

Name of Performer and Song: mxmtoon - prom dress

<b>Media Form</b>	<b>Duration:</b>	<b>Narrative: 75% Performance: 25%</b>
	<b>Theme / subject matter:</b>	The main themes shown in this song are anxiety, distress, and unrealistic expectations. This is evident through the lyrics of the song, where the singer describes crying in her prom dress, and the juxtaposition between the glamour and beauty of prom and the crying and stress of the singer demonstrates the stark difference between her expectations of how the evening should have gone in comparison to the way it actually went - with her crying on the bathroom floor.
	<b>Any cultural competence needed to make intertextual references?</b>	The watcher needs to have an idea of what prom is and what expectations it carries.
<b>Generic Features</b>	<b>Look of the video/star:</b> The singer is in formal, dressed up attire for most of the video, where she wears a prom dress, as well as makeup to match her outfit. The video itself is set at a highschool prom.	
<b>The conventional ingredients</b>	<b>Sound of the music:</b> The music sounds pleasant and gentle	
<b>Narrative Analysis</b>	<b>...illustration</b> Does it illustrate the song? <b>...amplification :</b> Does it add another layer of meaning to the song? <b>...disjunction</b> Does it seem to work in juxtaposition to the song?	What does this contribute to your understanding? This video is an illustration of the song, and it demonstrates the anxiety and distress that she's feeling throughout. She's visibly anxious and uncomfortable throughout the video, especially when the lyrics state that she's 'crying in [her] prom dress,' where this is illustrated with the image of the star crying on the floor of a bathroom.
	<b>What is the relationship between the narrative and star?</b>	What does this suggest? This song is written in the first person and is based on the singer's personal experience of her prom. The discussion of unmet expectations runs throughout the whole song and video, and since it is based on a true event it feels very personal and emotional both to watch and to listen to.
<b>Technical Conventions</b>	<b>Visual Rhythm</b>	
	<b>Camera Movement and Cutting Speed</b> The camera follows the star at the beginning of the video, when she's in her casual attire, and when she's at the prom the camera starts to cut faster. This faster cutting speed suggests the anxiety and the stress that she's feeling throughout, and how she feels incredibly out of her depth in this situation.	
	<b>Representation of The Start</b>	
	<b>What ideas are communicated about the star and how are these communicated through camera, editing and mise-en-scene?</b> The star is portrayed as anxious and uncomfortable throughout this video, which is suggested by her body language as she sits slumped and curled up on the floor by herself. A lot of the shots in this video are very close up with little nose room, giving the video a claustrophobic feel, and portraying that the star feels trapped, which is further suggested by the lyric 'now I'm sitting on the floor and all I want to do is run.' The star's outfit and makeup match, and her hair is very neat, which gives the impression that she was excited for the evening and that she cared a lot about it, but it ended up subverting her expectations.	
<b>Aesthetics</b>		
<b>How is the video designed to look visually appealing?</b> The setting of this video follows a consistent colour scheme of blues and greys. There is a photobooth in particular where the backdrop features clouds and the moon in this colour scheme, which gives this video an almost dreamlike feel. On top of this, the singer's outfit is orange, which makes her stand out against this dreamlike background, and suggests her anxiety and her feeling that she doesn't fit in; she stands out from the others, even though she doesn't want to.		