

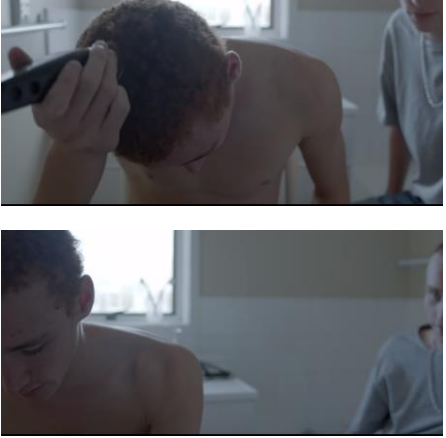



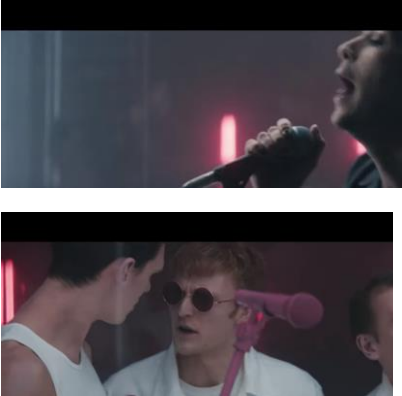

Music Video Editing Techniques

Editing technique	Seen in	Effect on narrative, audience, meaning.
Split Screen	Beyoncé - Countdown 	<p>This technique was used in this video to emphasise the fast pace, busy nature of the song, making it directly link to a key theme which is time. A range of different styles of split screen were used, moving vertically and horizontally. It keeps the audience engaged due to the constant change, creating the idea that the audience and Beyoncé are against the clock. The fact that Beyoncé is dressed differently in each split screen represents the idea woman can be represented in different ways therefore, empowering all women. This links to the feminine nature of the song.</p>
juxtaposition	Katy Perry – The One That Got Away 	<p>This technique was used in the video to show a contrast between a happy period in the character's life and their current sad state. The happy period consists of her being in a happy relationship at a younger age, and the current shots show that she is now lonely as an older woman. Having these clips directly after each other forces the audience to respond to view the happy period as bittersweet. Although it is pleasing for them to see her happy they now understand that she is no longer happy. In terms of colour, the clips where she is older seems darker and de-saturated to emphasise the sadness and loneliness she is experiencing.</p>



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<p>Jump-cut</p>	<p>Lorde – Royals</p> 	<p>This technique has an elliptic style as it condenses time to the audience, allowing them to establish that time has passed in a short space of time. The use of jump cut could also be effective in this video as the purpose of the video is to document a character's life. Jump-cuts allow the audience to find out the most information possible therefore, becoming more invested in the character. This technique also makes the video appear sharp, instantly making the audience feel unsettled – this is relevant to the theme as it focuses on a divide between classes.</p>	<p>I will use a jump cut style edit at the beginning and at the end of my music video where I will use the shot of the woman walking and adjust the scale on each beat. At the beginning of the video the scale will increase to symbolise that the music video is beginning and at the end it will be the opposite. The fact that the scale changes on each beat keeps the audience engaged.</p>
<p>Montage</p>	<p>Beyonce – Countdown</p> 	<p>In a part of the video where Beyoncé's outfit changes colour, a montage is used which matches the fast, upbeat tone of the song. The constant change of colour keeps the audience engaged and the pace could be a direct link to the theme of love as she appears to be frantically in love. This then positions the audience in her shoes. The variety of colours also links to the idea that anyone could feel the emotions that she is experiencing.</p>	<p>I will use a montage by editing several different clips together and the effect of this is that it tells a story through the video. On the lyric "child" I've chosen to have all different clips at a fast pace, to show the anger that the singer is experiencing – it also matches the beat.</p>



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<p>Shot-reverse-shot</p>	<p>The 1975 – The Sound</p> 	<p>Throughout the video The 1975 are in a box and there are people outside. Shot-reverse-shot as we continuously cut back and forth between The 1975 looking at the people and the people looking at The 1975. This technique is effective in this video as it shows a contrasting view of a relationship – The 1975 view a relationship in one narrow-minded way, and the people outside have a different perspective on relationships. The box is used to not only show how The 1975 only view the situation in one way, it also shows a physical separation between the two people.</p>	<p>I may use shot-reverse-shot when characters are in conversation. However, I am not sure this technique would be.</p> <p>suitable for the genre as it is not very conversational – the lyrics of the songs are more confrontational, giving the impression a conversation is unlikely to take place.</p>
<p>Slow motion</p>	<p>Radiohead – Street Spirit (Fade Out)</p> 	<p>At the point in the video where the dog is on the leash, the technique of slow motion is used effectively as it is a direct reflection the slow, almost melancholy tone of the song. It also could link to the theme of depression. In this shot the boy is moving at normal speed while the dog is moving in slow motion, showing the contrast between an innocent mind of a child and the dog being a representation of the world.</p>	<p>I will use slow motion at the beginning and the end of my music video when the woman is walking in the skirt to build up the action that is about to take place and at the end it is used to keep symmetry and almost slow down the editing as the music videos tend to be quite fast-paced.</p>


