

Name of Performer and Song: RHIANNA - WE FOUND LOVE ft. CALVIN HARRIS

Media Form	Duration: 4:35	Ratio % of Performance to Narrative : 20/80
	Theme / subject matter:	The theme / subject matter of this production revolves around Love, Relationships between two people, dealing / coping with heartbreak, partying with friends and drugs are seen as a positive substance within the music video.
	Any cultural competence needed to make intertextual references?	Do you need to appreciate other 'texts'/styles/media to get the music video? Appreciating other texts, styles and media aren't necessarily needed for this production due to those of a younger age not really understanding what the real message is implying using lyrics and a music video.
Generic Features	Look at the video/star: How is it instantly recognisable as a pop/rock video?	Bright, vibrant colours and the setting of the clip instantly makes the video/star recognisable, although these features are constantly developing onto bigger and better effects and features. Rihanna, the star of the production, features in almost every scene, whether it be performance based or of narrative. The type of narrative used is illustrative, working very closely and well with the lyrics. As the scene's of the production progress onwards and the lyrics also coincide to what's being sung, which is what makes a music video like this so powerful.
	The conventional ingredients	Sound of the music: How do you know it is a rock/pop/reggae music video? The sound of the music is very easily recognisable as a pop song from the very buoyant beat which is carried throughout. There is constant singing, which is very conventional to the genre of pop. Rihanna has a very composed and intriguing voice, often dragging out and emphasizing lyrics. With Calvin Harris' DJing skills, there is a constant beat which continuously plays, unlike reggae and rock, which have fluctuating beats and pitches of sound.
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? There is a contrast between performance and narrative within the music video, a stronger illustrative narrative whenever it is a narrative style within the production; the only change possible is when it fluctuates to more of a performance style narrative, which isn't very often. By using an illustrative narrative, it aids you to be able to understand the song in much greater depth, really engaging with the lyrics, which are almost identically in sync with the music video. As a result of studying this illustration, I have been able to expand my understanding of music video analysis and how illustrative narratives enhance the understanding of viewers forcefully. Feeling a part of the story is of high importance and the features above make it possible.
	What is the relationship between the narrative and star?	Is the artist in the narrative? What does it say about what matters to them? Through the duration of the music video, the star is very involved regarding the narrative, whether it be based off of a real-life story which has taken place in the music video, as you can clearly see the different stages of her relationship with whom, is supposedly her boyfriend. Rihanna features in almost every scene, which after watching the whole clip, you instantly feel closer with the star through powerful lyrics and body language. Overall, the narrative focuses deeply on the star which has a strong and positive effect on the audience.
Technical Conventions	Visual Rhythm	
	Camera Movement and Cutting Speed - edit to the beat? transitions/camera angles/camera movement/camera framing.	Overall, there aren't many longer scenes but there are quite a few cuts weaved into the production. Varied camera angles have been used to portray a visual rhythm to the audience. As the scene moves onto the next, so does the lighting; the lighting conveys their emotions, for example, when they performers are happy, the lights begin to shine brighter with more vibrant colours, and when their mood depreciates, the lighting darkens to more basic colouring. As a result of drugs and alcohol being themes within the music video, things can change within an instant, causing colouring to dramatically change, from basic colouring to a popping fluorescent, connoting the 'party vibe'. Erratic and quick camera movements have also enhanced the crazy, party feeling.
	Representation of The Star	
	What ideas are communicated about the star and how are these communicated through camera, editing and mise-en-scene?	The representation of the star is connoted as someone who may be quite sexually motivated, this is communicated through the lingerie she is wearing - lingerie isn't something you wear casually, during day to day life. The star is in love, thoroughly enjoying living her younger years as most people would, meeting with friends and taking a trip to a party here and there. Varied camera angles impact significantly on the music narrative, when trying to understand and engage with what's happening. Many of the props in certain scenes have been used to impersonate drugs whilst the camera is located in a room, condensed full with people, whilst this is taking place, the camera carries out spiral exits from the scene.
	Aesthetics	
	How is the video designed to look visually striking? MES/Post production	The video is designed to look striking through different costumes, settings, colouring and body language. The costumes worn by Rihanna portrayed a confident, sexual and enthusiastic persona. The bustling setting created atmosphere for the audience to really delve deeper into, in addition, the vibrant and powerful colourings used portrayed emotions, and a feeling of what it would be like to be in the same space the narrative is referring too. As a result of quick moving scenes, a vast selection and many changes within the scenes, it allowed the production to run as smoothly as possible, creating a positive watch for the audience.

