**Proposal**

I have decided to create a promotional video for *Lana Del Rey's 'Gods and Monsters'.* The song is classified as an Indie Pop track featuring sultry vocals over a light rock instrumental. The song itself is moody and atmospheric; featuring strong language, sex references, sexual connotations and oxymoronic phrases - '*Gods & Monsters', 'I was an angel, living in the garden of evil'* and '*f\*\*k yeah give it to me, this is heaven...'* are notable examples of oxymoronic phrases. The harsh lyrics paint a contrasting picture between a life following a religious path and one not following a religious path.

A promotional video for *Gods & Monsters* does already exist, however it is not a conventional music video because it wasn’t created for the song specifically. The video itself is that second chapter of *Lana’s* short film *Tropico* and follows *Lana’s* character Eve who becomes a stripper after being cast out of heaven to earth. The video is very cinematic in terms of combining an expansive story with a variety of camera shots and presented in a widescreen format similar to a film. My promo will contrast differently to this video as it won’t follow a linear storyline, a particular set of characters or a cinematic format.

As the song deals with religion, it is easy for viewers to become offended by some of the lyrics, some of which could be seen as blasphemous, and by some of the images that might be included in the video. As the song is explicit, my video will contain adult material, no sex or nudity however, to mirror the story of the song and the lyrics themselves.

The video itself I want to take a more thematic approach to the imagery opposed to directly showing the lyrics on screen with visual representations. By doing this I believe it will represent the song better because of its interpretive lyrics and the style of song itself. Although I will show some visuals that directly represent lyrics, a majority of the song won't.

The actual presentation of the video, I would like to do it mostly in spilt screen, two or three at a time. I got the idea of doing a three-way-split from two sayings; 'Sex, drugs and Rock n' Roll' and 'Father, Son and The Holy Spirit'. These two sayings perfectly illustrate my interpretation of the song, which is that it is about living either a life in religion or a life outside religion and how the two can intermix for some people. One split screen will feature only religious references, one will feature the opposite and the final will feature only pair of lips, singing along to the song occasionally intercut with imagery from both other screens. The idea of the third screen is that it is anonymous and anyone can be in that position.

For the visuals themselves, I want to them to be a montage/compilation of imagery rather than show a linear narrative. For the religious montage I am going to record establishing shots of churches, crosses and cathedrals as well as close ups and various panning shots. As it is stated in the Edexcel Unit Guide that *'Found footage is fully acceptable for inclusion with learners’ own footage as long as it is substantially modified by edit or effects'* I am also going to intercut found footage of religious ceremonies taking place as these would be hard to record otherwise. I am going to add filters over the top to make it look different and seem more cinematic and vintage, a common visual seen in *Lana's* music videos themselves. I am also going to film some staged pieces of footage intended to be visually striking for thematic reasons more than meaningful intention. Several of *Lana's* music videos, *Videogames, Carmen* and *Summertime Sadness* feature short pieces of footage which are meaningful to the theme of the song and video rather than directly reference the song itself.

The footage that shows the opposite life to religion will be mostly, if not, fully original footage but again not following linearity. A combination of footage showing alcohol, partying, sexual allusions and carefree lives will feature throughout this section. All of the footage (besides the partying) will be staged with the intention of evoking provocative emotions and imagery on purpose. For example, the lyric '*Fame, Liquor, Love give it to me slowly'* will play over footage of alcohol, flashing lights (representative of fame) and kissing faded over one and other.

The final screen will just feature a pair of lips singing along to the song. The entirety of this piece will be the lips only and cutting away to something else rarely and never being prolonged. This piece will be entirely in black and white as to add to the anonymity of the character on screen. Mentioned previously, this is intended so that the viewer can project themselves into the situation of being torn between the two paths.

The editing and pacing of the music video will be quick cut, with the shots varying lengths, colours and filters. The footage itself won't be cut at all even length and some will cut to another piece and maybe another, while another screen is still on the same clips as before. There will also be times where one screen will take over the entire frame for a few moments and then revert back to either a split or three-way split screen.