

Learning Objective

- WALT analyse how a band creates a brand/identity through various forms of media.



Logo



The Arctic Monkeys logo is a simple black circle with the name of the band clearly written in the middle.

This is instantly recognisable and is clear for all audiences to see and recognise.

It is not over complicated or genre specific so can appeal to a wide audience.

It has a modern, contemporary, uncomplicated, sleek design.

As the band are now in their 5th album, they have already established a large audience and do not need to use gimmicks to try and attract new fans.

Album/Single Artwork



The artwork for the band's new single and album compliments their logo completely.

The colour scheme is still the same (entirely monochrome) and this is further continued with their music videos for the singles of the same album.

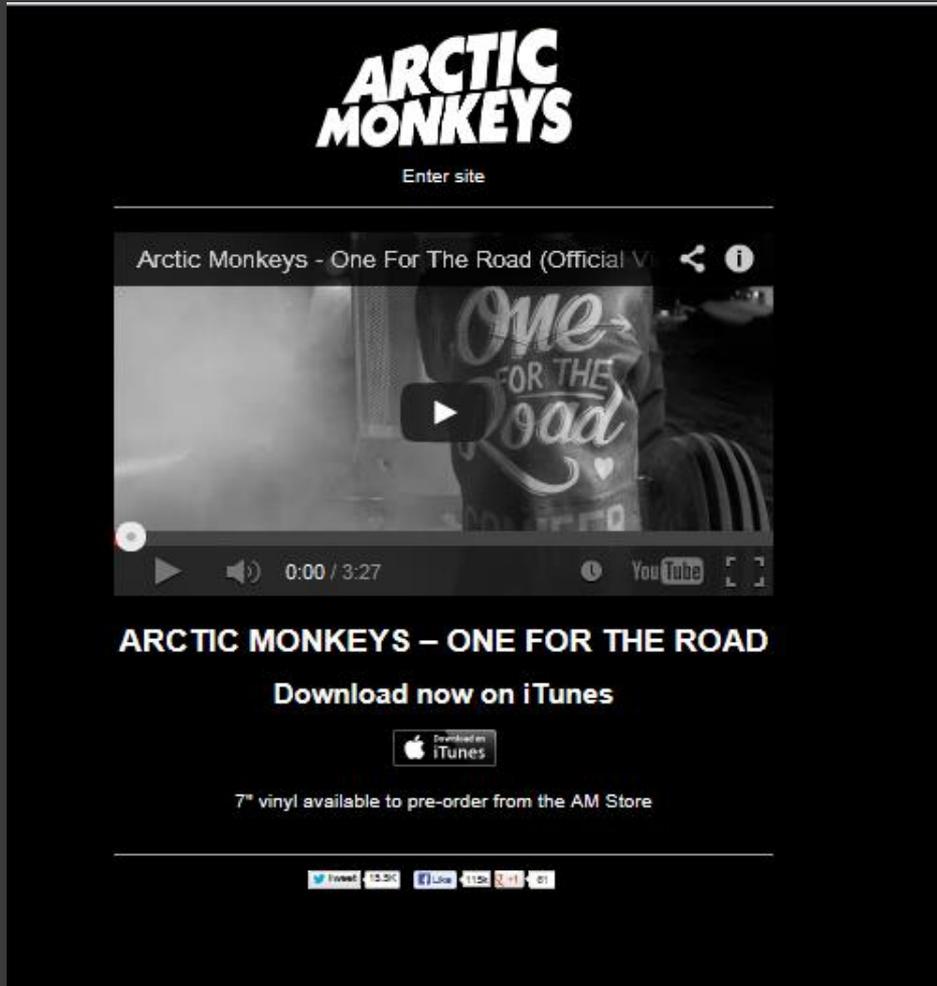
The black and white lines on the album cover suggest sound waves which relate to the music theme.

In the middle of the sound waves are the band's initials, AM.

This is a homage to the influential band 'The Velvet Underground' who had an album called 'VU'.



