

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:

	Duration (time)	Content Ratio Narrative : Performance		Genre	MES - how is it relevant to the genre and/or the narrative? PERFORMANCE/NARRATIVE	Describe the type and structure of Narrative and how it or doesn't link to themes/lyrics <i>(Illustration, Amplification & Disjuncture)</i> NARRATIVE	Star Image: What does the video tell us about the star/artist/band? What adjectives would you use to describe them? PERFORMANCE
Beyonce- Single ladies	3:19	100% perform ance		Pop	Performance <ul style="list-style-type: none"> - Showdancing - The dancing follows the rhythm of the song - Black and white lighting portrays the genre and theme of the video - Three dancers with one leader which implies that the leader is the singer of the song - The setting is plain with no props 		<ul style="list-style-type: none"> - All the dancers are all wearing the same clothing and same makeup - They're all dancing in sinc white indicates they are mirroring each other
Coran gray- memories	4:50	50% perform ance	50% narrativ e	Indie Pop	Performance <ul style="list-style-type: none"> - Only one singer throughout the video - Camera is slow moving like the song - Dull and dark lighting portraying the mood of the song 	Narrative <ul style="list-style-type: none"> - Set in one place which is clearly the bedroom of the singer which is showing he is based there- portrays this at the opening scene as he is on a phone call with someone wondering where he has been. - Reflecting back on experience and getting rid of past memories eg burning photos 	<ul style="list-style-type: none"> - Shows us about a lonely man who has broken up with his loved one - Acting as if he's fine to everyone else but the narrative shows the things he's doing to get over her eg burning pictures
Mumford and sons- Lover of the light	5:55	100% Narrativ e		Alternativ e/ Indie		Narrative <ul style="list-style-type: none"> - There is an irony and resemblance due to the heading being "lover of light" while the man is blind - Dull lighting creates meaning towards the man's life - Only one character throughout the video showing the focus on him 	