

Music Video Content Analysis Sheet

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		Genre	MES	Impact/appeal – Audience appeal	Sense of subject matter - Themes	Inter textual Refs
		Narrative + type	Performance					
								N/A
Taylor Swift - Blank Space	4:33	50%	50%	Pop	Rich, posh.	Why she got mad? What happens next? Entertaining.	Happiness to anger	N/A
Pendulum - Watercolour	5:19	70%	30%	Electronic	Dark, low key lighting	Dark, entertaining.	Aggressive	N/A
Kanye West - Power	1:29	100%	0%	Rap	High key lighting, powerful	What crazy things Kanye is going to do next?	Powerful	N/A
Nickleback - Rockstar	4:14	100%	0%	Rock	Lots of people singing.	When will it end?	Fame, power, money, happiness	N/A
Rihanna - Cheers (Drink to that)	4:41	80%	20%	Pop	Party, young attractive people having fun	Wanting to go out and party.	Happiness, fun, partying.	N/A

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