

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

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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					
John Butler Trio- Only One	3:57	75%	25%	Indie-rock	Zombie make-up and scruffy outfits. Lead singer scruffy long-ish curly hair and checked open top	Comedic narrative creates funny and impressionable video for a big impact and can be remembered easily.	Zombie love story, couple fleeing zombies until zombie's go and dance to the band playing whom the band members are also zombies.	None
Paramore-Decode	4:13	50%	50%	Punk-pop/Rock-pop	Lead singer bright red hair, band members wearing all black. Forrest location.	Red hair and dark clothes of the band shows the band as alternative the narrative of Twilight advertises the movie and links with the theme of love in the song.	The narrative uses parts of the movie Twilight to link in with the theme of love and the lyrics of the song, creating advertising of the movie as well as creating a dark theme with the song.	With the movie Twilight.
Ellie Goulding- Love Me Like You Do	4:09	60%	40%	Pop	Bright soft lighting used to create lens flares, blonde curly hair lead singer with pretty-natural make-up.	The parts taken from the movie '50 shades of Grey' adds intimacy and a sensual image to the video.	The love story between the lead couple in 50 shades of Grey.	With the movie 50 Shades of Grey
Machine Head- Darkness Within	7:21	95%	5%	Thrash metal	Dark-dim lighting, location including a graveyard and bunker. Lead singer long hair and beard.	Creates a hard impressionable impact, shows a dark side and is quite deranged.	Death from the show of skulls. Torture. Inner demons. Fighting and blood.	None

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Foo Fighters- Monkey Wrench	4.31	40%	60%	Rock /Grunge	High contrast lighting creating hard shadows, band all dressed in black and lead singer spits on camera.	Shows the band to fit in with the grunge/rock stereotype with attitude and clothing.	The band as normal people going about their daily lives and end up watching the band themselves playing.	None
Sublime-Badfish	3.16	50%	50%	Ska- punk/Reg gae	Location on a beach and in the sea, bright colours. Party with lots of dancing people some with tattoos.	The footage is random and shows people having fun creating a relaxed and happy vibe.	The lead singer with his dog, known for their close relationship. Beach party with lots of people dancing.	None