**Styles, Techniques and Conventions of Music Video**

Music videos (like film) cover many different styles. Some early music videos were edited together using footage from live concerts; *Wake Me Up Before You Go Go,* parts of *Bohemian Rhapsody* and *Mariah Careys Hero* are all examples of live shot music videos. These types of videos are easily produced and cheap to do so. Throughout the years, music videos played in other styles such as animation. *Take on Me* might be considered the first animated music video as it consisted of a technique called rotoscoping (3000 frames in 16 weeks). The video was a huge hit winning multiple awards and is considered one of the best music videos of all time. Other songs like *Sledgehammer* uses stop-motion animation and the virtual created band *Gorillaz* use 2D animation styles throughout all their videos. The song *Break the Ice* by *Britney Spears* is particularly notable for its anime style music video, which is a huge departure from her usual fast paced, brightly coloured dance numbers. The video features *Britney* as a super heroine as she breaks into a scientific skyscraper to destroy the clones made of her, paying homage to sci-fi anime series and films like *Ghost in the Shell*. The video is very abstract and thematic in contrast to a narratively linear video.

Most music videos use a playback-singing track and lip-syncing techniques throughout the videos. By having the artist lip-syncing to a previously recorded track, it means that they can focus on their performance. *Hit Me Baby One More Time* by *Britney Spears* features her doing gymnastics and acrobatics throughout, meaning it would be incredibly difficult to sing live whilst doing backflips. Also, many modern songs feature fast dance sequences making live singing difficult.

The setting and ascetics of a music video can also help to define it as a particular genre. Many dance songs feature multiple locations and most likely to be brightly coloured to match the tone of the song; *Bad Romance - Lady Gaga, Satisfaction - Benny Benassi* and *Gangnam Style - Psy* are good examples of this. Whereas slower, more emotional songs have low lit settings, usually in one place and have fewer sets used; *Say Something - A Great Big World ft. Christina Aguilera, Beneath Your Beautiful - Labrinth ft Emeli Sande* and *Nothing Compares 2 U - Sinead O'Connor* are fitting examples of this. However there are some examples in which the song takes a more uniqie approach. *Chandelier* by *Sia* is an upbeat dance song but the accompanying video features a singular dancer in a low lit and dim looking house, resembling a slower song. *Try* by *Pink* is, despite having a fast backing track to it, is an emotional song and the video is brightly coloured, features mostly a dance throughout but does cut to another location also, which is different to others songs in the genre.

Editing in music videos varies between music genres. As there are many sub-genres of each staple genre, the following examples will be made based of popular songs within the overall genre itself, noting some contrasting examples also. Pop music videos are very versatile and 'pop music' encompasses a vide range of music styles. Slow emotional songs, fast-paced dance songs and some rock music can all be classified as pop music. *Someone Like You* by *Adele* is a slowly paced and emotional song about breaking up with a partner; the video compliments this through a black and white presentation featuring few cuts towards the end of the song. The minimal cuts help to match the emotional impact of the song. Contrasting to this, a dance track like *Burning Up* by *Jessie J* features fast cutting between multiple set-ups throughout the video. The cuts in a video can greatly help to add impact to the tone of the song. You would expect fast cutting in a dance track as the song itself is fast paced and exciting whereas a slower and sadder song would be slower and less frequent.