

Music videos	Media language comparison	Media language contrast
<p>Mark Ronson, Bruno Mars – <i>Uptown Funk (UF)</i></p> <p>Beyoncé – <i>If I Were a Boy (I/WAB)</i></p>	<p>Both videos have soundtracks dominated by music.</p> <p>Both videos include performance to camera.</p> <p>Both use real American urban locations to connote a sense of naturalism.</p> <p>Both videos use expressive editing transitions, e.g. whip pan edits (cuts as the camera whips rapidly, e.g. at 1'40"), in <i>UF</i>, fade to black (e.g. at 3'31") in <i>I/WAB</i>.</p> <p>Both videos are intertextual in using 'the street' in ways established by films, TV and other music videos.</p>	<p>In <i>UF</i>, the soundtrack consists solely of the song; in <i>I/WAB</i> there is diegetic sound interspersed through the song.</p> <p><i>UF</i>'s saturated colour (intense colours) contrasts with the low-contrast monochrome (black and white) for <i>I/WAB</i>.</p> <p><i>UF</i>'s use of performance, costume and props (e.g. hair curlers) connotes humour; <i>I/WAB</i>'s media language connotes seriousness.</p> <p><i>UF</i>'s use of camerawork connotes performance (e.g. low-angle, wide-angle shots that emphasise movement towards camera); <i>I/WAB</i>'s use of camerawork connotes 'realism' by using handheld camera that moves as if held in the hands of a documentary film-maker, and long lens shots with shallow depth of focus (i.e. people and objects other than Beyoncé are out of focus) that look as if they have been captured in the street (e.g. at 1'19").</p> <p><i>UF</i>'s use of editing emphasises moments in the music, including use of rapid editing, slow motion, 'jump cut dancing' (e.g. at 1'23"), and digital rotation (e.g. at 1'27"), drawing attention to its artificiality; <i>I/WAB</i>'s editing is more unobtrusive.</p> <p><i>I/WAB</i>'s linear narrative contrasts with <i>UF</i>'s performance montage (editing together disparate clips of song and/or dance performance).</p>

Music videos	Representation comparison	Representation contrast
<p>Mark Ronson, Bruno Mars – <i>Uptown Funk (UF)</i></p> <p>Beyoncé – <i>If I Were a Boy (I/WAB)</i></p>	<p>Both videos assume the primacy of (heterosexual) love and attraction.</p> <p>Both represent masculinity as sexually predatory (though <i>UF</i> does this in an ironic way).</p> <p>Both videos represent the US city as an ethnically mixed place of energy, opportunity and drama.</p> <p>Both stereotypically represent attractive people as young, thin and able-bodied.</p> <p>Both <i>UF</i> and <i>I/WAB</i> deliberately use stereotypes <i>and</i> undercut them: <i>UF</i> presents stereotypical images of masculine bravado undercut by less stereotypical images of men in curlers; <i>I/WAB</i> uses stereotypes of masculine power and feminine victimhood, but undercuts these by inverting them in the first part of the narrative.</p>	<p><i>I/WAB</i>'s representation of a powerful woman with agency (in the first half) contrasts with the explicit sexual objectification of women in <i>UF</i>.</p> <p>The <i>UF</i> video portrays a self-parody of masculine bragging by deliberate exaggeration and undercutting of the machismo (e.g. by drying hair in curlers alongside a middle-aged woman); the <i>I/WAB</i> video is trying to represent a serious message about gender relations.</p> <p><i>I/WAB</i>'s cast of conventionally attractive actors in their adult prime (putting a glamorous gloss on a serious message) contrasts with the cornucopia of different types of actors of all ages in <i>UF</i> (creating an insincere but inclusive message).</p>