Website Analysis

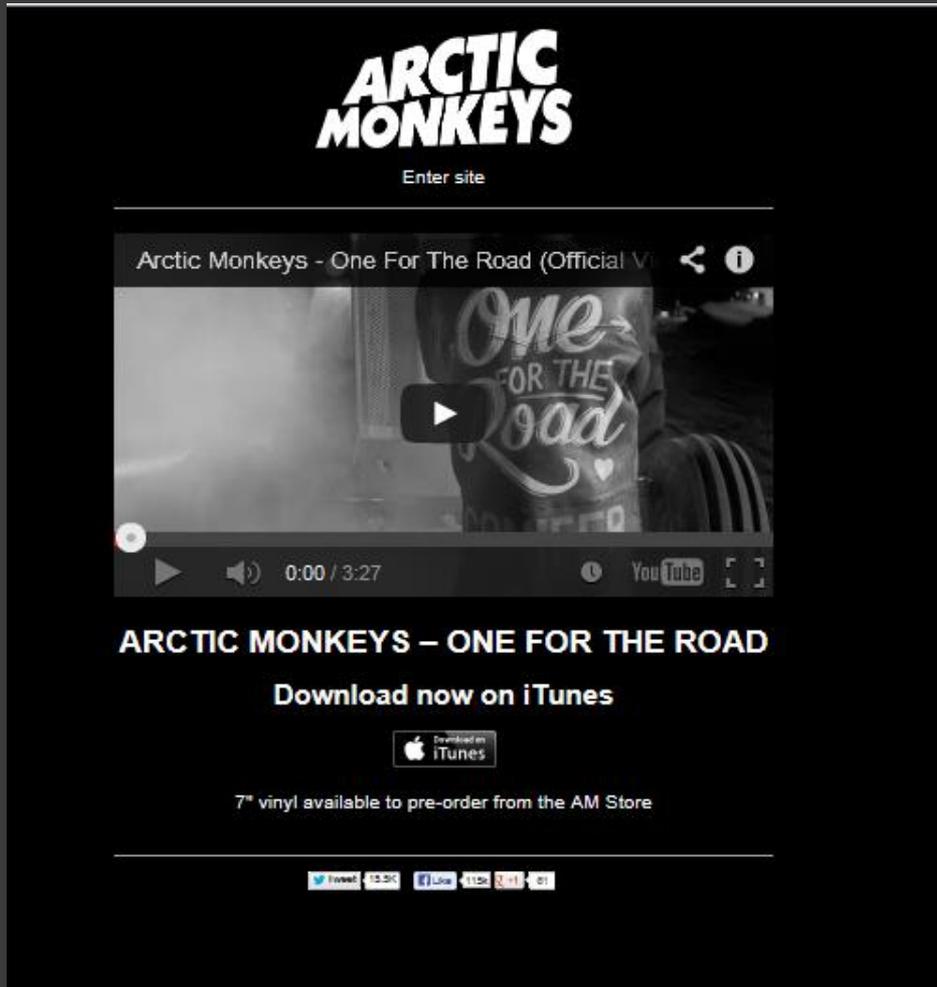


Arctic Monkeys logo is in prime position at the top of the website.

Once again, the website is completely black and white which shows the classic, vintage feel the band are trying to create. This also compliments their image as we will see in the video.

The video for the band's new single is the main part of this homepage and has clear links to share to social networking sites. This helps with the band's promotion and encourages word of mouth to help them get new fans.

Website Analysis



The screenshot shows the Arctic Monkeys website interface. At the top, the band's name 'ARCTIC MONKEYS' is displayed in a bold, white, sans-serif font. Below it is a search bar with the placeholder text 'Enter site'. The main content area features a video player for the official music video of 'One For The Road'. The video player has a play button in the center and a progress bar at the bottom showing '0:00 / 3:27'. Below the video player, the text 'ARCTIC MONKEYS – ONE FOR THE ROAD' is displayed in a bold, white, sans-serif font. Underneath this, there is a button that says 'Download now on iTunes' with the iTunes logo. At the bottom of the page, there is a row of social media sharing icons for Twitter, Facebook, and YouTube.

There is also a clear link to iTunes so viewers enjoy the track, they can download it instantaneously. There is also further information to buy it on vinyl.

This clearly shows the record company's influence as they are encouraging consumerism by the fans.

There are more links to social networking at the bottom of the page so fans can instantly like the video on Facebook or tweet about it using Twitter.

Album Promotion

Name of support band

Logo

Position of Alex Turner.

Images of audience

Tour dates:
Where
and
when.

Ticket
websites
and
numbers.



Music Video – ‘One for the road



Here are some questions to ask yourself to begin understanding music videos:

- Is the music video based in real life, or does this take place in a fantasy world?
- Is the way the artist is portrayed in the video really how that person dresses and acts in real life?
- Consider how the musician is dressed - is that how regular people dress?
- Consider the actions taken by the artist in the video - would they really do these things in real life?
- What is the benefit for the musician to portray him or herself this way?
- Does the video portray people in stereotypical ways? Are these reflections of real people or are they just one-sided characters?
- Consider the editing - how does the frequency of cuts from shot to shot affect how you feel about the video?
- Consider the setting - why did the director choose this location or setting?

Conclusion

- Write a response to the following question. Try to use **media language** to enhance your analysis.
- ‘How do the Arctic Monkeys create a brand over a range of media texts?’

