

Music Websites Stormzy.com

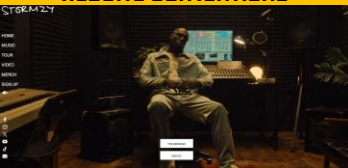


Language			Representation	Industry	Audience
Visual codes – denotation/ connotation			Stereotypes and countertypes	Commodification	Target audience
Website key terms and visual codes			Ideology – messages and values	Profit and revenue - sales	Demographics and psychographics
Navigation bar	Above-the-fold	Below-the-fold	Alvarado's Racial Stereotypes - exotic, dangerous, to be pitied, humorous	Brand identity	Social media followers
Hyperlinks	Images	Icons	Intersectionality – equality, diversity, inclusion	Record label ownership	Online engagement
Merchandise	Pop-ups	Splash pages	Feminist Theory – male gaze, objectification, female body spectacle, agency, passive/ active, empowerment scopophilia, voyeurism, toxic masculinity, misogyny	Production company	Uses and Gratifications • Information • Entertainment • Personal identity • Integration and social interaction
White space	The Hero Shot	Rich media		Synergy	
Homepage	Body copy	Embedded video		Conglomerate	
				Subsidiary	
Mise-en-scene and shot types			Self-representation	Star persona	NRS Social Grade – ABC1C2DE
Direct mode of address	Close-ups of the star	Informal mode of address	Under-representation Mis-representation	Digital convergence – social media links	Two-step flow - role of the opinion leader
Gesture codes	Colour scheme	Serif/ sans typography		Marketing strategies - promotion	Fandom – interactivity, avid fans, participation, parasocial relationships, prosumers
Props	Costumes	Settings		Dyer's Star Theory	

CONTEXT

- Stormzy is an English-Ghanian rapper/grime artist (born as Michael Ebenezer Kwadjo Omari Dwuo Jr in 1993), grew up in South Norwood in London, and gained **underground appeal** in 2014 with Wicked Skengman freestyles over grime beats.
- His breakthrough single was 'Shut Up' (2015) which peaked at no.8 in the UK Charts.
- He has been influenced by other **grime** artists such as Lethal Bizzle, Bruza and D Double E, but also cites **R&B** artists like Frank Ocean and Lauryn Hill as key influences.
- He previously **endorsed** former Labour leader Jeremy Corbyn in 2016 and 2019, but his political positions in 2025 are not as closely tied to Socialist causes as before.
- Stormzy is a **Christian**, and references to his faith feature on songs like 'Superheroes' (in both lyrics and visuals). For BBC's Christmas Day Line-up in 2019, he read a passage from the Gospel of Luke.
- Stormzy has been involved in campaigns related to political issues, with a focus on racial equality, social justice and **empowering young Black men and women** with poor/marginalised backgrounds.
- Stormzy founded **#MerkyFC HQ** in Croydon to get young Black footballer career opportunities in football.
- Stormzy's brand, **#Merky**, has pledged to donate £10M over 10 years to Black organisations in the UK to fight racial inequality.
- Stormzy is well-known for his **political activism**, using social media and high-profile performances, such as his headline slot at Glastonbury in 2020, to both support and criticise British politicians and encourage young people to vote

WEBSITE CONVENTIONS



- The **navigation bar** is aligned on the left with HOME/ MUSIC/ TOUR/ VIDEO/ MERCH/ SIGN-UP, which conform to music websites with **clickable links** to **interactive content** - the website has a simple and iconic layout.
- A **full bleed interactive embedded video** of Stormzy & Raye's 'The Weekend' single features, with representations of young men and women of diverse ethnicities enjoying nights out dressed in provocative clothing – this highlights to liberal representation of young and liberated people partying and enjoying life.
- **Digital convergence** features with **clickable links** to Facebook, Instagram, X, YouTube, TikTok and mailing lists with icons to represent Stormzy's social media sites.
- **Interactivity** is encouraged through **streaming links** on the 'Music' tab (Spotify, Apple Music, Deezer), buying tickets for tour dates, purchasing Stormzy related merch and signing up to the mailing list (which includes pop ups to add your email).
- **Below-the-fold features** all content linked in the **navigation bar**, which includes music videos of all of Stormzy's previous singles.

- Stormzy operates under a **highly controlled self-representation** which is key to his cultivation of **star persona** and the **commodification** of Stormzy as star for the purpose of profit and revenue.
- Stormzy has previously included many posts on X that show his support for particular issues and causes, demonstrating his personal views. This indicates that Stormzy wishes to **support equal rights** and **challenge prejudiced attitudes**.
- Stormzy frequently challenges negative **stereotypes** of young Black British men and promotes a successful, powerful, friendly and stylish figure as a **role model** for his peers.
- Stormzy represents himself as:
 - Supportive of **equal rights** through posts and public support of **campaigns** particularly focused on increasing opportunities and removing social barriers for young Black men and women from poor and marginalised backgrounds.
 - Glamorous and successful portrayal as an **empowered alpha male** trailblazer in the **grime genre**, gone mainstream.
 - Accessible and **friendly** through social media posts.
 - Creative and artistic through logos, design and imagery.
 - **Talented** musical delivery that sets trends within the genre and across mainstream collaboration.

