

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: 'Love Like This' - Kodaline			
<b>Media Form</b>	Duration: 3.38	Content Ratio:	60 Performance 40 Narrative
	<b>Sense of narrative subject matter:</b>	<b>Themes: Conflicts (binary oppositions)</b> Love, relationships, desire Violence Regret, Memories and reflection	
	<b>Preferred reading by the audience of narrative content:</b>	We see that the singer has done something wrong Man sleeps with a lot of women Man is beaten by love Abuse Regret that relationships have to end	
	<b>Inter-textual References:</b>	none	
<b>Typical Generic Features - Repertoire of Elements (expected ingredients)</b>	<b>Which genre(s)? Indie pop</b>		
	<b>Star Image (Connotations/adjectives): Metanarrative (overall brand/style/image)</b> Indie looking/ whole band is shown throughout the music video. Smart casual Hipster/ stylish The instruments connote that the band are different, unique and they are talented in making music.		
	<b>Music:</b> Indie Rock Acoustic Folk		
<b>Narrative and Performance</b>	<b>Performance</b>	<b>Narrative, either...</b>	
	<b>How is the performance treated?</b> No audience, in a empty looking old/dark room Looks like a rehearsal In a barn?	<b>...illustrative</b> How does it illustrate the song? Love not lasting forever. ✓	
		<b>...amplification : For the most part the narrative is an amplification.</b> ✓ How does the narrative contribute or work in sympathy with the song?	
		<b>...disjuncture:</b> How does that contribute to the image of the band / artist?	
<b>Enigma Codes?/Action Codes?</b> What has happened between main singer and women? Why have the relationships ended?			

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	<p>What has he done? Man gets broken up with multiple amounts of times</p>		
	<p><b>Star as participant in the narrative or acting as narrator on action? What impact?</b> Song seems personal to him- being part of the narrative How their music is a strong part to their real life.</p>		
<p><b>Technical Conventions</b></p>	<p style="text-align: center;"><b>Creation of Energy</b></p>		
	<p><b>Camera Movement and Editing</b> Whip pans used often Many transitions Quick editing- connoting the ending of the relationship Zooms- intense, energy Small/tight framing</p>		
	<p style="text-align: center;"><b>Treatment of Lead Singer - Star Image</b></p>		
	<p><b>Performance Style</b> Relaxed Calm Laid back</p>	<p><b>Camera on lead singer</b> Camera focuses on lead singer -main part of frame</p>	<p><b>Address to audience</b> Main singer breaks fourth wall - talk to audience -relatable -sympathise with him</p>
	<p style="text-align: center;"><b>Aesthetics - Semic Codes</b></p>		
<p><b>Framing &amp; composition</b> Close ups of main singer Frame on lead Canted angles Jolting- Confusion</p>	<p><b>Visual Effects</b> Colours are dull/muted Soft focus Depth of field used a lot Vintage feel</p>		

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<b>Lighting &amp; Colour - Symbolic Codes</b>		
<b>Emotional / Symbolic</b>		
Little lighting, all natural from the windows of the building		
Low key lighting		
Dark, dull lighting can connote the sadness and negative feelings of the lead singer		
<b>Mise-en-Scene - (Set, Costume, Performance) - Semic/Symbolic Codes</b>		
<b>Authenticity of Performance</b> <b>Artist addresses the audience (breaking the fourth wall) throughout.</b>	<b>Reflects ideology of the band</b>	<b>Adds to understanding of narrative</b>
Reflection	Vintage	All women are different
Lip syncing during the narrative too	Like they have been kicked out -baggage and suitcases.	