

Media Studies - Component 2

Revision Poster

Social Media

"Websites and applications that enable users to create and share content or to participate in social networking" (talking to people)



Context

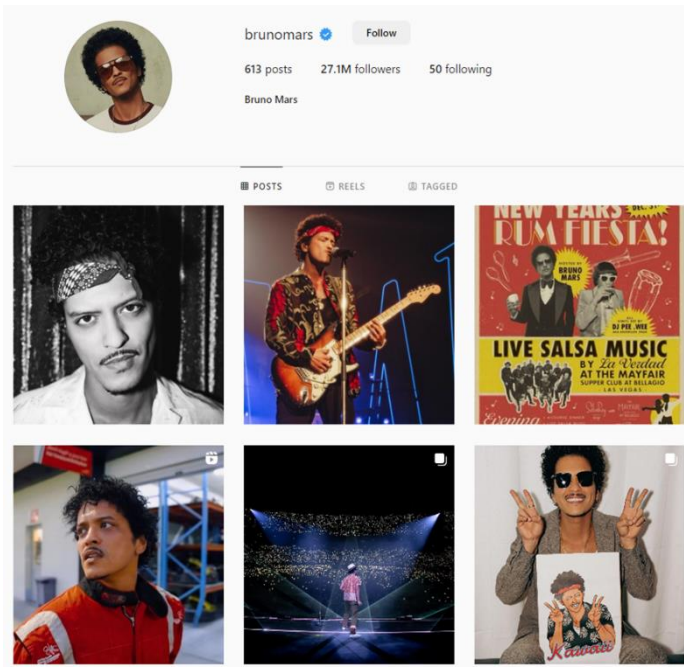
- Circumstance
- Setting
- Idea
- Event
- Statement
- What is happening and what is it telling us

Bruno Mars - Uptown Funk (2014)

- The dress codes and props in the video reflect gender fluidity and the rise of the metrosexual male. He is wearing a pink jacket and they go to the hair salon.
- The shoe shine scene makes a statement about ethnicity and reflects a contemporary society which has more racial equality
- Women are objectified for the male gaze in the video, reflecting a popular culture (music videos and the R+B genre) where these representations often still dominate
- The video was filmed at 20th Century Fox Studios 'New York' street in LA—Wealthy, known for fame
- The video is available on multiple platforms including Mars' official website and is the sixth most viewed YouTube video of all time with 3.6 billion views
- The retro style of the video is influenced by 80s funk and R+B and the dress codes reflect fashions from the late 70s/80s
- The main artist for the song is Mark Ronson, a British producer, and features Bruno Mars. This reflects a culture where collaborative music projects are popular. However, Mars plays the major role in the video, reflecting the power
- The mise-en-scene of the video reflects a culture of glamour and materialism, especially the scene where Mars shouts at the chauffeur to get the limousine.
- The intertextual reference (link) to artists from the 70s/80s such as The Jackson Five are evident from the choreographed dance sequences

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Bruno Mars

- Magazine shoots
- Dominated by performance/action shots – him playing a show, shows the audience how successful he is, he has sold out the venue, his fans are looking at him, they have spent money and time to see him perform; this reinforces his 'star' persona
- Retro aesthetic/look; bold colours, patterns, moustache, often wears big 'shades' – screams old Hollywood glam
- Advertisement/self-promotion – things he has coming up or he is involved in
- Stylised (these images have deliberately been chosen; his outfits are well put together – Direct mode of address (looking into the camera))

Taylor Swift

- Feminine
- Work orientated – not many family photos/images
- She does not follow anyone: Taylor swift felt like the media was "watching her every move" so she is only using her Instagram to put content out about her current work, rather than interacting with people
- How has Taylor Swift's online presence changed? Taylor Swifts 'persona' online has changed from the 'Love Story' video to the 'Bad Blood' video – she starts off innocent and pure, but changes into a woman who is all about empowerment and fighting back
- Stylised
- Shows the process of her work/new album – Recording studio etc

