

1. How does your product use or challenge conventions AND how does it represent social groups or issues?

- For my music video, I somewhat challenged conventions. In my genre and the songs that I used for my research blog, they mainly demonstrated more of a generally happy feeling when it comes to a boy and a girl, whether it be in a relationship or attraction in general. But something that is rarely seen in these music videos is the darker areas of relationships including manipulation, gaslighting, and desires that are not mutual. For my music video, I chose the song "Love Me" by Justin Bieber, and for the music video, I wanted to show a bit of that not-so-happy area of relationships or between people in general that people tend to avoid showing. The way that I interpreted to song was that the guy was declaring his love for the girl he likes and kept insisting for her to love him, telling her where she should be (emotionally), continuously offering things including money to win her over, along with presenting her with this idea that she will always be his number one priority and nothing will be above her. To me, I felt like the lyrics of the song presented quite a bit of manipulation and I wanted to show that in my music video, so I did. I believe that my product represents social groups who struggle with these issues and have yet to receive recognition for what they have experienced. Manipulation within relationships, whether it be romantic or not, has been a social issue since the beginning of time. Yet, the media and society in general try to hide these types of issues and instead only present the happy and idealistic areas of relationships. Through my video, I plan on representing those who face similar struggles and make people understand that problems like this do exist in this world and occur more often than people think.

2. How does your product engage with audiences AND how would it be distributed as a real media text?

- What makes my video special and intriguing to watch is its perspective along with its presentation. The video is based on the life of teenagers, specifically two. It presents the attraction of a boy towards a girl that ends with a bad situation due to the lack of emotional control. Although the theme of the music video is quite heavy, I also included scenes that would make it funny and lighten up the mood like a clip of the main character dancing to the song. Adding simple things like the dancing scene to my music video makes it funny and allows the audience to become engaged with it. For distribution, I would release it on various media platforms including TikTok, YouTube, and Instagram. I would focus on distributing

the music video on those platforms for the same reason everyone else does, they are popular. Those three media platforms are currently the most used and populated media sources today, making them the perfect place to release my product. These sources have a built-in algorithm that shows photos and videos to people according to their interests, which has been collected through data. Because of this, my product would quickly spread through the internet and receive attention much faster compared to if I released it to another source.

3. How did your production skills develop throughout this project?

- Well, in the beginning, my production skills weren't necessarily the best and most creative. At first, I just wanted to make a music video that would be funny, but I never thought about it having any meaning behind it. Once I started to do my research for the music video, my perspective and idea of how a music video should be began to change. For example, when I was listening to a song called "Heart Attack" by Demi Levato, I used to never think much of it other than it was a good song and an interesting video. But the more that I looked into it, I realized that the song had meaning behind it and that it focused on issues relating to emotions, which could be the result of many things including trauma. Another song that I analyzed was "Who Says" by Selena Gomez. This song addresses insecurity of one's self due to what others say. When I began noticing these things, I started to think about what other songs had issues. Since the start of this project, I wanted to use a Justin Bieber song for my music video because I really like his songs. When I was listening to some of his older songs, I came across his song called "Love Me". When I heard the song I already knew that it was the one that I would use. Then ideas began forming in my mind and thought "How would a song represent an issue that society faces, including people my age?" Then it came to me, I could do a music video where a guy has a huge crush on a girl, begins talking to the girl, they start becoming friends but the guy wants more and begins to get closer to the girl. As a result, the girl begins to feel uncomfortable and rejects him when he begins to confess his feeling. Due to a lack of emotional control, he gets quite angry at the rejection and goes after the girl to change her mind, however, in his eyes, he doesn't realize that what he is doing is scaring the girl and endangering her sense of safety as well. Overall, I believe that I have made great strides when it comes to developing my production skills throughout this project and opening my eyes to the fact that everything has intent.

4. How did you integrate technologies – software, hardware, and online – in this project?

- For filming, I pondered whether I should film the music video with an actual camera or if I should just use my phone. The main reason why I originally wanted to use an actual camera to film it was so that I could get a realistic feel for how it is to film a music video like the professionals do. But once I started looking at the pros and cons of using the camera and my phone, I came to the decision that that phone was the best option. After balancing it out, the phone seemed to be the better option because it was easy to access and I didn't have to go searching for a camera, the shots would all be saved into my iCloud meaning that I wouldn't risk losing any footage, it would be a lot more quick and easy to transfer the shots that I filmed onto the editing software, and more. For editing, I decided to use CapCut as my editing software. CapCut was the best option for me because it was easy to use since I'm familiar with the software, it was simple to upload all of the scenes that I needed along with the audio, and it was free for me to use, it's good quality, etc. When it came to blogging, I used Blogger. The reason I chose Blogger was that it was easily accessible to me, I use it often so it was quite simple for me to do what I had to do and publish it, and I haven't found a better place to blog so it number one contender.