are also orange glowing lights in the background which could be symbolic of the burning ending world.		
	Mise-en-Scene - (Set, Costume, Performance) - Semic/Symbolic Codes		
	Authenticity of Performance The band seem angry, confused and scared when performing which goes with the end of the world theme of the song. It is also unnatural with the world leaders as they are all acting in a synchronised manner which is in time with the music.	Reflects ideology of the band The costumes of the performers are black and casual which go with the gothic rock metanarrative.	Adds to understanding of narrative The round table shows that the nations are working together equally to save the world, it also tells us they are world leaders as it is set out like the world conferences are.

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