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Research on the Content Characteristics of Narrative MV

-- Taking the MV "Star" of Bilibili.com as an Example

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Abstract: MV (Music Video) is an art form that combines music and pictures, while narrative MV is a form of expressing the inner emotions and stories of music in the way of telling stories through pictures. The MV "Stars" tells the story of a supporting teacher and a Tibetan boy. This article analyzes the MV "Stars", expounds the related concepts of MV, analyzes and studies its content, characteristics and narrative methods. Narrative MVs not only need excellent music works and superb shooting techniques, but also need a vivid story, as well as the portrayal of emotions and details. The research on MV not only discovers its artistic value and expressive power, but also meets people's needs for music and visual art and improves the quality of life.

Keywords: Narrative; MV; Music.

1. Introduction

MV is a short film that combines music and various art forms. Narrative MV combines music and storyline, tells stories through pictures, and deeply expresses the theme and emotion of songs. The MV "Star" is adapted from real events, telling a touching story between a teaching teacher and a lonely Tibetan boy. In order to create a storyline that is closer to the people's life and culture, it is necessary to dig deep into the humanities and nature of Tibet. features. This article takes the narrative MV "Stars" as an example, starting from the analysis of the characteristics of the narrative content and narrative methods, to describe and interpret the relationship between teachers and students, so that the audience can better understand the life between supporting teachers and children in remote areas.

2. Definition of Related Concepts of MV

2.1. Definition of MV

MV, also known as "music video", etc., is an art form based on the origin of music theme and structure creation concept, using film and television technology and digital media as the means, and combining music and pictures as the carrier[1]. MV and music are essentially different, but they are also intrinsically related, and both have the characteristics of "movement" and aesthetic characteristics. Music is the potential form of vision, and vision is the externalization of musical hearing.

2.2. Classification of MV

Regarding the division of MV, the academic circles have different opinions. The earliest book on MV art in China, "Introduction to Music Video", divides MV into three categories: documentary style, lyrical style and narrative style according to its artistic expression style[2]. In this paper, the classification of MVs is divided into four types: "singing and dancing performance type", "corresponding explanation type", "story narrative type" and "scene deduction type" from the characteristics of the screen performance[3]. The object of this study is the MV "Star" which is a narrative MV. Narrative MV may be a real event or a fictional story, or it may be the emotion and subject matter aroused by the song itself. It is usually a short film that integrates music, video and plot for the song, so as to convey some kind of emotion, story or idea.

3. Overview of "Star"

3.1. Object Selection

The narrative MV was chosen as the research object because the narrative MV arouses the emotional resonance of the audience through visual and auditory performance, so that the audience can understand the emotion and theme of the song more deeply. Therefore, choosing narrative MV as the research object can deeply explore the combination of storyline, image presentation and music elements in music video art, and further understand its influence on the audience's emotional experience and aesthetic experience. Narrative MV is the result of the combination of film and music art, which can stimulate the imagination and emotions of the audience, and cater to the psychological needs of the audience to a certain extent. MV "Star" is a narrative MV, its storyline and image presentation are very distinctive, worthy of in-depth study and discussion.

3.2. Thematic Implication

The theme meaning of the MV "Star" studied in this paper is a short and beautiful discussion about life, and it is also an expression of the feelings of supporting teachers and students. Through the MV, the supporting teachers are like stars in the sky, giving warmth and love to the children in this remote land, illuminating their lives, but the teachers will also leave the students far away, as short as stars and the blazing light is unforgettable. Dorje Phuncuo is the witness of this story, witnessing the coming and going of the stars, and expressing people's cherishment and memory of the beauty.

4. Narrative Features of "Star"

4.1. Content Characteristics of "Star"

4.1.1. Character Setting and Characteristics

The selection of characters involved in the plot of different MVs will be different, and the selection of characters depends on the direction of the plot or the setting of the plot[4]. After selecting the MV "Star", I began to study the MV in depth. It tells the touching story between the supporting teacher Liu and the lonely Tibetan boy Dorje. Both of them are the core characters of the MV. As a supporting teacher, Teacher Liu has a gentle and patient personality, and cares about students. During the interaction with Dorje, I gradually understood his inner world and helped him get out of the introverted and lonely state. The student Dorji was introverted and unwilling to communicate with others, but he loved writing and loved freedom in his heart. He looks haggard, but his eyes are full of determination and longing. His inner world is full of imagination and exploration, and he has a beautiful vision for the future.

