


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: 'Born to Die' - Lana Del Rey			
Media Form	Duration: 4:46	Content Ratio: 50	50
	Sense of narrative subject matter:	Themes: Conflicts (binary oppositions) Two extremes, love and sadness Relationships Hope Desire Memories	
	Preferred reading by the audience of narrative content:	We can see that the singer is reflecting on old times, being in a relationship A couple get into a car crash because they are so distracted by each other, a bad car crash- blood, woman dies Woman wears white, connotes piece.	
	Inter-textual References:	none	
Typical Generic Features - Repertoire of Elements (expected ingredients)	Which genre(s)? Indie pop		
	Star Image (Connotations/adjectives): Metanarrative (overall brand/style/image) Unique, solo, different		
	Music: indie pop, alternative rock, indie, solo		
Narrative and Performance	Performance How is the performance treated? Dull, sad performance. Laid back, relaxed, sat on chair in church	Narrative, either...	
		...illustrative How does it illustrate the song?	
		...amplification :  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? What is the relationship between Lana Del Rey and the man holding her at the beginning of the music video? Why is she in church that conveys a lot of pattern and colour? What has she done wrong? Has she done anything wrong? Why is she sat at the front of the church? Why is there two tigers sat next to her in the church?			

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	<p>Star as participant in the narrative or acting as narrator on action? What impact? Lana del Rey is part of the narrative as well as the performance, this gives more impact when she dies in the car crash at the end of the music video as the audience begins to connect with her emotionally.</p>		
<p>Technical Conventions</p>	<p>Creation of Energy</p>		
	<p>Camera Movement and Editing Throughout the music video the camera movement is slow, to emphasise the genre of the song, and narrative of the video. The movement matches the lyrics to the video, calm, slow and relaxed. A lot of dolly's used to show the locations clearly and slowness of the lyrics.</p>		
	<p>Treatment of Lead Singer - Star Image</p>		
	<p>Performance Style Sad, emotional style, helps the audience to connect to the singer. Dramatic Slow pace - helps audience to understand her emotions and feelings.</p>	<p>Camera on lead singer Camera focuses on lead singer throughout the whole of the video, through the narrative and performance. Narrative-slow zooms to her from a long shot. Performance- showing the action and emotions she portrays through the time spent with the male.</p>	<p>Address to audience Lana Del Rey sticks out massive to the average female of her age, through her choice of clothing and makeup. Seems relatable in the sense that she is living a normal life in a relationship.</p>
	<p>Aesthetics - Semic Codes</p>		
<p>Framing & composition Lana Del Rey is the main focal point throughout the video, a lot of long shots have been used while she is singing/performing in the video. This suggests female dominance and overall power in the video.</p>	<p>Visual Effects Colours are vibrant while in the church/cathedral. But extremely dark after the car crash connoting the sad, distressed feeling.</p>		

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Lighting & Colour - Symbolic Codes		
<p>Emotional / Symbolic Vibrant lighting in the cathedral/church showing hope and good vibes. Intense colours when the couple are in bed together, reds have been maximised to emphasise the love and sexual tension they have between one and other. Dark, dull, intense colours in the scene after the car crash to resemble the end of a life, day, relationship.</p>		
Mise-en-Scene - (Set, Costume, Performance) - Semic/Symbolic Codes		
<p>Authenticity of Performance Artist addresses the audience (breaking the fourth wall) throughout.</p>	<p>Reflects ideology of the band hipster/unique</p>	<p>Adds to understanding of narrative White dress connotes hope, simplicity, innocence showing that a car crash can happen to anyone.</p>