

# [P.p1 of us, we all battle ourselves](https://assignbuster.com/pp1-of-us-we-all-battle-ourselves/)

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0px 0. 0px; font: 12. 0px Helvetica; color: #2f2a2b}Fateh KhaledTextual AnalysisTextual Analysis of Demons by Imagine Dragons – By Fateh KhaledThe video that I am analysing Demons which is sung by Imagine Dragons, the music shot at The Jointduringthe bands performance in Las Vegas during May 2013. Therefore the music video ispredominantly performancebased in the sense that the band are performing to an audience live. The genre of the song is IndieRock, which is a subgenre of Rock. As regard to the visuals the music video is performance based driven butcontains aspects ofcompanion narrative; this is because it cuts to small pieces of narrative; for example asoldierbattling in war.

The visuals link to the lyrics in the sense that the main theme of the song is ashumans we tend to have high expectations, we all have ‘ demons’ as in troubles in side of us, we allbattle ourselves sometimes; this correlates to the piece of the video where the soldier is in war andghtingfor his country (my kingdom come. In terms of Andrew Goodwins theory, this music videowould t under ‘ Amplication’ this is because the video is a mix between performance based andnarrative based. For example performance based would be the band singing in Las Vegas as a liveperformance but the companion narrative would be shots from individuals’ life which is evident in0: 44, 1: 24, 1: 52 and 2: 27; showing the complications and dark side of those individuals’ lives. Now I will be talking about the relationship between the music and the visuals.

The song cuts on thebeatthis provides audience pleasure because as an audience you would expect the visual imagery tocoordinate with the song and it’s beat; this is a key convention of a music video. This is keptconsistent throughout the whole song which is good because it ts well with the song and itwouldbe seen odd if it didn’t. However some cuts are longer than others some are two bars per cut andsome are four bars per cut. There a couple of close ups on both the band members (imagine members) andthe characters thatwere part of the companion narrative. The bands narrative is evident during multiplesegments ofthe song, for example close ups are seen during 1: 08, 1: 16 etc.

The close of up of the charactersareseen just before the narrative piece, this is seen during the following segments: 0: 42, 1: 22 and 1: 51. etc . The song has been a commercial success, becoming their second top ten single after” Radioactive”. It spenttwelve weeks in the top ten on the Billboard Hot 100, four of which werespent at its number six peak. It isImagine Dragons’ second song to stay more than one year onthe Hot 100.

It has sold over 3 million copies inthe US as of January 2014. In this video there is no reference in notion of looking, the band are purely singingand sending astrong message across. The band are not objectied in any way or manor however theybeconsidered as attractive to the female fans. Objectication occurs in music videos by female artists, this is referred to as the ‘ female gaze’ as Laura Mulvey suggested, artists such as Beyonce and LadyGaga have been objectied signicantly in the music industry Neitherhas the notion of looking beenenforced by the camera. I think this was done intentionally because themessage of the video isimportant because the main theme about the video is our ‘ darker side’ which most people are notware of, and that we all have our own dark secrets.

The clip ends with a dedication to Tyler Robinson(1995-2013), a fan of the band who died at the age of 17 in March 2013 following a battle withcancer. Themusic video does not have an intertextual reference purely because it is predominantlyperformance basedwhich is seen in a lot of music videos. Therefore there has been no intertexualreference in this music video. As mentioned earlier the music video is performance based, howeverconsists of companion narrativeshowing the tough lifestyle of individuals in the concert as ImagineDragons are performing. The narrative isaccompanied with their faces and zooms into almost intotheir eyes to suggest that it is something that theyonly know and see, which suggests hopelessness,