

Music video analysis 2

Bowling for soup – high school never ends

Camera

The music video starts straight away with a low angle shot giving the van status, the reason for the van having status is because the band then gets out of the van whilst still in a low angle shot. As one of the band members falls out the van the camera shot changes to a close up as you see him fall onto the concrete. This then jumps straight into another close up of the lead singer on a stage with the band which then starts the lyrics to the song. Various medium shots are used to show all the members of the band. Once again a low angle shot is used to show the band walking into the school. This is either to give them status or to give the school itself status. By the name of the song high school never ends would suggest that it is the school which had the higher status over the band. A zoom shot is used as they walk into the hall but this changes into a mid close up due to some quick cuts. When it shows them next on the stage singing a track shot is used to show them playing in front of the high school reunion crowd. This is followed by another track but this one is going through the crowd showing them dancing. More close ups are used when a flashback is about to be used showing the man's expressions. Once the flashback takes place hand held shots are used to make the viewers feel like they are actually there. When the boy is hanging from the pole a low angle shot is used bringing the attention of the audience straight on the boy on the pole and giving him more height just by having a low camera. A pan shot is used as the camera turns from the band member to the bully in the previous flashback. Long shots are used as the band members start having photos with the people they used to go to school with. For the rest of the video only close medium and long shots are used to show the former members of the school and how the band take revenge on the bullies. Finally it ends with a close up of the lead singer with a guitar pick on his head.



Editing

From the outset cuts are used to good effect as they instantly set the tone because they are quick decisive cuts when it is necessary. The cuts are perfectly timed with the music and the actions of the people in the video. Binary opposition is used when they are on the stage singer but it changes to one of the kids being bullied when they were at school. When the flashbacks take place the screen is blurred to clearly show to the viewing audience that this is a flashback. Another good bit of editing is when they walk through the door because there is about three cuts which have them in different positions but then in the last cut puts them in a clump as if they have bashed into each other. All the cuts in this video fit very well with the music as the video runs very smoothly because of this.

Sound

The only type of sound in this video is non diegetic as it has been post synced into the video. However at the very very beginning of the video the sounds are diegetic because it is actually the actors talking to the bullies and the claps are actually from the boy in the crowd.

Mise en scene

Throughout the music video there are tones of props and added bits to aid the videos overall outcome. From the beginning they are holding beer cans and the van that they arrive in is a prop. The clothes that certain people are wearing have been chosen to give the audience what kind of person they are whether it be sports players or a cheerleader. The balloons and banners help the viewer instantly know that this is a high school reunion. The stage that they were performing on was probably built which also makes that a part of mise en scene. Even the writing behind it was put in a way so that it shows up better on the camera whilst they are filming.