

### Music Video Form (What makes a music video?)

Watch 4 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 or the narrative?	Describe the type and structure of <b>Narrative</b> and how it links to themes/lyrics <i>(Illustration, Amplification &amp; Disjuncture)</i>	<b>Star Image:</b> What does the video tell us about the star/artist/band? What adjectives would you use to describe them?
		Narrative :	Performance				
Beyonce / Single Ladies	3 minutes 19 seconds	0	100	POP/R&B	<ul style="list-style-type: none"> <li>The setting of the music video is a plain and simple backdrop with a standard shade of white, however, the black and white filter makes one's video much more sexual - this POP/R&amp;B targeted audience will be for teens over the age of 16 onwards.</li> <li>The attractive and skimpy costumes, (bodysuits and high heels), used in the performance are very provocative and sexual, the girls are continuously making a statement throughout the video which will keep the audience engaged.</li> <li>'Single Ladies' - a narrative used to emphasize her troubles with men / boyfriends / marriage - hand movements and gestures are the heart of the performance, making a point throughout explaining the narrative.</li> </ul>	N/A	<ul style="list-style-type: none"> <li>The star image is portrayed through a confident, sexualised, feminine and angry performance.</li> <li>The star image of the performer is powerful and unique.</li> </ul>
Nickelback / Lullaby	3 minutes 44 seconds	50	50	Rock	<ul style="list-style-type: none"> <li>The setting of the music video is a combination of both a hospital environment and home life of the narrative and for the musicians they are located in something that looks a little bit like a warehouse with big windows and powerful lights .</li> <li>The costumes worn by the musicians are the outfits of stereo-typical rock: black leather jacket, all black clothing &amp; wide leg black trousers - black is a deep shade, and very meaningful regarding sorrow and death. The performers in the music video are wearing casual clothing.</li> <li>The narrative within the video takes a while to get into, though there is a clip at the very beginning of the distressed lady who was in labour - this will keep the audience engaged in order to know what happens.</li> </ul>	<ul style="list-style-type: none"> <li>The type and structure of Narrative used within this music video was disjunctive. The lyrics had no relative meaning to the narrative meaning there were no links to the theme of the video.</li> </ul>	<ul style="list-style-type: none"> <li>The star image is conveyed through trauma of the performance, yet the artists all work together to create a heartfelt and meaningful song. The outfits worn by the artists are stereotypical rock band costumes; there is lots of black which may indicate mourning.</li> </ul>

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Ben Howard / Keep Your Head Up	3 minutes 54 seconds	100	0	Indie Rock / Indie Folk	<ul style="list-style-type: none"><li>• The setting of the music video is a calm, quiet forest area, with beautiful views and relaxed lakes. This music video was entirely narrative with no artist or band involved within the video.</li><li>• The narrative of the music video is very straightforward and quickly moves into the narrative showing the video matching with lyrics and the video shows the performers acting very normally and actively whilst playing in the summer sun - keeping the audience engaged.</li><li>• Outfits worn, were casual, summery, flowy and light which coincides with the genre of Indie.</li></ul>	<ul style="list-style-type: none"><li>• The type and structure of narrative used within this music video is Illustrative. The lyrics of the song, sometimes matched what was going within the video, meaning there were links between the video and the song.</li></ul>	<ul style="list-style-type: none"><li>• The star image isn't conveyed well through the narrative as a result of the band not being recorded or videoed throughout the production of the music video. The type of music sung by Ben Howard portrays an image of a calm, relaxed and independent man who likes the outdoors and visiting beautiful places.</li></ul>
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