

Self Creative Essay

By : Rayshaun DW

For analysing videos/posters in media, i decided to deconstruct one of my favourite music videos - We Are Never Getting Back Together!



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Self Creative Essay

**Write an essay about creative music video deconstructing
the typical values of the video and how as video itâs creative.**

Also include examples.

Analysis of â We are never getting back togetherâ music video
by Taylor Swift.

This pop music video includes the typical values of its genre as it has bright colours used, is fun/ happy and includes smiling characters e.g. dancers. A theme colour is red which is used in the video subtly as Taylor wears red lipstick and has one red outfit (red top with white spots and black shorts) representing her quirky style as an artist. Also on a deeper level it represents her album â Redâ which Taylor feels is the colour of mixed emotions of love which she felt whilst writing the album.

There are various characters in this music video such as the dumped boyfriend; dancers in the party themed living room and musicians playing instruments dressed as different animal characters e.g. squirrel, bear. The purpose of this makes the song light hearted and empowering by itsâ title of telling someone their relationship is finished â with the humorous value of the animal characters added in. As the video is made to look like a popup book, these animals are amongst those typically found in a book for kids - perhaps of a fantasy/ woodland world.

The boyfriend in the video is trying to win back Taylor and captures the humorous aspect as he continuously knocks at her door while she tells him they are never getting back together. The dancers and musicians play a part of dancing to the song during at which Taylor is changing her costume (as the video was filmed in one long take). This makes the video light hearted as opposed to the songâs fiery title; the actors dancing promote the happy image of a fun party whilst animal dressed musicians play instruments, in time with the backing soundtrack of the song.

The different sets are of parts of a house such as the living area, table room and outside garden area. From these sets and the beginning and end of the pop up looking landscape of buildings it sets the aspect the video is of the pop up theme.

By Rayshaun D.W

From an MTV interview Taylor herself mentioned the technical aspect of the music video. She comments â It was filmed about 32 times as one long takeâ, telling her target audience that the video which changes from various sets wasnât edited. During which she changes from up to 5 different outfits â mainly dresses, at this point extraâs are shown dancing. This is interesting and makes the video unique as many of todayâs current videos have animated features matching the different edited shots â instead of the camera continuously panning as the scene transitions.

MARK SCHEME:

0-5 â E

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Demonstrated minimal knowledge with little or no understanding of the concept.

6-10- **D**

Demonstrated some knowledge with some understanding of the concept and vague examples.

11-17- **C**

Demonstrated good knowledge with a well explained understanding of the concept and good examples.

18-23- **B**

Demonstrated great knowledge with a great understanding of the concept and a range of examples.

24-28 â A

Demonstrated developed knowledge with a full understanding of the concept and developed examples.

26â A

Examinerâ s Marks

This candidate achieved top marks by talking about a music video of a distinctive genre with developed knowledge and understanding of different aspects of the concept. The candidate does this by explaining the costume, characters and technical aspects of the â popâ genre. Furthermore the candidate explains connotations and denotations of the music video as a whole. The candidate uses examples from the artists aspect on the video included in the different explained aspects.

Evaluation:

To improve I could have used specific examples of other pop music videos and how they have the same aspects like bright colours and dancers used to make the video fun and happy. I could further

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explain how this could link to the artist's age as well as their video sticking to typical conventions. Also talk about props like the blue knitted bird and the knitted pattern wallpaper, relating to the bright colours and quirky videos style.

Example:

Justin Bieber's music video Baby contrast Taylor's video as his video consists of different edited shots of him and dancers in a bowling alley as opposed to different scenes of a house. This links to his song concept and there is a dance routine as opposed to people dancing around as if at a party (Taylor). This could link to his young age of wanting to look cool/slick, whilst Taylor's is more free spirited so has a party theme in which the people dance around comfortably.

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