

THE RELATIONSHIP BETWEEN NARRATIVE AND PERFORMANCE IN MUSIC VIDEOS

NARRATIVE CONVENTIONS

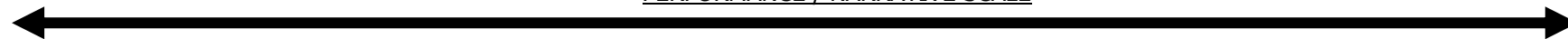
When thinking about the relationship between narrative and performance in the music video, also consider how far the following are conventionally true:

- Narrative is subordinate to performance.
- Songs rarely tell complete narratives.
- Music videos resist classic realistic narratives (stories with a beginning, middle and end and a full cast of characters).
 - Music videos narratives tend to reflect a 'sense of a story' and are more thematic in their approach
- The audience consume music videos in a looser, more casual way.
- Music videos need to have repeatability built into them.
- Most important is the authenticity of the performance.

THE RELATIONSHIP BETWEEN SONG CONTENT AND NARRATIVE CONTENT

Illustration	The narrative in the video very closely echoes the lyrical content of the song
Amplification	The narrative whilst inspired by the song adds a narrative element to complement the themes / subject matter of the song
Disjuncture	The narrative seems to hold very little relationship to the song and quite arbitrary (random)

PERFORMANCE / NARRATIVE SCALE



Performance Videos	Combination Videos	Narrative Videos
<ul style="list-style-type: none"> • Exclusively performance • The performance in these video will be given special treatment: <ul style="list-style-type: none"> • Performing in an unusual place • Stunning visual effects • Comic performance • Spectacle performance 	<ul style="list-style-type: none"> • These videos will be a mixture of performance and narrative and can include: <ul style="list-style-type: none"> • The performance and narrative completely separate • The star / band observes the action as an invisible narrator • The performer has an active role in the narrative 	<ul style="list-style-type: none"> • Have little of no performance. (Quite unusual given music videos nature as advert for the band.) • May often tell a socially important story (giving a voice to the voiceless) • May use a complex narrative structure/ range • May use inter-textual references from films or other stories.