4.1.2. Plot Setting and Characteristics

Since the MV is mainly aimed at re-giving the meaning of visual images to songs, different creators have different narrative modes for the same theme: it can be a specific narrative, or a combination of abstract, associative, and other ideas[5]. The MV is a specific narrative. The plot sets the Tibetan boy Duoji's resistance to school and his unwillingness to go to school due to poor grades. He is reserved and reticent, often alone. Teacher Liu, a supporting teacher, learned about Duoji's situation through the narration of his classmates, and decided to help him regain his confidence. Dorji is sensitive but delicate and talented. He likes to write and expresses his perception of life and desire for freedom in his writing. At the end of the teaching days, Duoji wrote a poem for Teacher Liu, describing the role the teacher played in his life, and at the same time expressing his infinite gratitude and blessings to her. The poem written by Duoji made Teacher Liu feel a lot of emotion, and made her understand the mission and significance of being a supporting teacher.

5. Narration of "Star"

5.1. Narrative Perspective

Narrative perspective, also known as narrative perspective, narrative angle, vision, viewpoint, focus, etc., usually refers to the angle of observing the story when narrating[6]. The MV adopts a third-person perspective. The opening title first explains Dorje's situation at school, and then cuts to the panoramic view with a large perspective. With the prelude of the music, it expresses through multiple shots that the teacher followed the students to find Dorje. Dropped the notebook. With the beginning of the lyrics, the camera switches from day to night, which means that the teacher picked up the notebook and waited from day to night. When Duoji returned to find the notebook, through a zoom lens, Duoji's appearance appeared in front of the audience. Then the camera sky became slightly brighter, and the change in time implied that the teachers and students had a long talk all night. Afterwards, the scenes of learning and tutoring by the teacher alternately cycle out, and when the supporting teaching ends, the memory shots appear, and finally it ends with a close-up of the teacher leaving. Throughout the plot, the role of Teacher Liu is crucial. She is the guide in the story, guiding Dorji to regain her confidence and enthusiasm for learning through her actions and words. This not only allows the audience to have a deeper understanding of the value and significance of supporting education, but also experience positive energy and encouragement.

5.2. Narrative Style

Compared with other audio-visual narrative forms, narrative MV's narrative appears fragmented and jumpy[7]. The narrative style of the MV "Stars" is episodic and fragmented, depicting the development of a story through a series of seemingly scattered pictures. In the MV, many scenes and details with symbolic significance are created. In the process of telling the story, the music and the picture complement each other and complement each other, reaching the best state of the scene fragment narrative style.

The MV "Stars" also uses some metaphors, such as comparing the encounter and separation experience of teachers and students to the twinkling of stars, and integrates emotional details with natural elements to form a unique narrative effect. At the end, a warm scene is also used to set off the atmosphere, so that the audience can truly feel happiness and warmth after appreciating the story, and at the same time have deeper thoughts on the supporting teachers and the mountain children.

6. Conclusion

This article mainly introduces the MV "Stars". The theme of the MV is the story of supporting teachers and students in remote areas. The article introduces the content characteristics of the MV and uses a third-person narrative perspective to observe the story from the perspective of Mr. Liu. Then, this article describes the narrative style of the MV, which adopts the narrative style of scene fragments, tells the whole story through a series of scenarios and details, and uses metaphors to describe the encounter and separation experience of teachers and students as the twinkling of stars forms a unique narrative effect. Finally, the MV also uses a warm scene to set off the atmosphere, so that the audience can truly feel happiness and warmth after enjoying the story.

In general, this article analyzes the MV "Star" in detail, analyzes the unique features of the MV, and also expresses praise and support for the cause of supporting education. Through the analysis of the MV, it conveys a positive attitude towards the positive energy of the society, and makes readers deeply feel the warmth and happiness expressed in the MV. At the same time, it also makes readers think about how to pay attention to and support education, and do their best for the development of society. a force.

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