

Music Video Form (What makes a music video?)

Watch 3 music videos **from different genres** from the blog post and take notes about their form & content:

Band / Song	Duration (time)	Content Ratio		Genre	MES - how is it relevant to the genre and/or the narrative?	Describe the type and structure of Narrative and how it does or doesn't link to themes/lyrics (<i>Illustration, Amplification & Disjuncture</i>)	Star Image: What does the video tell us about the star/artist/band? What adjectives would you use to describe them?
		Narrative :	Performance		PERFORMANCE/NARRATIVE	NARRATIVE	PERFORMANCE
Connan Gray - Memories	4:51 secs	40%	60%	Pop	He used props, such as; photographs, popcorn, a memory box, a sweater, and treasured items to show the significant loss he feels from his breakup. He dressed up in quirky clothes- which makes him look hippy and young. His hair and outfit is used to display sadness. He looks like he can't be bothered to make an effort since he's grieving his breakup. The scenes are shot from all different angles, keeping him as the main focus of the frame. The camera follows him around. This is relative to the genre pop, because it's a typical breakup song that shares the story of his lyrics.	The narrative does link to the images. The structure starts with him being sad and ending his call with his friend, then gently progresses to him moving on to doing other things (like bathing his dog). This is once he's burned the memories (polaroids) of them. Which shows us that he can't cope with the loss of this person. The fact that he's cleaning up the mess in his room tells us he's starting to move on. The lyrics keep repeating the words "memories" to convey how often he thinks of his ex.	The video tells us that the star has gone through a hard break-up. It suggests that he hasn't been used to being broken up with. I would describe him as emotional, strong, deep, caring, romantic, and thoughtful.
Foo Fighters - The Pretender	4:31 secs	10%	90%	Alternative / Indie	The music video is relevant to the genre because it's very rocky and out there. The band has guitars and drums. They are dressed in rocky clothes, and have messy hair. The way they are violently strumming and banging their instruments suggests a passion and sense of urgency in their song. They are shouting the words to get this effect.	The narrative isn't particularly shown in the video. This is because they're mainly performing their song, instead of relating clips to the lyrics. The narrative is about someone who's pretending. However, once it gets to the middle of the video, the band faces off an army of men. Which is like they're pretending to be in a battle. So the music video could be using them as a representation of the pretenders.	The video tells us that the band are passionate. They seem to be singing lyrics that they can relate to. They are getting emotional as they sing. I would describe them as though, powerful, confident, and intense.
Taylor Swift - You Belong With Me	3:48 secs	80%	20%	Pop	The props are relevant to the genre because they convey the story. For example, the signs used in the video to talk to each other, say what the words are trying to say. She plays both the "nerd" and the "cheerleader". She does this by changing her clothes and hair. This really helps suggest the narrative that she is who he belongs with, and that she's bits of both personalities. The music video relates to the pop genre. She uses the scenes and backdrops to show what the characters are really like. Her final outfit and makeup (for at the prom) is what makes him confess his feelings for her.	The structure starts with her being in love with someone who's taken, then they progress their feelings towards each other, and it ends with them telling each other how they feel. The narrative links to the lyrics because they are how she's feeling. She uses her clips of the scenes to tell the story. For example, she says "she's cheer captain, and i'm on the bleachers" whilst playing a cheerleader and a band member (who's in the crowd).	The video tells us that the artists had been through different love stories. It also tells us that the artist wrote these specific lyrics for a reason. I would describe her as passionate, intelligent, talented, understated, and thoughtful.