

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		Genre(s)	Mise-en-scene... How is the performance and narrative conventional (typical) of similar stars / bands (genre)? GENRE (INDUSTRY)	Describe the type and structure of narrative (story) and how it does or doesn't link to themes / ideas in the lyrics <i>(Illustration, Amplification & Disjuncture)</i> NARRATIVE (REPRESENTATION)	Star Image: How does the music video represent the star image as 'ordinary' and/or 'extraordinary'? Use your adjectives. REPRESENTATION
		Narrative :	Performance				
Beyonce Single Ladies	3:20	0	100	Dance-Pop and R&B	Set in an all white 360 studio. There are three performers, the star, and two backup dancers. The video is shot in black and white. All three performers are wearing all black bodysuits, with Beyonce's showing her shoulders unlike the others. The video is dance-centred, so this reinforces the typical conventions of the dance pop genre.	Throughout the video. The star often twists her left hand throughout the song, especially to the lyric "if you like it then you shoulda put a ring on it", conveying an illustrative narrative. She goes on to say 'don't be mad once you see that he want it', whilst referencing and dancing in a way that is focused on her body furthering her narrative. There is a moment of disjuncture where she is referencing her legs through her body language with the lyrics 'got me tighter in my dereon jeans', as she is not wearing any trousers.	She is conveyed as extraordinary as she is wearing a metal plated arm and hand piece which resembled a robot's. This conveys her as being above her peers, and more advanced. She is always standing in front of her backup dancers, and is wearing more revealing clothes than them. This conveys to the audience that the backup dancers are ordinary, and she is extraordinary. She is represented as being powerful and still able to be strong and idolised when she's not in a relationship. Her body language furthers this idea.
Ed Sheeran Bloodstream	4:07	100	0	Folk Pop	This music does not follow the typical conventions of folk pop. This music video depicts a former celebrity, reminiscing on his past self in his mansion, as he is currently an alcoholic. This storyline is unusual for this genre. The mansion where the music video is filmed is large, and has marble floors, representing his former success. The main character is seen on the roof of his house looking down to the ground with flashbacks to his drinking.	The first shot of the video is the main character in the pool as he sinks to the bottom. We only find out about his story and how he got into the pool by decoding the story throughout our viewing experience. The narrative that the music video conveys does not illustrate the narrative, nor does it create disjuncture, it simply amplifies and adds meaning to the song as it plays over the top of the main character's story, as there is no performance aspect in this video.	The music video conveys the main character as ordinary. With clear and obvious references to who he once was as a celebrity, a time when he was extraordinary. At the beginning of the music video he looks at all of his records and merchandise as if he is reminiscing, but the further we go through the music video, the more his body language and facial expressions display contempt towards that time in his life. With him towards the end of the music video, smashing all of his belongings that represent his time as a celebrity.
Lil Nas X Old Town Road	2:38	50	50	Country Rap	Set in a typical old school, country, southern town. The star is wearing a traditional cowboy outfit, consisting of a cowboy hat, plaid shirt with rustic/country type waistcoat, beige trousers, and traditional cowboy boots. Both of these things fit the conventions of country music. He is then contrasted by a woman who has the stereotypical young influencer look, who is dancing at him whilst he looks uncomfortable at the fact it's unfitting to the song. Later he conflicts with the original lyrics. He talks about having 'a matte black hat and black boots to match' whilst wearing all brown, then he is seen to walk out a store in all black, with a glam, modernised version of his original outfit.	The first shot of the video is of lil nas X riding a horse down an old town road whilst the first line of the song is playing over it which is; "yeah, i'm gonna take my horse to the old town road, i'm gonna ride 'til I can't no more". The song illustrates the narrative of the music video. He also is shown riding the horse, whilst he's doing a jump, whilst the line "ridin' on a horse, ha" is playing. You then see the narrative change to disjuncture, as he goes directly against what he was saying at the beginning of the song. In the song he says "you can whip your porsche" but when he leaves the store, the song goes back to the chorus of "yeah, i'm gonna take my horse to the old town road, i'm gonna ride 'til I can't no more", except this time he is singing it whilst being driven around in a porsche. However, the narrative turns back into an illustration when they are singing in the saloon "spend a lot of money on my brand new guitar" whilst holding a modern guitar, and then "ridin' down rodeo in my maserati sports car" in reference to the previous scene.	At the beginning of the music video, the star is presented as ordinary, and as fitting in with the rest of the town, he is wearing all brown so as to not stand out from the crowd, and is presented as ordinary. However, once he steps out of the shop wearing a new outfit, consisting of all black, with bright purple stars and gems all over his top, with a white fringe running down his sleeves, changes his star image, and then conveys him as being extraordinary. He is also wearing gems on his teeth which is seen when he smiles at the camera at the end. Whilst wearing his new outfit he is shown dancing with the rest of the town, who is still wearing the style of clothes that he was wearing at the beginning of the music video, making himself seem like the 'main character' and the star of the town, as the rest of the town blends into the environment, and if you were to see that shot without Lil Nas X in it then you wouldn't bat an eye as it was an ordinary scene. He is also represented as playful, quirky, and comedic.