

Music Video Form (What makes a music video?)

Watch 3 music videos **from different genres** from the blog post and take notes about their form & content:

Band / Song	Duration (time)	Approx Ratio Narrative : Performance		Genre(s)	Mise-en-scene... How is the performance and narrative conventional (typical) of similar stars / bands (genre)?	Describe the type and structure of narrative (story) and how it does or doesn't link to themes / ideas in the lyrics <i>(Illustration, Amplification & Disjuncture)</i>	Star Image: How does the music video represent the star image as 'ordinary' and/or 'extraordinary'? Use your adjectives.
					GENRE (INDUSTRY)		
Taylor Swift - Bad Blood ft. Kendrick Lamar	4:05 minutes	1	9	Pop/Electropop	<p>Costume - Superhero type clothing, tight clothes, black/white</p> <p>Lighting - Lowkey lighting during the 'prep phase' before the fight and changes to more highkey when the fight is about to begin</p> <p>Action - Fighting, throwing swords, driving motorbikes, smashing through walls, flips</p> <p>Makeup/hair - coloured hair, slicked back looks, heavy eye makeup</p> <p>Props - swords, guns, equipment on their clothing, flares</p> <p>Setting - office, a secret base?, outskirts of a city surrounded by fire</p>	<p>Narrative - a story of a betrayal between two characters which results in building up an army/team to battle against each other. Every character has their own 'power', eg, cut throat.</p> <p>Amplification - the song name bad blood, meaning a hostility between people, which happened as there was a betrayal. However, she included the ideas of having people having their own 'power' to fight against the other person/team.</p> <p>Realistically the meaning behind the song was most likely about a real life betrayal between a relationship/friend/family etc not a superhero nature.</p>	<p>Extraordinary representation - they have their own speciality/power they use to fight against the evil</p> <p>Ordinary representation - Kendrick Lamar who features in this music video. He is wearing more casual clothes and just accompanies Taylor and lets them get on with their battle. This portrays the progressive nature of women standing up for something by which they don't need a man to help.</p> <p>Female domination - women are just as powerful and shows a progressive nature of women fighting/doing dangerous stuff</p> <p>Other female artists feature in this music video, eg Zendaya and Gigi Hadid. This is a key advertising technique which also represents the female artists as being powerful and more dominant in the music industry.</p>
Beyonce - Single Ladies (Put a ring on it)	3:21 minutes	0	1	Pop/R&B	<p>Costume - High heels, leotards/dancewear</p> <p>Lighting - Highkey and Lowkey (majority low)</p> <p>Action - Dancing with quite a lot of energy/enthusiastic</p> <p>Makeup/Hair - Heavy eye makeup, hair down</p> <p>Props - Silver/gold glove</p> <p>Setting - White room/Empty room</p>	<p>Performance - a dance routine</p> <p>Amplification - some dance actions represent the lyrics, eg 'put a ring on it' and shows her hand</p> <p>Upbeat - dance</p>	<p>Extraordinary - good at dancing</p> <p>Ordinary - does activities that other people may do (relating to her fans?)</p> <p>Female empowerment</p> <p>Passionate, expressive, energetic</p>
Declan Mckenna - Nothing Works	4:46	2	8	Alternative/Indie	<p>Costume - Leather jacket, sleep wear, buttoned shirt (quite open), sparkly dresses</p> <p>Lighting - Lowkey</p> <p>Action - Dancing, sleep walking</p> <p>Makeup/Hair - Slicked hair, messy hair</p> <p>Props - Cocktail</p> <p>Setting - Club, bed room, pub full of old people</p>	<p>Performance - dancing in a club and dancing whilst sleepwalking</p> <p>Narrative - lip syncing the song still</p> <p>"I don't relate to the kids no more" "Have I been living on my own too long" "I try to fix myself but nothing works"</p> <p>These lyrics may represent amplification as he could be trying new stuff out as he doesn't fit in with the rest of the people his age, eg dancing in the club</p>	<p>Ordinary representation - going to clubs, attempting to fit in with others, getting women attention</p> <p>Belongingness</p> <p>Expectation vs his Reality</p>