

Music Video conventions. Please use this framework document to analyse one video and upload it to your blog next to the embedded video. It will also help as an essay plan for your first Concepts essay on: Star Image/Representation.

Name of Performer and Song: Taylor Swift - Bad Blood			
Media Form	<u>Duration:</u> 4:04	<u>Content Ratio:</u>	Narrative: 50 Performance: 50
	<u>Sense of subject matter:</u>	Betrayal, Fighting, Anger	
	<u>Appeal / Impact:</u>	Celebrities, Action, Special Effects, Storyline (Broken Relationships), target demographic (male and female audiences would find the video appealing),	
	<u>Inter-textual References:</u>	Kill Bill (beginning scene), Tron (Bikes), Hunger Games (fighting simulator)	
Typical Generic Features	Which genre(s)?		
	<u>Narrative Content (Characters, problem / resolution):</u> We are introduced a fighting scene where both the characters are portrayed as evil. Unexpectedly, the audience experiences a binary opposition, where the two characters split (Selena is evil and Taylor is good). We then get taken along the preparation of the big battle between the characters, and other celebrities that play parts on her team are introduced. We have two main characters which are both girls, who hold most of the power. We see only one male with the lime light, who is typically holding power on a big desk.	<u>Star Image (Connotations):</u> Firstly we aren't sure who is the the star image when we see two evil characters who equally have the power. We then see a shift in power to Selena Gomez, but then Taylor Swift is the main star in this music video when the main highlight is put onto her and she gains the power, which builds up. This is unconventional for a woman normally, as the power is normally given to the men. Her outfit represents her at the start as fairly powerful but also feminine, (by the skirt and peach top and heels), but as the video continues her outfits become masculine and mostly black. This gives her character a sense of evil, dominance and power, but also a sexual appeal for the male audience Heavy makeup was used on the star. Cat-eyes, shows the idea of a cat fight between two girls	<u>Themes (Conflicts):</u> The main narrative in the music video is the the conflict between two girls, due to Selena betraying Taylor. This leads to a friendship being broken, and the theme of fighting and anger is made and also the idea of revenge and competition for power. This is a binary opposition between good and evil.

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	<p><u>Music:</u> The music is upbeat to represent the fighting, which is rapid. There is a constant drum beat, which could almost represent marching, which gets faster as we get to the chorus. This is to emphasize the main idea that they now have 'bad blood'. When the pace of the song is slowed down it allows the audience to focus on what she is saying, and the idea that she feel sad by the betrayal. The beat also links to her walking and movement, revealing that she is in power.</p>	<p><u>Mise-en-scene:</u> The iconography comes from the narrative of the video, and not the performance. The video is all based around the idea of the conflict. The use of low and key lighting, shows the transition before and after the betrayal, (from high key to low key).</p>	
<p>Narrative and Performance</p>	<p>Performance How is the performance treated? Powerful, dominance, anger, frantic but also becomes controlled as it moves through the video.</p>	<p>Narrative, either...</p>	
		<p>The song is illustrated as aggressive and nasty, by the facial expressions, and fighting scenes.</p>	
		<p>The use of amplification in the song isn't used to make the audience feel empathy, but to send a message out that she is powerful and for the fans to choose her side in the battle. The narrative clearly adds to the idea of her growing as a person and overcoming the betrayal.</p> <p>...disjuncture How does that contribute to the image of the band / artist?</p>	
<p>Taylor Swift plays a big part in the narrative, and isn't narrating. This is because the narrative is about her own personal story. This makes it personal and creates an impact on the audience because they feel empathy for her, as she has been betrayed, but it also tells the fans that didn't know about what happened aware.</p>			
<p>Technical Conventions</p>	<p>Creation of Energy</p>		
	<p>Camera Movement: A lot of whip pans are used when traveling around the shots, to give the idea of tension and fighting. The panning of the star and the close ups, allow us to focus on what she is saying, but also see her grow in power, to represent the message that she is the dominant one in the situation.</p>	<p>Digital Effect: There was the use of split screens of two actors. Also, when Taylor falls through the window and slow motion is used. This effect is also seen when the titles come onto the screen. The use of the split screens with Taylor and Kendrick, compares the two main stars side by side and gives them the attention. It also gives us the idea that they are both powerful.</p>	
	<p>Treatment of Lead Singer</p>		
<p>Performance Style:</p>	<p>Camera on lead singer:</p>	<p>Address to audience:</p>	

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	<p>The performance of Taylor is all upbeat and jumpy. Each of her moves are dramatic and over exaggerated.</p>	<p>Close ups and pans around her face, represents its her message and story, as it gives Taylor the light.</p>	<p>The narrative of the music video is a message to the audience, that she is better and more dominant than Katy. This led to her winning Top Female Artist at the Billboard Music Awards. We see reaction shots of her expressions, to make the audience feel the emotions she does and empathise with her.</p>
Aesthetics			
	<p>Set / Costume Design:</p> <p>The featuring of a lot of black leather, eyeliner and red lipstick, gives an ambience of seduction, as well as power and dominance. It also gives Taylor's characters a fun quirky side, but also serious and determined to win the fight. The set is modern and bright.</p>	<p>Framing & composition:</p> <p>Taylor Swift is always featured in the shots with the other celebrities, to emphasize the fact that she has support from them and has many friends. When she is filmed alone, Taylor is always positioned in the middle drawing attention to her facial expressions. But also so it's like she is talking to the audience.</p>	<p>Visual Effects:</p> <p>The visual effects of the lights coming from the motor bikes, and the explosions, adds to the action of the film, and makes it more interesting to look at. It also draws attention to important parts in the narrative, where it is intense.</p>
Lighting & Colour			
	<p>Emotional / Symbolic:</p> <p>The use of high key lighting, and white back grounds and equipment, gives it a fresh and modern feel. Almost Sci fi. Setting it in the night time makes it mysterious.</p>	<p>Aesthetics:</p>	<p>Emphasis in song / narrative:</p> <p>There is no dramatic change in the lighting. This is to suggest that Taylor was always in power, and the high key lighting makes it seem upbeat, which links to the song.</p>
Mise-en-Scene			
	<p>Authenticity of Performance:</p> <p>Shows her independence and strength, which inspires the fans and also the other celebrities.</p>	<p>Reflects ideology of the band:</p> <p>An representation of a strong, independent, modern woman, which has been over exaggerated.</p>	<p>Adds to understanding of narrative:</p> <p>It helps us to understand about how the video is based on an betrayal, and also Taylor's reaction to this, is anger and outrage.</p>