

Music Video conventions. Please use this framework document to analyse one video and upload it to your blog next to the embedded video. It will also help as an essay plan for your first Concepts essay on: Star Image/Representation.

Name of Performer and Song: Kanye West, Jay Z - No Church in the Wild					
Media Form	Duration: 5:03		Content Ratio:	Narrative: 100%	Performance: 0%
	Sense of subject matter:				
	Appeal / Impact:	Violence against police along with youth anger			
	Inter-textual References:	2011 London Riots?			
Typical Generic Features	Which genre(s)?				
	Narrative Content (Characters, problem / resolution): Police and Youth brutality against each other. No resolution is come to yet the youth seem to win against the police.		Star Image (Connotations): The stars aren't in the video, just rapping over the video which indicates that they don't want anything to do with the violence but it suits the music well.		Themes (Conflicts):
	Music: Rap music which connotes a sense of violence and anger.		Mise-en-scene: The derelict setting with the groups of police and youths fighting creates a sense of urban warfare. The youths covering their faces indicate that they don't want to be found out and arrested. The use of dogs and armoured vehicles connotes more violence and the 'gangster'est clothes indicate that this 'riot' has been coming about for a while and the youths are going all out to attack, injure and loot everything and everyone.		

Music Video conventions. Please use this framework document to analyse one video and upload it to your blog next to the embedded video. It will also help as an essay plan for your first Concepts essay on: Star Image/Representation.

Narrative and Performance	Performance	Narrative	
	How is the performance treated?	The narrative is seen as very violent from both parties, the reality and brutality of gangs against police and the sometimes daily/ constant struggle of police getting attacked. Which we see at 3.20 in the music video when a policeman gets dragged out of his car and brutally beaten. The low key lighting of the whole video indicates more of the violent and brutality of the town/city the riot is taking place.	
		...illustration	How does it illustrate the song? 'No Church in the Wild' indicates the warfare and no morals of the violence and people taking part in the riots.
		...amplification	How does the narrative contribute or work in sympathy with the song? The narrative shows the overlooked violent nature of the song if someone wasn't to watch the video when listening the song.
		...disjuncture	How does that contribute to the image of the band / artist?
Star as participant in the narrative or acting as narrator on action? What impact? The stars are neither acting or in the narrative, therefore the video is seen as very 'wild' and not under control			
Creation of Energy			
Camera Movement The slow camera movements with slow motion topped with this makes the view feel disorientated.		Digital Effect The digital effect in the music video creates a sense of empowerment of the rioters verses the police. The violence creates an almost real feel to the video, like riots in cities that aren't staged for the video.	
Treatment of Lead Singer			
Performance Style N/A	Camera on lead singer N/A	Address to audience N/A	
Aesthetics			

Music Video conventions. Please use this framework document to analyse one video and upload it to your blog next to the embedded video. It will also help as an essay plan for your first Concepts essay on: Star Image/Representation.

Technical Conventions	<p>Set / Costume Design The costume and set are set up to be seen as a real riot, with police in riot gear and the rioters in costume so their faces won't be seen.</p>	<p>Framing & composition There is always something going on in the video, with most of the framing being centred.</p>	<p>Visual Effects There is a lot of smoke and mist, indicating the violence and danger of the rioters blowing things up and setting things alight.</p>
	Lighting & Colour		
	<p>Emotional / Symbolic The video is emotional and symbolic to those who are seeing the police violence as unnecessary or have been a victim of police brutality. This is seen with the grey and white colour scheme.</p>	<p>Aesthetics The colouring is very light and bland, with little dark colouring and a lot of smokey lighting.</p>	<p>Emphasis in song / narrative The video is all narrative, which shows that the song is trying to convey a message through the song, because although the song seems disjunctive there is somewhat of a deeper meaning to the video in the lyrics.</p>
	Mise-en-Scene		
<p>Authenticity of Performance N/A</p>	<p>Reflects ideology of the band The lyrics and video are seen as violent which goes with the 'bad boy' attitudes of Kanye West and Jay-Z.</p>	<p>Adds to understanding of narrative Violence is seen throughout the narrative, the Mise-en-Scene helps to add this effect with the riot clothing, and youth clothing of the rioters.</p>	