

Downtown by Macklemore and Ryan Lewis

A conceptual performance video which features singing and some acting of the lyrics, but morphs into a more conceptual video frequently.

Dancing and walking pace is in time with the music. The location is as described in the song and the lighting is high key to reflect the positive song. The shot is wide in the opening scene, and the camera tracking the dancers creates a seamless shot and helps make the dancing feel natural and the audience feels more involved as the camera does not restrict the freedom of the choreography.



The characters look at the camera which makes the audience feel involved with the song and the story. It personalises the video and helps fans further grow their connection with the artist.



The artist is even seen pointing at the camera, in the centre of the frame and is at the front. The video is a marketing tool that the record label uses to sell Macklemore's brand as much as it is to sell the song.

The setting of the second scene is as described in the song, the transition and cut between the first two scenes is seamless as it uses the beat of the song and the camera zooms correspondingly. The blue sky and bright, punchy colours establish the positivity of the song and puts the audience in the same happy mood that is shown.



When the lyrics start, each character is lip-synced and speaks with Macklemore's voice. Again, this demonstrates that this video is all about the artist and his brand.



The acting of each character is another way that the video describes the story of the song. Each character uses exaggerated body gestures and facial expressions.





An establishing shot of the city (Spokane, Washington- Macklemore's home town) helps confirm the genre as the main characteristic of this genre is that the artist is from an urban background. This shot is a reference to other songs in the same genre.



Here is an example of female gaze as we can see muscular flesh which makes the characters seem macho and manly, this will attract the female audience.



In contrast, here is an example of female gaze, the three women and the props they are using infer a sexual reference which men find attractive. This is a good

example of Andrew Goodwin and Laura Mulvey's theories about Male Gaze and scopophilia. As Mulvey says, the women in this video are presented as 'filthy whores'. There are many examples of a heterosexual male gendered camera. This is nothing unusual, especially in this mainstream genre. Therefore the majority of images shown are redundant features, found in many other mainstream music videos. However Macklemore does put his own twist on conventions. Some entropic features of this video include unusual zoom shots such as this below.



There is no relation between this shot and the song or the rest of the video. Perhaps its purpose is to make the audience remember it, thus increasing the chance of telling their friends about the song, which could lead to more money for the record label.



This shot shows that Macklemore is on the same level as the target market of the music. This keeps him and the song relatable, which improves his brand image and the image of the record label that pays him.



This shot shows Macklemore as the dominant male, represented by the leather clothing and big animal horns. This may appeal to the most 'American' of his fans as it puts a positive light on hunting and guns.



Another costume change. This keeps the audience interested and curious as to what the next shot will be. Overall this video is full of bright, unpredictable moments. This is what makes it so unique. Although each feature is mostly redundant (found in other music videos in the same genre), Macklemore has his own trademark twist on things.



This shot, because of the props and costume, looks conceptual as it does not relate to the lyrics. It, along with other entropic shots, makes this video seem as conceptual as it seems a

performance.



Lens flare sets the season for the video. This is very much a summer song and the flare from the sun is widely used in all sorts of film, not just music videos in this genre.



This shot references the gang culture that is found in the majority of cities in the US. It shows Macklemore as the most important as he is raised above the others and he is in the middle of the group.



This shot has hundreds of people in it. It shows the large variety of people and how (Macklemore's) music brings everyone together.



The end credits have a close resemblance to US teenage TV shows and movies. This relates to the target demographic and it is a fitting way to end a video that immerses the audience in the country, city and culture that Macklemore and his fans grew up in.