

### 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		Apparent Genres	Generic MeS	Impact/appeal Subject matter (Themes)	Type of and structure of narrative (Illustration, Amplification & Disjuncture)
		Narrative	Performance				
Katy Perry - Never Worn White	3:50	0	100	Pop	Katy Perry is seen in a white dress throughout the music video, there are wonderful bouquets of flowers around her, which are focused on around the video	Song About Marriage Pregnancy Announcement inadvertently directed at her current Fiance Love Romance Hope	Amplification, Symbolic narrative - Bloom reference to Orlando Bloom
Camila Cabello - My Oh My	3:03	70	30	Pop	Camilla Cabello is portrayed as a film star in the 1940s, it is then revealed that she is overseen by 3 white male producers. Throughout the music video she then begins to rebel against her producers, resulting in her being seen as a strong female icon .	Subverting typical female stereotypes, Female strength Feminism	Amplification - White Middle Aged Men as the bosses
Harry Styles - Falling	3:55	0	100	Pop Ballad	The video starts with Harry soaking wet (possibly the end of the narrative, producers do this to create some kind of looping, which will make the viewers want to watch it more), then as the song gets more and more dramatic and emotional, water starts to rise out of the piano, eventually going up to his neck.	Regret Despair Depression Relationship Breakdown	Disjuncture - Water starting filling up with water, Drowning?
Coldplay - Champion Of The World	4:17	60	40	Rock	Music video start off as a student in a school, throughout the music video however the students imagination becomes more and more prominent and amplified throughout the music video.	Determination Resilience Victory	Illustrated - Imagination, Strength, Resilience