

Name of Performer and Song: Ariana Grande - 7 Rings

Media Form	Duration: 3:04	Ratio % of Performance to Narrative : 90/10
	Theme / subject matter:	This music video is about wealthiness and how rich and easy it is to live life for Ariana Also about how pretty and glamorous Ariana is and how
	Any cultural competence needed to make intertextual references?	"Breakfast at Tiffany's and bottles of bubbles / Girls with tattoos who like getting in trouble," she sings in place of the "Raindrops on roses / and whiskers on kittens" made famous by Rodgers and Hammerstein, who are listed among the 10 songwriters for Ariana's latest single. "7 Rings" interpolates the melody of "My Favourite Things," an iconic song written by Richard Rodgers
Generic Features The conventional ingredients	Look of the video/star:	In the music video Ariana is presented as glamorous and sexy as towards the beginning of the video at 0:30 she is seen wearing a full bright silver sparkling mini bodysuit with diamond necklaces on her head representing bunny ears. She is also all glammed up with makeup and has long blonde hair. All this portrays Ariana as a innocent person yet a big rich diva inside
	Sound of the music:	There is a clear hard beat to the music. It's a rap and R&B song, inspired by—or taking from—black artists
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? <ul style="list-style-type: none"> • Very illustrative because the video links in with the song very well • This music video is not disjunctive because there is no weird or unusual part of the video that doesn't work with the song. Apart from one point in the video where Teluse (Ariana's dog) is seen in the video
	What is the relationship between the narrative and star?	Ariana is the main star and feature of the music video. It shows Ariana having fun with her friends in her designer clothes and drinking champagne. One of Ariana's lyric line is "I want it, I got it" which refers to her life and being able to afford anything she wants which can be seen through the location of the video and through what they're doing.
Technical Conventions	Visual Rhythm	
	Camera Movement and Cutting Speed The camera movement usually matches according with the beat of the song and is typically focused on Ariana through different angles. There are wide establishing shots to show the audience the setting of the video for example at 0:16 it shows Ariana and all her friends in the front garden of the house to show the setting The cutting speed of the music video is quite quick to also match with the beat of the song and also to fit in with the different camera angles. I noticed that sometimes that the fast cutting paste was an effect to show the different angles of Ariana as she is the main star of the music video	
	Representation of The Star	
	What ideas are communicated about the star and how are these communicated through camera, editing and mise-en-scene? Through mise-en-scene Ariana is clearly portrayed as a wealthy and lively person through her outfit/costume that she is wearing , the makeup she has on and the setting of the music video which all represent her to the audience as a rich and beautiful person. A lot of Ariana's friends were seen in the video which suggests to us that she is a very likeable person and has many friends	
	Aesthetics	
How is the video designed to look visually appealing? Throughout most of this music video there are continuous visuals of bright pink which is a classic convention zof pop. It is based in a big mansion where there is a party taking place with all of Ariana's friends. This intrigues us as an audience as it is showing more personal bits of her life (her friends)		