REPRESENTATION



- In 2020, Stormzy signed to **0207 Def Jam** (part of **Universal Music Group**), a newly formed sub-division of Def Jam Records based in London which focuses on UK rap and grime artists.
- **0207 Def Jam** who are a **subsidiary** of the **Universal Music Group conglomerate**.

CONGLOMERATES & SUBSIDIARIES



SYNERGETIC PARTNERSHIPS



- He launched **#MerkyFC HQ** which is a programme that provides access for football career opportunities for young Black 18-24 year olds.
- **#MerkyFC HQ** has a synergetic partnership with **Adidas**, and encourages applications from those that meet age-based and ethnic criteria.
- **#MerkyFC HQ** has a huge number of partnerships including football teams (Arsenal, Manchester United, Fulham, Aston Villa), Women in Football, Sky Sports and EA Sports amongst others.
- Stormzy has partnered with **HSBC** and **University of Cambridge** in order to fund young Black scholars into university education – this is a campaign to give a platform for an under-represented demographic.
- Controversy developed with his recent synergetic partnership of **McDonalds** for 'The Stormzy Meal' where he was challenged for removing his pro-Palestinian posts, once partnering with the Israeli affiliated fast food conglomerate.
- Stormzy has been involved in a **synergetic partnership** with **RockStar Energy Drink** for an interactive digital concert.
- On Stormzy.com, his collaboration and **synergetic partnership** with RAYE features **above-the-fold** as an **interactive embedded music video** promoting their single 'The Weekend'.

DIGITAL CONVERGENCE

- On Stormzy.com, there are **digitally convergent links** to a range of official Stormzy social media platforms: Facebook, Instagram, X, YouTube and TikTok.
- These **clickable icons** take the browser to different platforms promoting similar Stormzy content, but formatted within the social media site and with relevance to the target audience (For example: Facebook will have an older demographic than TikTok).
- **Facebook** uses **commodification** to position Stormzy's **brand identity** – still images from his Men's Health photoshoot objectify and sexualise his macho physique for the female gaze, but also position him as a role model for aspiring alpha males.
- **Instagram** promotes his **synergetic partnerships** focusing on his reputable campaigns, such as the University of Cambridge scholarship project for Young Black men and women.
- **TikTok** includes informal portrait style **selfie videos** that **commodify** Stormzy's brand beyond his **star status** to highlight his low-key behind-the-scenes persona – fans can **interact** with his live feeds and form **parasocial relationships** with the star.
- **X** champions his **#MerkyFC** project with promotions of career opportunities for young Black men and women within football, with **digitally convergent links** for users to interact with the project.
- **YouTube** includes his music video history with every previous release with their distinctive style and aesthetics.
- **Pop-ups/new windows/emojis** are used to interrupt viewing and encourage the audience to sign up to a newsletter.
- On social media, Stormzy provides his audience with opportunities for **interactive engagement**. As of May 2024, Stormzy has 1.2 million followers on Facebook, where he shares some personal images.
- The website also includes exclusive offers and **pop-up adverts** inviting visitors to join the newsletter and receive an 'SMS from Stormzy'.

INTERACTIVITY & PARASOCIAL RELATIONSHIPS

- **Interactivity** becomes an opportunity for fans to engage with the star beyond their **star persona** and form **parasocial relationship** – this can also be seen as a **celebrity USP** to build their brand as a commodity.
- **Avid fans** are often seen as **opinion leaders** who can influence the artist and become **prosumers** with an active role in shaping the **fandom** for the artist – this is a non-traditional development within **star commodification**.
- Stormzy is renowned for his **fan engagement**, and this begins with the encouragement of **interactivity** on the **official website** :
 - answers fan questions via Instagram/ adds **live feeds** on TikTok and responds to live comments/ attended fan afterparty after an England football win/ meet-and-greet event in Croydon in partnership with McDonalds, album signings/ **behind-the-scenes** photos and insights/ opportunity to receive an **'SMS from Stormzy'** / **Direct address/informal speech** in his social media posts

INTERACTIVITY & PARASOCIAL RELATIONSHIPS

- Entertain** – fans escape and be diverted from reality with expressive grime music
- Knowledge** – Stormzy's social justice campaigns highlight how seriously he takes his political views
- Personal Identity** – fans who see Stormzy as an aspirational role model for young Black men/women
- Social Interaction** – interactivity through social media, forums and official website (community)