

Name of Performer and Song: Chained to the Rhythm - Katy Perry

Media Form	Duration: 4:01	Ratio % of Performance to Narrative: 50/50
	Theme / subject matter:	This music video is based in a hyperrealistic, plastic environment to emphasise that the artist believes we are all living a fake life - living inside plastic consumer culture, living in a bubble, living life through a lens.
	Any cultural competence needed to make intertextual references?	Do you need to appreciate other ‘texts’/styles/media to get the music video? This music video was heavily inspired by the 1950s TV show ‘The Jetsons’. The costumes and futuristic style of the environment relate to this show significantly.
Generic Features The conventional ingredients	Look of the video/star: How is it instantly recognisable as a pop/rock video? This is instantly recognisable as a pop video due to the vibrant colours that can be seen everywhere you look. In addition to this, the pop genre is stereotypically centred around female interests, and this video focuses on that. Adjectives to describe this video and how it portrays pop are; young, sparkly, sugary, energetic	
	Sound of the music: How do you know it is a rock/pop/reggae music video? You know this is a pop music video from the sound of the music because it is very upbeat and bubbly with a quick rhythm.	
Narrative Analysis	...illustration Does it illustrate the song? ...amplification : Does it add another layer of meaning to the song? ...disjunction Does it seem to work in juxtaposition to the song?	What does this contribute to your understanding? This music video illustrates in places for example, the word ‘ride’ will be sung and they will be on a ride, however this video mainly amplifies. It amplifies the fact that we are prisoners in our consumer culture - living in this hyperrealistic world. There are numerous intertextual references in the narrative that convey a deeper meaning; <ul style="list-style-type: none">- Candy floss sticks are in the shape of nuclear bomb clouds, and a ride called ‘Bombs Away’ - this is highlighting that we have become desensitised from horrific events- Hamster wheel that people are continuously running on - emphasise that we are stuck in a cycle of hyperrealism, life is repetitive- Pricked finger on a barbed wire thorn - refers to the story of ‘Sleeping Beauty’ - life is a fairytale, meaning that life is not real, plastic, hyperrealistic- People stood staring at iPads - people are now chained to electronics and have lost touch with the real world, further implying that we live our lives through a lens- The ‘Dream Drop’ ride - metaphor for the American Dream not being sustainable and realistic, American Dream could also suggest that it is an everyday lifestyle that people are chained to
	What is the relationship between the narrative and star?	Is the artist in the narrative? What does it say about what matters to them? The artist Katy Perry is fully included in the narrative as she is the one we as an audience follow throughout this make believe utopia. However, she is used as a form of irony in many ways - she makes music for a living so is therefore literally ‘chained to the rhythm’. As well as this, at the end she stops on the hamster wheel and she winks at the camera (the audience). This is interesting because she is aware of the fact that she is being ironic. She will inevitably go on from this song and video, to writing and producing another one and another one etc.
Technical Conventions	Visual Rhythm	
	Camera Movement and Cutting Speed - edit to the beat? transitions/camera angles/camera movement/camera framing <ul style="list-style-type: none">- Wide angles - show off the theme park in its full form - able to see all the extravagant rides and striking costumes and props- Close ups - these are mainly on the intertextuals and important parts eg. pricking her finger on the thorn- Reaction shots - specifically at the end when she winks at the camera - this is her breaking her character, suggesting that she is not as invested in this hyperrealistic world as she seems- Editing to the beat and lip-syncing	
	Representation of The Star	
	What ideas are communicated about the star and how are these communicated through camera, editing and mise-en-scene? <ul style="list-style-type: none">- Taken inspiration from Marylin Monroe - reference back to the 1950s - Marylin was also seen as the perfect woman back then so for Katy Perry to take these ideologies now is another way of expressing the fact that life is seen as perfect but it is not - it is unrealistic- The star image is represented as concerned, anxious, and almost questioning life itself - however this goes back to Katy Perry’s irony as she is one of the worst pop protagonists, she is putting up this facade of caring about an unrealistic world so that she can gain the views and money- She is represented as talented and extraordinary, however, when she breaks character at the end she becomes ordinary and relatable	
	Aesthetics	
	How is the video designed to look visually striking? MES/Post production <ul style="list-style-type: none">- For the video to be visually striking it included many bright and bold colours that attract the eye instantly- Futuristic rides and props enabled the video to have another visually striking aspect - they are out of the ordinary and something people have never seen before- The video is set in a futuristic looking place yet a lot of the Mise en Scene, like the costumes for example, have been inspired by the 1950s - inferring that this theme of a hyperrealistic world began in the 1950s and onwards, and will continue to do so in the future- This video needed to be so visually fake and unrealistic so that the idea of living in a bubble could be emphasised	