

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 Narrative : Performance		Apparent Genres	Generic MeS	Impact/appeal Subject matter (Themes)	Type of and structure of narrative (Illustration, Amplification & Disjuncture)
Katy Perry - Never Worn White	3:50	10	90	Pop	The general MeS is feminine with pink and pastel colours providing a chilled and laid back, comfortable vibe. However for Katy Perry this is something new as she shows a different side to herself and stepping out from what is normal for her. The video focuses on long takes and smooth transitions to convey the narrative and enhance her thoughts and feelings as she performs.	This song reflects love and hopefulness as she learns from past relationships and struggles and that she has finally got it right this time reflected through the song being portrayed through a romantic ballad. This time the pregnancy revealed closer to the end infers that Katy Perry knows that she has got it right this time and can give her a relief and closure from her worries. Her and her fiancé have married before this but they have a new chapter of their lives ready to be revealed.	The music video amplifies the song with the bright and playful set which involves a range of different flowers. This may relate to her fiancé Orlando Bloom and the blossoming of their relationships with the soft, pink and fresh vibe as it's the beginning of their future together.
Camilla Cabello - My Oh My	3:03	90	10	Latin Pop	The beginning of the music video starts in black and white and includes a lot of action. The black and white gives a sense of time and age to the video as if she was a silent actress. This contrasts to the end of the video in colour as she is now an action actor as she is doing what she wants and is following in what she believes not what everyone else does.	The themes used include female empowerment and strength. Camilla being in love with someone who is a bad boy gives a sense of edginess to her character and provides a playful side to her. She wants to be her own person and doesn't want to follow what is normal. The subtle hints to the film and music industry and what is right, she showed throughout that she is not as innocent as she seems as she doesn't want to follow the norms of the music industry. With her independence and self drive she has conveyed her determination through her narrative.	This music video is an illustration of the song as the narrative in the video closely echoes the lyrics and music. As the audience can see the transformation of Camilla as the movie star from innocent to a bad girl as she starts to make her own rules and set her own trends. The white men running the music/film industry she managed to overcome as she challenges their power and sticks up for her beliefs and dreams.
Harry Styles - Falling	3:55	20	80	Pop	This music video focused heavily on drinking and the regret of decisions that Harry had chosen to follow. The MeS is the same throughout which is dark and dismal from the colour filters and correctors. The colour scheme of the blue walls and vintage ornaments makes the actor being disheartened more realistic as he is only playing the piano and reflects his feelings.	The song focuses on sadness and heartbreak as Harry Styles reflects on his relationship being over and is still coming to terms with what has happened. It felt hard for him to get over it as he blames himself and his mistakes repeatedly throughout. This led to him drowning in his feelings as he's trapped in them and feels inescapable as they build up over time and then also out of the piano.	The music video focuses on the amplification side of the narrative. The video doesn't follow a specific story and the lyrics aren't exactly specific and related. However the themes presented are carried through at some points. An example of this would be when he feels trapped under water as he is "falling" and is held down by his feelings.
Champion Of The World - Coldplay	4:17	95	5	Indie Rock	The MeS is child and colourful as most of it is set in a school environment. The boy does not quite fit in and he uses his imagination to escape from problems in everyday life. It is very bright and colourful in his imagination as he can escape reality, compared to the cold tones used for the darker scenes such as arguments between parents and bullying from peers.	The song reflects on the pressure to be successful at everything and the struggle it creates. The themes presented are through his childhood and the cynical side to society and also the escapism through his imagination to still have hope and dreams that keep him inspired. This is done through the intertextual references to the movie ET and how he heads towards the moon and follows his dreams.	The music video is an illustration of the lyrics and it follows a certain story. The story clearly presents the boy not fitting in and not being able to be himself and good enough for others. Coldplay expressed their idea of letting go and letting your imagination grow being a good thing and that people should be themselves and proud, not what other want them to be.