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<p>Cross-cutting</p>	<p>Johnny Cash - Hurt</p> 	<p>In this video the audience see clips of Johnny Cash when he was younger and clips of him now when he is older. Throughout this video cross-cutting is used as we cut the two time periods. This is effective because it demonstrates the journey of the character's life, showing the different views of the older and younger generation. The video shows him reflecting on his life and how he feels quite negative about the life he's lived. The use of cross-cutting also makes a direct connection between his old and young life.</p>	<p>Throughout the video I constantly cut from scenes that are in the present to scenes that are in the past. The clips that are in the past show a kind of male-dominated relationship whereas the present clips show how women are gaining power, in order to demonstrate the difference in society and make a connection between the two eras.</p>
<p>Fades</p>	<p>Ariana Grande – thank u, next</p> 	<p>Throughout this video fades are used effectively to transition from shot to shot. The reason for this is that throughout the video there are constant references to different films, all of the films that are referenced are of the rom-com genre and fades are a common edit used in this genre. This links to this video as the video is based on relationships and has a romantic tone. This video is made to look like a movie in terms of costumes, settings which links to the fade edit as they are soft and romantic. The style of the video could be considered as tongue-in-cheek therefore the wipes might be used as a form of sarcasm.</p>	<p>I might use a fade to black to signify the end of the video, however the technique of a fade usually creates a romantic tone and the lyrics and style of this song are the complete opposite, therefore it would not be appropriate. I chose to stick with straight cuts as they feel more abrupt and match the rhythm of the song.</p>

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<p>Graphic Match</p>	<p>The Chemical Brothers – Let Forever Be</p> 	<p>Throughout this video graphic matches are used to transition from one shot to the next. This technique is effective in this video as it shows a connection between reality and the world inside the character's head. Towards the end of the video the world inside the character's head begins to take over her reality, showing a stronger connection between the two. At the beginning it was clear that she was suppressing that side of her, however the imaginary side was constantly reinforced to the audience through the graphic matches.</p>	<p>I will look for opportunities where a graphic match would be appropriate, for example matching camera movements. A graphic match would be appropriate in order to allow the audience to make connections with past and present. For example, I could use graphic match where the camera movements mirror each other.</p>
<p>Parallel Editing</p>	<p>Daniel Powter – Bad Day</p> 	<p>In this video we see the woman character leave her house and the man character leave his house. This means that parallel editing is being used effectively to show the connection between the two characters, implying that even though their lives appear to be far apart they both carry out similar mundane tasks. This technique is used to imply to the audience that these two characters either used to be in a relationship or are about to be in a relationship through reinforcing the connection.</p>	<p>I will use Parallel editing to demonstrate the difference between past and present. I will also use this technique to clearly show different aspects of the band in order to create a connection between them.</p>

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<p>Freeze Frame</p>	<p>Ashanti "Foolish"</p>  <p>A still frame from the music video 'Foolish' by Ashanti. The image shows Ashanti and a man in a dark suit sitting at a table in a restaurant. There is a lamp and a bottle on the table. The background shows other tables and people in a dimly lit setting.</p>	<p>In the Ashanti "Foolish" music video the technique of freeze frame is used throughout to demonstrate that the male character is not entirely truthful. For example, after he states that he works in construction, a freeze frame is used to hint to the audience that he was not telling the truth. It allows both the character and the audience to process the last event or what has just happened, helping to position the audience with certain characters. The fact that the freeze frame is used after an argument could suggest that they are going around in circles and stuck in a toxic relationship.</p>	<p>In my music video I will use freeze frame in a similar way to fully establish the narrative for the audience and to compliment the rhythm. I will use this technique within the split screen where each character will take turns to come to life. This will allow the audience to engage with each character individually as well as making a connection between them.</p>
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