

Name of Performer and Song:

Media Form	Duration:	4:15 Ratio - lipsyncing = 50%, Imagery = 50%
	Theme / subject matter:	Want Need Loss Longing
	Any cultural competence needed to make intertextual references?	No
Generic Features	Look of the video/star: Mysterious, Ominous, Dark	
The conventional ingredients	Sound of the music: Distant, Soft, Wondrous	
Narrative Analysis	<p>...illustration Does it illustrate the song?</p> <p>...amplification : Does it add another layer of meaning to the song?</p> <p>...disjunction Does it seem to work in juxtaposition to the song?</p>	<p>What does this contribute to your understanding? It is an amplification so it adds another layer of meaning to the song.</p> <p>The song shows itself through imagery and metaphors.</p>
	What is the relationship between the narrative and star?	<p>What does this suggest? This suggests that she is showing us how she feels about this certain life event.</p>
Technical Conventions	Visual Rhythm	
	<p>Camera Movement and Cutting Speed The shots on the singer are long which contrasts the quick changes of the scenes in the video. The close ups on the singer are effective since it shows the song was written about her and this is how she wants to express herself to her fans. The different angles on the dancers and swimming shots (low, high) are good because we can see the metaphors and emotion behind the video.</p>	
	Representation of The Star	
	<p>What ideas are communicated about the star and how are these communicated through camera, editing and mise-en-scene? That she has lost someone close to her but feels she needs them back and this is exemplified by when someone is jumping into the pool to show that she is drowning and suffocating and wants them back to survive.</p>	
	Aesthetics	
<p>How is the video designed to look visually appealing? The flour on the floor with someone dancing in it gives a magical feel to the video whereas the person with black sludge on them gives off dark vibes of being consumed and trapped.</p>		