

## Music Video Form - Analyse the content of music videos from a range of genres

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		Apparent Genres	Key MeS	Impact/appeal	Subject matter (Themes)	Inter textual Refs
		Narrative	Performance					
5 Seconds of Summer - Amnesia	4:12	35 disjuncture	65	Pop/rock ballad	iconic american car inflatable objects	sadness relatable reflection	heart break disappointment	
One Direction - Story of my Life	4:07	30	70	Pop ballad	polaroid pictures	glimpse into band's individual lives - ordinary people heartfelt	life family	
Ellie Goulding - Figure 8	4:03	20	80	Pop	use of red colour and black and white	powerful and passionate	heart break relationships	
Scouting For Girls - She's So Lovely	3:43	20	80	Pop/rock	set in a bowling alley bowling shoes	Appeals to their female fans, lead singer singing the song to them "she's so lovely" positivity	girls and their beauty jealousy	
Olly Murs - Busy	2:59	100	0	Pop	papier-mache female mannequin brightly coloured decorated house 70's attire	Satisfied with how the mannequin becomes a real person at the end of the video	relationships happiness	Lars and the Real Girl - independent film
Carly Rae Jepsen - I Really Like You	3:28	90	10	Pop	set in New York	excitement	relationships love passion	

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