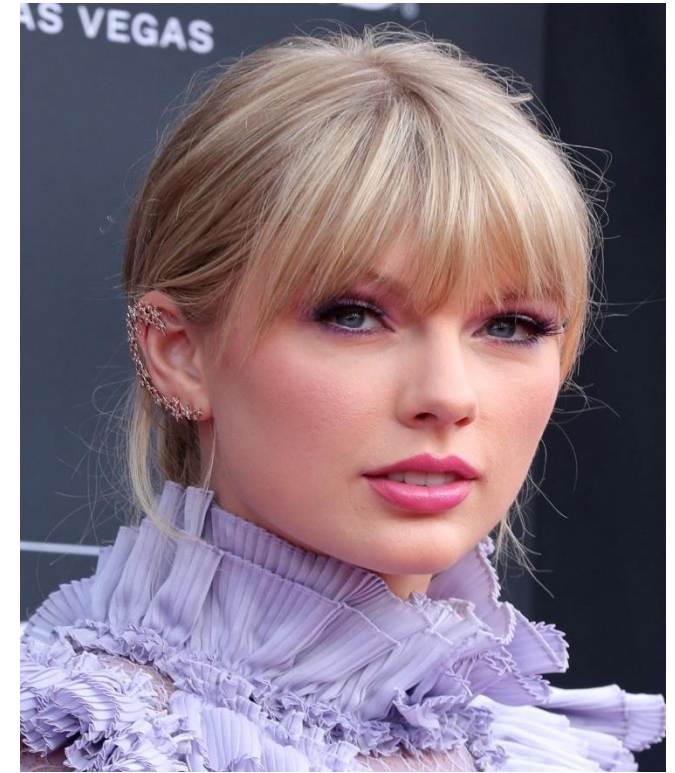




<u>Justin Bieber - Intentions</u>	<u>Taylor Swift – Bad Blood</u>
Intentions was released in February 2020.	'Bad Blood' was released in May 2015.
The Video premiered on both Quavo's and Bieber's YouTube.	The video broke video-streaming service Vevo's 24-hour viewing record 20.1 million views in its first day.
The video was shot on location at Alexandria House	The video includes many references to popular female led action films.
Bieber set up an 'Intentions Fund' to help the women and children of Alexandria House, donating \$200,000	Swift also posted stills and behind-the-scenes shots on her Instagram account to build expectations.



Subject Specific Terminology.

- **Intertextuality:** Links to other popular media by the way of dress, narrative or design.
- **Narrative:** the stories created by images and text (could be linked to Roland Barthes' enigma codes).
- **Stereotyping:** Using images to create meaning e.g: women fighting / men leading
- **Mise-En-Scene:** how everything in the scene is created for a meaning. The purpose of the images and text.
- **Documentary:** A form of non-fiction film that documents the real world.
- **Concept:** A type of music video whereby the video is not just a performance.

Key Theories

- Richard Dyers: **Star Theory.** Specific stars used to generate hype and viewership
- Stuart Hall: **Representation** The ways in which people are presented by music videos.
- Blulmer and Katz: **Uses and Gratification.** The ways in which we consume the media and the reasons why we do.
- Vladimir Propp: **Narrative Theory.** The stories created by the mise-en-scene of the music video.

Intentions



Justin Bieber website



Bad Blood



Taylor Swift Website



Rio – Duran Duran

