

Media Studies

Year 12 Summer Task

Task: Complete an analysis of the opening two minutes of a music video of your choice.

This may be presented in essay form/poster/PowerPoint/v-blog/anything imaginative. Use the questions and glossaries below to help structure your work.

Ideas for analysis:

- What are the details of the music video, release date, artist, directors?
- Historical/Contextual Details: When was the track released? Which events, philosophies, etc. influence this video, and what do we need to know about them?
- Which genre does the music video belong to?
- How was it received when released?
- How does the video start? How does this affect you as a viewer?
- Characterization: How are the characters developed? What is their purpose in the video?
- What do they do/wear/say, etc. that establishes this purpose?
- How does performance enhance the video?
- Cinematography: How does the video use colour or light/dark to suggest tone and mood in different scenes? Are there any striking uses of perspective (seeing through a character's eyes, camera angle, etc.)? How does this relate to the meaning of the scene?
- Mise-en-Scene: Are there any motifs (scenes, images, colours) that are repeated or have a special impact? When do they occur and what purpose do they serve?

- **Sound/Soundtrack:** Is sound or silence used to enhance the video? (i.e. create drama, heighten tension, disorient the viewer, aid characterization, foreshadowing, etc.)
- **Editing:** How and when are scenes cut/organized? Are there any patterns in the way the shots and cuts function? How do they relate to the music?

Glossary

Framing - What's included and excluded in an individual shot.

Very long shot/wide shot - A shot in which figures appear small in the landscape. Often used at the beginning of a film or sequence as an 'establishing shot' to show where the action is taking place; also used to make a figure appear small or isolated.

Long shot - A shot in which a figure can be seen from head to toe.

Mid shot - Shows the figure from approximately the waist to the head. In a mid-shot, you can easily recognise an individual but you can also see what they are doing with their hands.

Medium close up - From chest to head.

Close-up - Head and shoulders, enabling you to easily see facial expressions, so you can see what characters are thinking and feeling.

Big close up - Head only, used when expressions are important.

Extreme close-up - From just above the eyebrows to just below the mouth, or even closer: used to emphasise facial expression or to make the subject appear threatening.

Other useful terms for shots are:

two shot, point of view shot, reaction shot, over-the-shoulder shot, wide-angle shot, telephoto shot, zoom, depth of field, low angle shot, high angle shot, bird's eye shot, tracking, panning, whip pan, tilt, arc, crane shot, hand-held shot, montage, bricolage etc.

Sound Diegetic sound - sound that the characters can hear.

Non-diegetic sound - sound that we know is not part of what's on screen, such as music (unless there's an orchestra in shot!) and voiceover.

Sound bridge - this uses sound to link two scenes, by having the picture and the diegetic sound change at different points.

Optional Extension Task:

Research the genre theorist Steve Neale:

<https://www.youtube.com/watch?v=hNaDStRuPdI&t=1s>

Research genre:

<https://massolit.io/courses/genre>

Comment on how Steve Neale's Genre theory and the information you have learned from Massolit might apply to the music video you have analysed.

Support:

<https://media-studies.com/music-video-genre/>

<https://www.youtube.com/watch?v=bh0pwqdB-Po>