

Music Video Form (What makes a music video?)

Watch at least 4 music videos **from different genres** and take notes about their form & content:

Band / Song	Duration (time)	Content Ratio		Apparent Genres	Generic MeS	Impact/appeal Subject matter (Themes)	Type of and structure of narrative (Illustration, Amplification & Disjuncture)
		Narrative	Performance				
Katy Perry - Never Worn White	3:50	10%	90%	Pop	<ul style="list-style-type: none"> In the beginning Katy wears a long white dress and has long blonde hair which conveys her as a glamorous and angelic person. White symbolises new life and a fresh start Towards the middle of the video she is seen with flowers all over her body and all over her head which portrays this idea of Katy representing mother nature which creates life in the same way katy is with her unborn baby 	<p>The music video announces Katy's pregnancy and it is about Katy getting married. It is also about her past memories with her relationships that did not go well</p> <ul style="list-style-type: none"> In the video Katy is the only model which creates a greater impact on the audience as the song is more personal therefore it is more intimate with the audience. Towards the end of the video Katy closes the music video which shows her standing sideways holding onto her belly which symbolises her pregnancy and starting a new life. This intrigues the audience 	<p>This video is a combination video of narrative and performance. The performance is amplification. Most of the video is performance but with a little symbolic narrative which are to do with the flowers and her pregnancy</p>
Harry Styles - Falling	3:55	20%	80%	Pop	<ul style="list-style-type: none"> In the music video Harry Styles wears an old simple costume which is vintage/old fashioned which adds ghostly and haunty vibe and effects to the video which syncs with the lyrics Harry's hair is midlength and is left hanging loose to match his outfit as the song is personal and on a serious subject. He is trying to look natural 	<p>This song is about going through emotional stress and depression. It's about his reflection on life and the bad choices that he made and knows that he has to change. Connotes that he has lost the person he remembers himself to be</p> <ul style="list-style-type: none"> In the video , Harry is seen in a room all alone being submerged in water which connotes and represents his feelings as he is drowning in his emotions and thoughts There are a variety of different angled shots within the video as the whole video is in one room. This allows the audience to see the room that Harry is in and to show what he is wearing and doing 	<p>This video is a narrative as there is very little performance however the music video tells the audience a story. The narrative is amplification inspired by the story</p>
Camilla Cabello - My Oh My	3:03	10%	90%	Latin Pop	<ul style="list-style-type: none"> In the beginning Camilla wore a long plain pink dress with a blonde wig however the majority of the music video is in black and white. This shows that she does not want to stand out from the crowd. Trying to be conservative Towards the middle of the video Camilla wears a leopard print dress with a leopard print coat with sunglasses and is now seen with brown hair. This shows her begging to break through her barriers and starting to break free Throughout the whole video Camilla is presented with a variety of different hair styles which portrays her as rebellious and outgoing 	<p>This music video is about old stereotypes of being a woman in the 19th century. It shows Camilla getting annoyed about men seeing her as 'helpless' and 'useless'. The video is also about her wanting to step out of the box and becoming more powerful</p> <ul style="list-style-type: none"> It creates a big impact as it shows her breaking through her barriers and regaining her power as a woman It shows a clear dispute of power between males and females in the 19th century Long shots are taken to fit in with the slow nature of the song There are a lot of close ups in the video as it is more of a personal song. Harry wants to make sure the audience can see his face and see his emotions through these shots 	<p>This video is mostly performance which is based in one room only with a piano. This music video is disjunctive as the performance has little or nothing to do with the narrative</p>
Coldplay - Champion Of The World	4:17	90%	10%	Pop/Rock	<ul style="list-style-type: none"> The costume put together is used to represent the artist as young to fit in with the children around him that's seen in the video he wears a navy blue polo shirt with shorts and a beige bag. Red cap and white trainers During the music video the artist changes outfit to a 	<p>This song is about struggling through life and trying his hardest to try and fit in with everyone at school however he is getting rejected which represents his childhood at school</p> <ul style="list-style-type: none"> In the video the singer uses a rocket ship to represent him escaping society and finally being free of his anxiety Special effects are used on the schoolchildren in the music video to turn them into clouds of butterflies which portrays the artists memories to all be left in the past as they have flown away 	<p>This music video is mainly a narrative as it tells the audience a story that is socially important. This video is an amplification video as the narrative has a strong connection with the lyrics sang within the song</p>