

### 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 (Illustration, Amplification & Disjuncture)	Star Image: How does the music video represent the star image as 'ordinary' and/or 'extraordinary'?
					GENRE (INDUSTRY)	NARRATIVE (REPRESENTATION)	REPRESENTATION
Ed Sheeran & Rudimental - Bloodstream	4:07	100	0	Pop	The Mise En Scene conveys a rich retired man who was an artist. He is signified through expensive looking clothing which conveys he has a lot of money, but while having all the money in the world he felt lost and alone. This plays a key part in the narrative saying that money doesn't make you happy.	The narrative conveys a key moment in Ed Sheeran's life, as although he wasn't in the music video, this is clearly implied that this was a key point in his life where he felt hopeless. This is conveyed throughout the music video by the man drinking excessive amounts of alcohol. He also feels alone which is signified when he is at the dinner table eating with no one within the music video.	This can be seen as an ordinary thing as although some people can have a lot of money they may not feel happy, as they may have had a traumatic experience in their life. However this could be seen as extraordinary because a lot of artists may not want to share their traumatic experiences through songs.
Marshmallow ft. Bastille - happier	3:54	100	0	Pop	During the start it starts off as actors being signified as young but then jumps to them growing up. Bright colors are used throughout the music video as well, for example yellow which signifies pleasure and joy which contrasts to the start of the video where the young girl is seen as upset and unhappy.	The narrative signifies a girl who felt alone with no friends, which was signified at the start of the music video when it was her birthday and she had no friends with her to celebrate. This also signifies Levi Strauss binary opposition, as the song is upbeat and happy while the girl signified in the clip is unhappy and sad she doesn't fit in.	I think this is ordinary as a lot of younger people may struggle to fit in. Adults may sympathize with this and therefore give them a type of pet so they don't feel alone.
Tom Grennan - Little Bit Of Love	3:47	70	30	pop/indie	Has a typical setting which you would see in a music video. However throughout the music video it is signified in low key lighting which signifies his traumatic experience of him with his brother and how he feels empty inside without him.	The narrative conveys an unsteady relationship between two brothers who don't get along well, as throughout the music video they are seen fighting and getting annoyed with each other.	This can be seen as ordinary as a lot of people don't get along with their sister or brother during the early stages of life. This makes us sympathize with Tom Grennan as a lot of people can relate to these issues portrayed throughout the song.