

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				
<i>Mxmtoon</i> Prom Dress	3:51	75	25	Indie, Pop	<ul style="list-style-type: none"> - The clothing in this video switches between the performer in casual clothing, where she appears comfortable, and her in a prom dress, where she looks stressed and upset, suggesting her distress at her situation - The lighting is often almost dream like, which connotes the sense of being out of touch from reality - She acts in a way which suggests her stress and anxiety, for example, when she's looking at herself in the mirror, her face is knotted together and her eyebrows are raised, suggesting her inability to self soothe - Her makeup and hair are intricately done and her makeup matches her prom dress, suggesting that the evening should have been a formal occasion and a good memory, which contrasts with the reality of the anxious panic she's experiencing - A prop that carries significant meaning is a masquerade style mask that she holds in various scenes. This suggests that she has to conceal the way she's truly feeling with the way that she's expected to feel - placid and calm, in enjoyment of the evening - The video is set in a school where a prom is being held, which reflects the themes in the song 	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.	This video is an illustration of the song, where the singer attends prom and ends up crying on the floor of the bathroom. She is crowned prom queen at the end of the video, as was suggested in the lyrics, 'I'd be the prom queen if crying was a contest.'
<i>Jazmin Bean</i> Saccharine	3:04	50	50	Alternative, Metal	<ul style="list-style-type: none"> - The singer wears almost hyper feminine clothing, as well as more childlike clothing, which contradicts the less feminine, often bloody elements of the video, reflecting the quick changes in tone throughout the song - The lighting is very bright and abrasive in the dentist's office, and later in the video there's a strobe effect, implying the discomfort and the intensity that they are feeling - The singer's acting in the dentist's office is visible discomfort, a physical representation of the lyrics of the song. On the opposite side of this, in the softer sounding parts of the song they seem to be in an almost dream like state - The makeup in this video is very exaggerated and almost monstrous, which reflects the singer's fear of falling in love. The fake blood suggests a physical manifestation of the pain they are feeling - The dentist's chair is a significant prop in this video, and represents the fear and discomfort that the singer is feeling towards the thought of caring for somebody - The contrast between the settings in this video (the dentist's chair, a fairytale-like grassy hill, and a dark room) suggest the singer's conflicting feelings about love and caring for a partner 	The main theme shown in this song and video is the idea of being afraid of being in love and caring for others in order to not get hurt. The lyrics suggest these contradicting ideas through the sharp changes in tone - the harsh metal feel in the verses compared to the softer, more lilting chorus.	This video is an amplification of the song, where the singer is physically experiencing the pain that they are feeling as reflected in the dentist's chair, as well as the more tranquil feeling of sweetness scattered throughout the video.

Music Video Form (What makes a music video?)

<p><i>Joji</i> Slow Dancing in the Dark</p>	<p>3:38</p>	<p>35</p>	<p>65</p>	<p>R&B, Hip Hop</p>	<ul style="list-style-type: none"> - The costume in this video is a suit jacket, a bow tie, and a formal shirt, but the singer's bottom half is goat legs. This could imply that he considers himself to be cowardly and inadequate - The lighting in this video is very dim most of the time as it's set at night, which is reflective of the title and the lyrics, 'slow dancing in the dark' - He acts visibly distressed, weak, and exhausted in this video, with often highly slumped over posture, which we find out is because he's been shot with an arrow and is bleeding out - His hair is messy and his makeup makes him look pale and drained. He appears to be sweaty, symbolic of his exhaustion. - A key prop in this video is the arrow in his back, as it symbolises his feeling of inadequacy, as well as the fact that he has literally and metaphorically been shot down - The setting of the music video is a mix between dark, dingy streets and buildings, as well as a white dance floor which is lit from underneath. The dingy streets demonstrate how he feels like a mess, and the floor shines through his blood as he bleeds out on the ground 	<p>The feeling of inadequacy is the primary theme of this song and its video. The music itself has a very melancholic tone, and the video does also. The singer's feelings of inadequacy is also suggested through some of the lyrics - 'you should be with him, I can't compete.'</p>	<p>This video is somewhere between an amplification and disjuncture, because while it metaphorically suggests the lyrics of the song, it also feels very confusing to watch, as it is strange to see a man/goat hybrid.</p>
<p><i>BENEE</i> Supalonely</p>	<p>3:40</p>	<p>40</p>	<p>60</p>	<p>Pop</p>	<ul style="list-style-type: none"> - The singer wears various bright coloured, eccentric outfits in this video. This could represent her self deprecating attitude towards her loneliness, and also her feeling that she needs to conceal the way that she's feeling - The lighting in this video is very artificial a lot of the time, with blues, pinks, and purples being used frequently, giving the video a very dreamlike feel - The singer is alone throughout the entirety of the music video, and appears melancholic a lot of the time. At the end she is seen crying into a bowl of cereal, further implying the loneliness she feels - 		