

P.p1 of us, we all battle ourselves

[Art & Culture](#), [Artists](#)



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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 the beat this provides audience pleasure because as an audience you would expect the visual imagery to coordinate with the song and its beat; this is a key convention of a music video. This is kept consistent throughout the whole song which is good because it fits well with the song and it would be seen odd if it didn't. However some cuts are longer than others some are two bars per cut and some are four bars per cut. There are a couple of close ups on both the band members (Imagine Dragons) and the characters that were part of the companion narrative. The band's narrative is evident during multiple segments of the song, for example close ups are seen during 1: 08, 1: 16 etc.

The close up of the characters are seen 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 spent twelve weeks in the top ten on the Billboard Hot 100, four of which were spent at its number six peak. It is Imagine Dragons' second song to stay more than one year on the Hot 100.

It has sold over 3 million copies in the US as of January 2014. In this video there is no reference in notion of looking, the band are purely singing and sending a strong message across. The band are not objectified in any way or manner however they are considered as attractive to the female fans.

Objectification occurs in music videos by female artists, this is referred to as the 'female gaze' as Laura Mulvey suggested, artists such as Beyonce and Lady Gaga have been objectified significantly in the music industry. Neither has the notion of looking been enforced by the camera. I think this was done

intentionally because the message of the video is important because the main theme about the video is our 'darker side' which most people are not aware 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 with cancer.

The music video does not have an intertextual reference purely because it is predominantly performance based which is seen in a lot of music videos.

Therefore there has been no intertextual reference in this music video. As mentioned earlier the music video is performance based, however consists of companion narratives showing the tough lifestyle of individuals in the concert as Imagine Dragons are performing. The narrative is accompanied with their faces and zooms into almost into their eyes to suggest that it is something that they only know and see, which suggests hopelessness,