

SUBJECT: Media

UNIT: Music Video



Key Terminology

- **Mise-en-scène:** The arrangement of everything that appears in the shot, including setting, props, lighting, and costume.
- **Narrative:** The story or plot of a music video.
- **Diegetic sound:** Sound that originates from within the world of the film, such as dialogue, footsteps, or a radio.
- **Non-diegetic sound:** Sound that does not originate from within the world of the film, such as a soundtrack or voiceover.
- **Genre:** A category of artistic composition, such as rock, pop, or hip-hop.
- **Intertextuality:** The relationship between texts, such as referencing other music videos or films.
- **Iconography:** The use of symbols and imagery to represent ideas and concepts.

Key Concepts

- **Performance:** The artist performs the song, often with a band or dancers.
- **Narrative:** A story is told, often linked to the lyrics of the song.
- **Conceptual:** A more abstract or artistic approach, focusing on imagery and symbolism.
- **Audience:** Music videos are designed to appeal to a specific target audience, influencing the style, content, and message.
- **Industry Context:** Music videos are produced by record labels and production companies, and are often used to promote a new single or album.
- **Technological Advances:** Advances in technology have had a significant impact on music video production, enabling filmmakers to create more innovative and visually stunning videos.

Analysis Techniques

- **Semiotic Analysis:** Analysing the meaning of signs and symbols within a music video.
- **Narrative Analysis:** Analysing the story and plot of a music video.
- **Audience Analysis:** Analysing the target audience of a music video and how the video appeals to them.
- **Technical Analysis:** Analysing the technical elements of a music video, such as camera work, editing, and sound design.