

Music Video conventions. Please use this framework document to analyse one video and upload it to your blog next to the embedded video. It will also help as an essay plan for your first Concepts essay on: Star Image/Representation.

Name of Performer and Song: Slayer- Seasons In The Abyss			
Media Form	Duration: 6.35	Content Ratio:	Narrative: 70% Performance: 30%
	Sense of subject matter:	Insanity, death, low class, hard- work, lack of wealth, history, panic, religion, Egypt.	
	Appeal / Impact:	Complex narrative with a range of different storylines within the video, including young children working with bricks and stones, people who are dirty and look under-fed. To show the life led by those who are not wealthy in Egypt and their hardships. The sun is shown a lot to create the view that it is also very hot and shows the circumstances the people are working under. A man is then shown to be running around and looking at old scriptures, creating a link with the history of Egypt and possibly old riches or the death of an important person with the skeletal drawing on the scripture. The performance of the band includes a lot of head-banging to the music and serious expressions creating a sense of importance and seriousness.	
	Inter-textual References:	None	
Typical Generic Features	Which genre(s)?		
	Narrative Content (Characters, problem / resolution): <ul style="list-style-type: none"> ● Long haired band members that are in black clothes and reasonably scruffy looking. ● The Egyptian people are dirty and look like they aren't very well off. ● The flaming torches suggest there is some kind of revolution or mob where the Egyptian people are standing up for what they believe. ● The Egyptian people are on horses and are racing round making them seem more important and powerful now. ● They are seen leaving to go on a journey, potentially leaving their homes where they were worked so hard. 	Star Image (Connotations): <ul style="list-style-type: none"> ● Long haired band members creates the view that they are not ordinary and instead like to stand out from a crowd and also possibly rebellious. ● The use of the black clothes again creates connotations of an alternative style to the regular person as well as a darker image to fit in with the heavy metal genre. ● The head-banging of the band members also shows that they enjoy the fast tempo of the music and the heaviness giving them the image of tough masculine heavy metallers. ● The tattoo of a band member is shown as well as a spiked arm band also creating the idea of a someone who is socially alternative. 	Themes (Conflicts): <p>The theme is mainly shown in the narrative, the hard-working Egyptian people who are un-wealthy and deprived. Shows the band in their black and leather clothes and their attitude in the music video with the way they head-bang and their serious expressions. Shows the members of the band to be alternative from the social norm and to be very interested in the music they are playing, with shots of the performance the members being very intense with their music playing and the fast pace they are keeping up with.</p>

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	<p>Music: Shows the intensity and talent of the musicians in the band. The music is very fast paced and has lots of hard-hitting drum beats as well as guitar solos which are also at a heavy beat and pace. The band members are also very tentative on the instruments their playing not making much eye contact with the camera, showing more of a connection with their music and the effort they are making.</p>	<p>Mise-en-scene: Dirty clothes of the Egyptian people create the idea that they're not wealthy. The black leather jeans that the band members are wearing show them to be alternate from the social norm. The spiked arm band creates an extreme image that works well with the image that the band want to represent them. The tattoos of the band members that are showed in some of the shots also represent an image that the band members are interested in alternative styles.</p>
<p>Narrative and Performance</p>	<p style="text-align: center;">Performance</p> <p>The performance is treated seriously with the band members making little eye contact with the camera, instead they are constantly involved with their instruments and keeping up with the fast pace of the music. The band members are also head-banging at different parts of the song showing their interesting and love of the music. It shows the song as fast and heavy and amplifies the heavy metal of the song and the alternative styles represented. It makes the image of the band seem different then the social norm and makes them seem more interesting and rebellious.</p>	<p style="text-align: center;">Narrative</p> <p>The filming is done in black and white as well as an intended bad quality creating the idea that the filming is old footage of the surroundings of Egypt and the people. This also gives it a bit of a rough edge which works well with the heavy metal genre. There is also lots of steadicam and handheld used to create a frantic and unrest feeling to the video which works with the moody image of the music.</p> <p>The shots of the people in the dirty old clothing working hard and in locations that are mostly stone and dirt where stone is falling down and crumbling shows that the area is poor and not well off. The people are seen carrying stones and bricks including children and pyramids are also shown in the sequence possibly showing that they are making more pyramids and the sun flare used in the camera shows that they are working under hard and hot circumstances.</p>
	<p>The stars are not seen in the narrative as such, mainly in the performance but the narrative and performance clash together when the performance moves to the desert and the narrative continues around the performance of the stars.</p>	
<p>Technical Conventions</p>	<p>Creation of Energy</p>	
	<p>Camera Movement There is quite a lot of camera movement including steadicam and handheld to create a frantic and keep up with the fast pace of the music. Pans are used to show the different band members playing. Rotation of camera is also used to create a sense of confusion for the audience which links in with the lyrics of the song.</p>	<p>Digital Effect It looks like the saturation of the sequence has been increased making the colours a lot more vivid and eye-catching than they were originally, I think the contrast has also been increased to create a larger difference between the light and dark areas of the shot making a darker effect fitting with the genre.</p>

