

Name of Performer and Song: KATY PERRY - CHAINED TO THE RHYTHM (ft. Skip Marley)

Media Form	Duration: 4:01	Ratio % of Performance to Narrative : 30/70
	Theme / subject matter:	The theme of this music video describes indirectly how the American community are trapped within their own fake lifestyles, working 9-5 daily with a 2-day weekend, 'hamster wheel', living life through the lense.
	Any cultural competence needed to make intertextual references?	Do you need to appreciate other 'texts'/styles/media to get the music video? Yes, definitely! There are multiple references that lead to outside perspectives and sources to enable you to delve deeper into the meaning of the music video.
Generic Features	Look at the video/star: How is it instantly recognisable as a pop/rock video? The music video is instantly recognisable as a pop, even though irony plays a big part in its representation. 'Chained to the Rhythm', is a very tedious name for the song, the lyrics are very easy to sing-a-long-too. Pop music is probably the most popular genre of music to make it into the charts. This is a fantastic way for the artist to make money.	
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 catchy and rather repetitive, in some verses words are interchanged in order to make the song flow with ease. There are many tonal ranges and varied pitches, this was almost guaranteed as a result of both male and female singers/rappers involved within the song. The sound is quick moving on the most part with little pace differences.	
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? Amplification is the narrative to this song; allowing the director to become an artistic force in the construction of the music video as a whole - keeping a link with the lyrics and song to create constructive layers of meaning. This way of portraying a narrative is really effective when the song doesn't particularly tell a story to the audience, creating consumer culture to a hyper-field world, through a theme and message. As a result of having an alternative story within the music video, it attracts and engages the audience for a more sufficient amount of time, allowing people around to understand not only the song lyrics, but also what the message within the music video is representing.
	What is the relationship between the narrative and star?	Is the artist in the narrative? What does it say about what matters to them? The artist, Katy Perry, is in the narrative, however, she is not referring to herself when she represents the 'American Dream' in her music video. Perry is fully aware of what she is implying to her audience, yet, the end of the music video, a reaction shot was used to break the fourth wall, showing her winking to whoever is watching her video, her facial expressions and body language, almost promote this in a modest but derisive way. The narrative is very innovative but also unrealistic. The star, Katy Perry, wore a costume inspired by the 1950's fashion trends, a comparison was made, referring to Marilyn Monroe and her beautiful white, pleated frock; for Katy Perry, her life is of that with little negativity or disappointment, displaying a possible materialistic person, desiring all attention and doing so by appearance and body language.
Technical Conventions	Visual Rhythm	
	Camera Movement and Cutting Speed - edit to the beat? transitions/camera angles/camera movement/camera framing. Throughout the music video, there have been many diverse camera angles whether they are wide angles, close up shots, low shots, high angle shots, subsequently, all of these different angles have a meaning, creating a story to follow onto the next cut. For the duration of the music video, the lighting is consistent and powerful, with spaced out cuts and a sufficient tempo, this makes for a very interactive and engaging music video. Many of the shots that have been taken are poignant and address the narrative well.	
	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 has been communicated through many technical conventions; Mes en Scene has been used to create different costumes inspired from the 1950's - this was an intellectual reference to the 1950's cartoon 'The Jetsons', in order to imply the similarities of the costumes used. A comparison between Katy Perry and Marilyn Monroe, has impacted the representation of the star with a white, textured, pleated dress/skirt. The visual representation of the star has been portrayed through concerned and anxious movements, though people are questioning their lives. It is ironic for Katy Perry to encourage this way of living; she is a terrible procrastinator - making one song, then moving straight onto the next.	
Aesthetics		
How is the video designed to look visually striking? MES/Post production? The video revolves around a striking plastic design, which is totally unrealistic to the 'American Dream' life. The setting of the music video is solely inspired by Disney Land, for example, there are candy floss rides in the shapes of nuclear mushrooms. The whole visual design of the production represents the nature of our lives, and those of others: they are seen to be a plastic construction of an unsure era, with that relevance growing, bringing on a 1950's bricolage. As the star, there isn't much conveyed about her, although, she speaks of the situation and lifestyle which does not apply to her - the way she implies her message all through the production is very intellectual and studious. This may represent her in a positive way in one's eyes, and negative in others.		