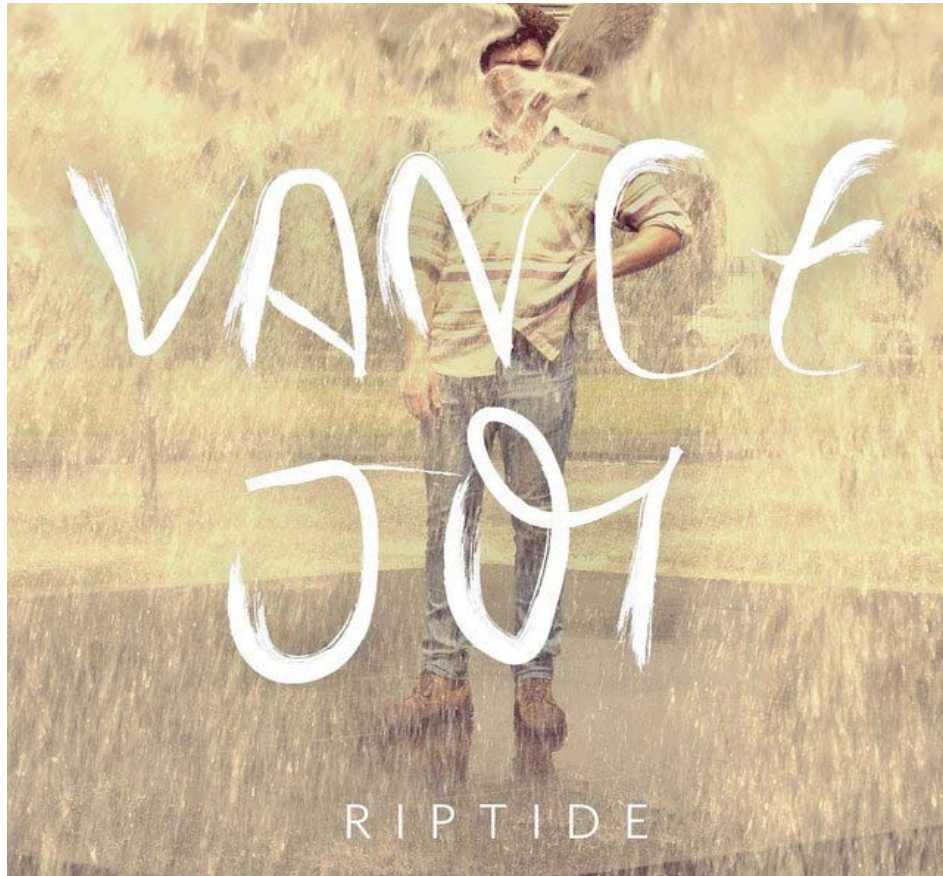


Eduqas Media Studies

Component 1 Section A Music Video



Vance Joy - Riptide

Key Words

[illegible]

Riptide Video Research

Before we start analysing the Riptide music video we need to complete some background research on the text. Use the internet to fill in the boxes below. Ensure information found is accurate.

Release Date and Director

Success online

Themes of the video

Critical Success

Additional Notes

Economic Context

As we watch the Riptide video we can see that the video is a low budget video. Let's consider why this might be the case. There are two main factors for this Economic and Artistic Features.

Econimic	Artistic
----------	----------

Economic Context

In order to consider the Economics we can also compare Riptide to the Georgia video later created by the band. Watch both and make some notes on the features used in the videos.

Riptide

Georgia

Textual Analysis

Watch the Riptide Video and make some basic notes on the media language used in the video. Remember the key words we have been using to analyse Media Texts



Riptide Messages

Techniques Used

There are some different and interesting techniques used in the Riptide Video. Research the terms below and discuss how they apply to Riptide.

Montage editing is.....

It is seen in Riptide when.....

Jump Cuts are.....

It is seen in Riptide when.....

Narrative

Riptide is an interesting media text to look at when considering Narrative. Watch the video and discuss the narrative in the space provided. Consider the effect on the audience too in the space provided.

Riptide's Narrative is.....

The effect on the audience is.....

Visuals Representing the Lyrics

In most music videos it is common for the lyrics to be visually represented in the video. However this mostly through narrative mirroring what the lyrics say. Riptide has taken a different approach to this by visually showing most of the lyrics throughout the video. See if you can find a screenshot to represent the lyrics before discussing the effect on the audience.

Lyrics

Screenshots

I was scared of dentists
and the dark



I got a lump in my throat
'cause
You're gonna sing the
words wrong



This cowboy's running
from himself
And she's been living on
the highest shelf



Genre

Watch the Riptide video from the perspective of a movie trailer. Try and pick out the key genres below and make some notes on how they are shown to the audience

Genre Conventions in Riptide

Why use film conventions?

From watching the Riptide video it is clear elements of film have been included but now we need to think about why. Use the questions below to guide your thinking.

Effect on the audience:

Status of the band when creating the song:

Themes of the song and the lyrics:

Homework Task

Study Riptide and 2 other Indie Folk music videos. Discuss whether or not Riptide confirms to the genre conventions of Indie Folk music using your two examples as a comparison.

Theoretical Perspectives

There are two main theories we can apply to the Riptide video. Semiotics and Genre Theory. Using your theory booklet to refresh your memory use the space below to apply the theories to the Riptide Video.

Semiotics - Roland Barthes

Genre Theory - Steve Neale

Representations

Riptide has an interesting set of representations in it. Watch the video and make some initial notes on any representations you can see in the space below.



Riptide Representations

Representation of Females

We are going to start by looking at the representation of females in the video. Watch through the text and add some notes for both positive and negative aspects of the representation.

Positives

Negatives

Representation of Females Evidence

For the 3 main sections below add an image of the representation from the video and explain how you would talk about this in an exam style question.

Woman undressing

Screenshot

Lip-Synching

Screenshot

Womens Bodies

Screenshot

Representations of Violence

When creating a music video artists have to be careful when it comes to violence. This is because it can glamourise violence and can also expose younger viewers to adult themes.

Before looking at Riptide find some examples of music videos that have had

Banned/changed violent music videos.....

Representations of Violence in Riptide

Now we have looked at some banned/changed videos we need to consider the representation of violence in Riptide. Pick out 4 key scenes below and give them a violence rating out of 10 in the box.

Scene Description

Violence rating

1

/10

2

/10

3

/10

4

/10

5

/10

Ethnicity Representations in Formation

We are now going to look at how Ethnicity is represented in the Formation Video. Watch the video and make some notes on how you feel Ethnicity has been represented

Ethnicity Representation in Beyonce

Representations Exam Question

In order to work on exam technique you will need to get used to answering exam questions. These will be marked by your teacher with appropriate feedback given. You should spend roughly 45 minutes answering the question and they are worth 30 marks.

Ethnicity Representation in Beyonce

Explore the representation of Ethnicity in the Beyonce Formation Music Video [30]