

Watch a range of music videos and use this sheet to consider the media form: duration, content, edit, audience appeal, sense of subject matter & inter textual references.

Band / Song	Duration (time)	Content Ratio		Apparent Genres	Key MeS	Impact/appeal - edgy, comic, emotional	Subject matter (Themes)	Type of narrative
		Narrative	Performance					
Busy - Olly Murs	2.58	50%	50%	Pop	Bright yellow lighting, Confused acting, model - domestic activities	Comic,	Domestic everyday life, relationship	Amplification
The A Team - Ed Sheeren	4.49	100%	0%	Pop	Grayscale, big Issue/cup/duvet	Edgy	Drugs, homeless, people ignoring those asking for help,	Illustrative
Him and her - In the Sun	3.04	100	100	Pop	School clothes classrooms/hallways, 1 character not dancing until the end	Feel Good	School kids, being ignored in a relationship, high school crushes, hiding heartbreak	Amplification
Panic chord - Gabrielle Aplin	3.26	50	50	Folk	Guitar, high key lighting, couple teasing	Emotional	Heartbreak, relationships,	Illustration
Pumped up Kicks - Foster the People	4.15	50	50	Indie Pop/ Alternative Rock	Guitar, beers, microphones, concert hall, fans	Emotional/edgy	Young people hanging out having a good time	Disjunctive - lyrics are about a school shooting
A letter from a thief - Chevelle	3.43	0	100	Alternative Metal	Singer, band, instruments, bright flashing lights, background changing colour	Edgy	The artists playing with flashing lights and background colours	Disjunctive - there is no narrative to link to the lyrics

Wings - Birdy	4.24	50	50	Indie Folk/Pop	Old fashioned costumes, fire, people enjoying life	Emotional	Love, relationships, partying, customs/rituals	Amplification
You need me now, I don't need you - Ed Sheeran	4.01	25	75	Pop	Grayscale, sign language	Emotional	Sign language, dance,	Disjunctive