

Name of Performer and Song: Katy Perry - Chained to the rhythm

	Duration: 4:00	Ratio % of Performance to Narrative : 50/50
Media Form	Theme / subject matter:	About society in general, this idea that we are trapped and that we are all living in a bubble. Living in a material world. We are all in a hamster wheel (chained to the rhythm) Some binary oppositions - entrapment vs freedom Hamster wheel spinning which portrays this idea that we are chained to society and in this constant everyday cycle
	Any cultural competence needed to make intertextual references?	This music video is based on the cartoon from the 1960s 'The Jetsons' which represents the whole narrative. Based on what the theme park looks like During the music video Katy is seen pricking her finger on a rose flower which symbolises the story of snow white and is trying to give a message that we better all wake up before it is too late American Dream - If you work hard then you will get the dream life, if you get rich then you will get what you want
Generic Features	Look of the video/star:	She is presented as beautiful and candy floss pink which is presented throughout the whole music video - seems easy on the eye
The conventional ingredients	Sound of the music:	The sound of the music is very catchy and has a pop beat to it - there is a blending on genres when Reggae begins to rap
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? Amplification Illustrative - 'Stumbling around like a wasted zombie' - Shows the people walking and swaying in line like robots which connotes how we are all trapped in the same circle 'Rose coloured glasses on' - Shows Katy and the rest of the people putting on their 3D glasses
	What is the relationship between the narrative and star?	This shows the audience that Katy is the same as the audience as she is singing about society being the same however she is being ironic e.g at the end Katy breaks the 4th wall (comes out of character) as if to show us that she realised she does this aswell which makes it more intimate with the audience Katy also comes across as extraordinary as she opens the video with her with pink hair looking pretty and in a costume
Technical Conventions	Visual Rhythm	
	Camera Movement and Cutting Speed Tracking and panning shots can be seen throughout the video and long distance shots so that the audience can see the full view of the theme park where the music video is based There are a lot of fast cutting speeds to show when Katy is on the rollercoaster which enhances the representation of excitement	
	Representation of The Star	
	What ideas are communicated about the star and how are these communicated through camera, editing and mise-en-scene? Towards the end of the music video there is a close up shot of Katy's face showing an expression of being shocked and astounded which symbolises the moment that Katy realised that she too is chained to the rhythm and is trapped along with the rest of society in this repetitive circle	
Aesthetics		
How is the video designed to look visually appealing? The bright pink and pastel colour brings out the poppiness of the music video The world that the music video is based on is a non fiction world , not reality which makes this music video more interesting to watch for the audience as it is out of this world		