

Name of Performer and Song: Ed Sheeran-Bloodstream

Media Form	Duration:	Ratio % of Performance to Narrative : 50/50?
	Theme / subject matter:	A millionaire addicted and ruined by drugs and alcohol has lots of regret. He is living a life of regret by masking the pain with drinks and drugs.
	Any cultural competence needed to make intertextual references?	<p>"Don't leave me lonely" infer someone has left him</p> <p>Colour Crimson in his eyes - colour of blood, love and loss.</p> <p>Rockstar going mad</p> <p>Suggests he may commit suicide (drowns himself)</p>
Generic Features	<p>Look of the video/star: Rich, Opulent, Luxurious</p> <p>Elderly Rockstar, rides horses, breakdown reflected through outfit being baggy and ripped</p>	
The conventional ingredients	<p>Sound of the music:</p>	
Narrative Analysis	<p>...illustration Does it illustrate the song?</p> <p>...amplification : Does it add another layer of meaning to the song?</p> <p>...disjunction Does it seem to work in juxtaposition to the song?</p>	<p>Through the amplified narrative you start to understand how destructive alcohol can be, he lives his life surrounded by women he is paying to be there and having fun with him but when they leave he looks at his life from a different perspective seeing how depressing and how lonely he is. He tries to block out his depression by drinking and having women round but it eventually makes it worse and shows you that money can't buy your happiness. The first scene shows him drowning, inferring that he is struggling to survive with all the stress in his life.</p>
	<p>What is the relationship between the narrative and star?</p>	<p>What does this suggest?</p> <p>The star isn't in the video but through his music he explains the storyline of how the actor is destroying his life.</p> <p>The white of his eyes make him look like a zombie</p> <p>Deterioration of th male - message presented</p>
Technical Conventions	Visual Rhythm	
	<p>The cutting speed in the scene with him and the women is very fast suggesting this is the most exciting and happiest time of the day being with women then the cutting speed slows down when drinking showing he has realised his life is worthless.</p> <p>Mansion - wealth and position</p> <p>Tilt shot - slow decrease in normality</p>	
	Aesthetics	
<p>How is the video designed to look visually appealing?</p> <p>Mise-en-scene - suits and dressing gown used (display two different sides as the man gives up)</p> <p>Camera - Close up of mans anger and pain</p> <p>Editing - cuts back and forth (growing sense of anger)</p>		

Name of Performer and Song: Katy Perry-Chained to the rhythm

Media Form	Duration:	Ratio % of Performance to Narrative : 50/50	
	Theme / subject matter:	Futuristic theme park from the past.	
	Any cultural competence needed to make intertextual references?	Pricked her finger reference to sleeping beauty. American Dream ride reference to the american dream on what america was founded on. A reference to The Jetsons from what they thought the future would look like from the 1950's. The heart and the like emojis on the people. are a reference to social media. Referencing the tradition family that fits with the American dream when Skip Marley comes out the tv.	
Generic Features	Look of the video/star: Pastel colours. 1950's cartoon of the future. Colourful and pastel colours		
The conventional ingredients	Sound of the music: Reggae Rap, Pop Upbeat and brings lot of energy		
Narrative Analysis	...illustration Does it illustrate the song? ...amplification : Does it add another layer of meaning to the song? ...disjunction Does it seem to work in juxtaposition to the song?	What does this contribute to your understanding? The American dream and life being perfect Disney theme with pastel colours and flowers Rollercoaster - Change of emotions Likes presented as if on social media and carrying it forward into life	
	What is the relationship between the narrative and star?	What does this suggest? Video is stylised and choreographed in a step by step way Melody and beat is carried through	
Technical Conventions	Visual Rhythm		
	Camera Movement and Cutting Speed The cutting speed is fairly quick throughout the song and the camera shots consist of a lot of pans and long shots, this is to show the beauty of the world they live in and how perfect it is, however the cuts actually show that this is only an amusement park. Tracks and Aerial shots engage the audience to see the area and the emotions of the characters		
	Representation of The Star		
	What ideas are communicated about the star and how are these communicated through camera, editing and mise-en-scene? Pop Star - bright colours, pastel shades, candifloss Everyones the same (you need to have a certain style to get likes on social media)		
Aesthetics			

How is the video designed to look visually appealing?

Rides show different aspects of society through different people
Pastel colours are visually pleasing