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Treatment of Lead Singer		
<p>Performance Style</p> <p>The band are obviously intent on their instruments and passionate about the music they are producing which is even more identifiable by their headbanging to the music showing their appreciation for the music. There are a lot of close-ups on the hands of the guitarists and drummer as they play their instruments showing that it is very important to them and what they want to portray to the audience.</p>	<p>Camera on lead singer</p> <p>The camera is often focused on the lead singer as he more commonly makes eye contact with the camera, he is often in the forefront of the frame with a slight shallow depth of field meaning that he is more in focus than the rest of the band so that the audience focuses on him more than the rest of the band. The rule of thirds is also used with the lead singer so that he is in the third of the frame again drawing the audience's attention to him.</p>	<p>Address to audience</p> <p>There are times when the lead singer is very close to the camera as well as looking directly into it creating more of an intimacy and connection between himself and the audience. Other than this there is less of an address to the audience because the performance does not have an audience in the video and it is less common of this genre because the instruments take a lot of the band members times.</p>
Aesthetics		
<p>Set / Costume Design</p> <p>The set is in the Egyptian desert surrounded by Egyptian people on horses. The setting creates a windy and unpleasant seeming location for the band to playing. There is also pyramids and conventional Egyptian surroundings such as camels which is interesting and has a more difficult link to the song and lyrics.</p>	<p>Framing & composition</p> <p>The framing of the shots uses the rule of thirds making the lead singer of the band in the third of the shot meaning that the audiences eyes are visually lead to him, making him seem more important. He is also in the forefront of the frame, being at the front of the band and also closer to the camera.</p>	<p>Visual Effects</p> <p>Some black and white shots creating a bit of a dark effect. A dissolve is also used between some of the shots, letting the shot go smoothly from one to the next and also creating a blur in between which links to the song lyrics.</p>
Lighting & Colour		
<p>Emotional / Symbolic</p> <p>The black and white creates a sad and repressed theme, this is used in the narrative and not in the performance meaning that the band what to create this for the Egyptian people in the narrative doing all the work and living in poor conditions.</p>	<p>Aesthetics</p> <p>The lighting is really low key creating hard shadows on the people in the video, this creates a darker sense in the video which matches the heavy metal genre of the band well.</p>	<p>Emphasis in song / narrative</p> <p>The black and white changes about halfway through the song, when the song focuses more on the performance of the band rather than the narrative. This emphasises the positions of the people in the frame, for example the black and white shows the repression of the people in the narrative whereas the colour contrasts this when showing the performance of the band.</p>
Mise-en-Scene		
<p>Authenticity of Performance</p> <p>The performance is very intense and passionate, seems very authentic. The band focuses mainly on the instruments and keeping up with the pace as well as headbanging which is what fans will do when seeing the band or possibly even just listening to them so this is important to the fans to see the band doing it also. Fits in very well with the genre and seems true to the band and song.</p>	<p>Reflects ideology of the band</p> <p>The Mise-en-Scene strongly reflects the ideology of the band with black clothing showing the alternative styles, this is also supported by the tattoos of the band members as well as the spiked arm band of the guitarist. The band members also all males with long hair creating an alternative perception showing them to be different.</p>	<p>Adds to understanding of narrative</p> <p>The narrative in itself is quite difficult to understand and does not seem to link into the lyrics and may be down to the viewers own interpretations. The Mise-en-scene allows the viewers to see the different actors in the video for what they are being presented as such as the poorer people with dirty clothes and the alternative metalheads in black clothes.</p>