

Exemplar answer

The music video for Titanium tells a simple narrative about a boy with supernatural powers who is persecuted and pursued by authority figures for being different. Whilst the artist, David Guetta, does not feature at all in the music video - with more emphasis on narrative - there are several references we could infer are linked to the **identity** of the artist, and stages in his career as a DJ in electronic dance music (EDM).ⁱ

Firstly, the video begins with several shots of the boy amongst wreckage, notably a low angle shot whereby the camera zooms out to show the main character (boy) slowly revealing himself. The shot could connote that he came from a chaotic upbringing or was perhaps born into a society where people like him were often ignored or disregarded. This is enforced through the over the shoulder shot where the teacher, representing authority and perhaps society, closes the door on him as he walks through the school; she is brightly lit whereby the boy remains overshadowed. The use of colour is de-saturated in this shot, with an emphasis on greys which has connotations of bleakness, perhaps representing Guetta's childhood as being cold and a struggle. The use of long shots also show the boy being the only character in a school, a setting we would usually associate with life and diversity, suggesting he is truly isolated which could have shaped his identity.

Having parents of Moroccan heritage and of Jewish roots could suggest that Guetta was treated as an outcast; his ethnically diverse background may have also led him to grow up showing a degree of resilience which could link to the lyrics of the song being 'bulletproof' like Titanium. When the chorus drops we see several medium shots and close ups of the boy and his purposeful facial expression as he rides, which could suggest that he is determined to break away from the society which has mistreated him. Linking with his early life, Guetta began his career in gay clubs which could have attracted a degree of prejudice from others.

The use of mise-en-scene is significant because the video uses bricolage and pays homage to a variety of texts from the 80s, notably Home Alone (absence of parental figures) and Spielbergian media texts. Spielberg is also Jewish and Guetta may have related to some of the themes of the director's work, especially ET where the character Elliot is seen as an underdog who struggles to fit in. The music video also features the actor Ryan Lee, who starred in Super 8 months before the video was released, this links to the genre of science fiction which might explain the tributes to the genre and use of powers that the boy has in the video. Overall, these ideas - constructed through camera shots and mise-en-scene - could represent David Guetta as someone with extraordinary talent (his album *Nothing But the Beat* peaked at #5 in the Billboard top 100 in 2011). In particular, this is highlighted in the end scene where the boy explodes during a long shot; electricity could be symbolic of David Guetta's position as a star of EDM.

Overall, the use of quick cuts, interspersed with long shots of the boy finding his way through obstacles (including the long shots of him walking in the woods) could show the identity of Guetta who is someone who has showed strength and resilience to overcome the challenges of his early life against those who tried to stop him.ⁱⁱ

ⁱ A simple introduction contextualising the music video and putting forward your thesis (approach) is always useful.

ⁱⁱ Always good to reflect on what you were trying to find out, in this case referring back to the identity of Guetta who struggled with his career.