

Name of video clip (song): BEDS ARE BURNING

Artist: MIDNIGHT OIL

Year: 1987

Type of clip

Narrative / Promotional / Performance / Music / Symbolic

Clip Aim

- To promote performers to new audience
- To sell more albums to music to an established audience
- To create a market for the performers' style of music
- To develop market awareness of the group/performer
- To market a performer/group's new album or concert
- To maintain airtime for an established group or performers
- To break through to a wider market share of the music audience

Clip Ingredients

Lyrics: (What's the song/music clip about)

- Whites taking over Australia (1788), 1987 it's time to give back to the Aboriginal people to be fair.

Setting & scenery:

- Outback Australia
- Dirt tracks
- City – busy streets/highway
- Silhouettes black & white painted
- Town party

Camera shot types:

-

Mood of clip (how do you know this):

- Positive tone of music

Other interesting things of note:

Protest song

Name of video clip (song): DIDN'T I

Artist: MONTGOMERY GENTRY

Year: 2002

Type of clip

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Clip Ingredients

Lyrics: (What's the song/music clip about)

- Army veterans not being recognised for their service (particularly Vietnam Vets)

Setting & scenery:

- War cemetery

Camera shot types:

-

Mood of clip (how do you know this):

Other interesting things of note:

Name of video clip (song): Eye of the tiger (official)

Artist: Survivor

Year: 1982

Type of clip

Narrative / Promotional / Performance / Music / Symbolic

Promotional at end; music – sort of, some shots of musicians, mainly focused on vocals

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Clip Ingredients

Lyrics: (What's the song/music clip about)

- Perseverance – I've got this far, I'm going to finish it
- Surviving

Setting & scenery:

- US city background walking in group through alleyways / building to warehouse/band area at night
- At one point band appears to be on a stage setting with black plastic background which moves with air and has lights shining on it

Camera shot types:

- Wide shot (street scenes)
- High
- Extra close up (once when singing "eye of the tiger")
- Pan shot
- Dolly shot (street scenes when walking)
- Low angle (concert shots)
- angle (band rehearsal)
- Mid shots (start of lyrics)
- Close up

Mood of clip (how do you know this):

- Determined – focused – almost stare from singer

Other interesting things of note:

- Theme song from Rocky III movie

Name of video clip (song): ROAR (Official)

Artist: Katy Perry

Year: 2013

Type of clip

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Clip Ingredients

Lyrics: (What's the song/music clip about)

- Surviving
- Persevering
- Taking a stand
- Work hard
- Believe in yourself

Setting & scenery:

- Jungle with different animals; after a plane crash

Camera shot types:

- Establishing shot
- High angle (when making the spear)
- Mid shots
- Close ups
- Low angle

Mood of clip (how do you know this):

- Upbeat – music sounds more cheerful
- determined

Other interesting things of note:

- Flawless make up in the middle of the jungle

Name of video clip (song): I WANT TO BREAK FREE

Artist: QUEEN

Year: 1984

Type of clip

Narrative / Promotional / Performance / Music / Symbolic

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Clip Ingredients

Lyrics: (What's the song/music clip about)

- Wants to break free from a relationship /lies

Setting & scenery:

- Mostly in a house
- References to Greek & Roman mythology in some shots

Camera shot types:

- High angle
- Mid shot
- Wide shot
- Close up
- Low angle (kitchen)
- Zooming out in final scene with miner's lights

Mood of clip (how do you know this):

- Yearning – wanting to get out of situation

Other interesting things of note:

Name of video clip (song): I WANT TO BREAK FREE

Artist: SA LOTTERIES TV AD

Year: circa 1990s

Type of clip

Narrative / Promotional / Performance / Music / Symbolic

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- To break through to a wider market share of the music audience (NOT FOR ORIGINAL ARTIST)

Clip Ingredients

Lyrics: (What's the song/music clip about)

- I want to break free – quitting job because he won the lottery

Setting & scenery:

- A man driving a public transport bus past people at bus stops from the city to the country

Camera shot types:

- Wide shots
- Close up (bus driver's face)

Mood of clip (how do you know this):

- Happy (won lottery)

Other interesting things of note:

Name of video clip (song): I'M NOT THE ONLY ONE

Artist: SAM SMITH

Year: 2014

Type of clip

Narrative / Promotional / Performance / Music / Symbolic

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Clip Ingredients

Lyrics: (What's the song/music clip about)

- Guy cheating on wife & wife knows but accepts it

Setting & scenery:

- Town (lovely)
 - Bar
 - Liquor shop
 - House
- Singer – Sam in concert hall/stage

Camera shot types:

- Wide shot
- Close up
- Mid shot (mostly)
- Extra close ups
- Tilt (looking from wife's feet up to face as she goes outside to burn husband's stuff)
-

Mood of clip (how do you know this):

- Happy at start then gets sad when husband leaves to meet mistress

Other interesting things of note:

Name of video clip (song): THIRLLER

Artist: MICHAEL JACKSON

Year: 1983

Type of clip

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Clip Ingredients

Lyrics: (What's the song/music clip about)

- Evil lurking in the dark
- Confusing
- Dark/scary things
- Music track levels almost too loud over lyrics

Setting & scenery:

1. Forest
2. Cinema
3. Streets/country
4. house

Camera shot types:

- Forest Setting
 - Establishing shot
 - Mid shot
 - Tilt (from ground to faces) after getting out the car
 - Reaction shots
 - Close ups
- Cinema
 - Mid shot
 - Wide shot
- Streets/Country house
 - Mid shot
 - Wide shot (mostly)
 - Dolly shot likely as Michael and girlfriend are walking down the street

- Close up
- Low angle shots when zombies start moving from graves/cemetery
- Reaction shot (when Michael turns into a zombie)
- Close up shots of zombie faces
- Pan shot (inside country house)
- House
 - Wide shot moving to close up as they leave

Mood of clip (how do you know this):

- Scary – at times music heightens scary atmosphere, screams from girlfriend, dark shots, not very bright/light shots

Other interesting things of note:

- Horror Movie genre
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Name of video clip (song): MEET ME HALFWAY

Artist: BLACK EYED PEAS

Year: 2009

Type of clip

Narrative / Promotional / Performance / Music / Symbolic

Clip Aim

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Clip Ingredients

Lyrics: (What's the song/music clip about)

Setting & scenery:

- Moonscape / outer space
- Country field/forest
- Cube & pyramid transport to hills in distance by a highway.

Camera shot types:

- Establishing shot
- Wide shot
- Mid shots
- Birdseye view
- Close up
- Extra close up (zoomed in on astronaut's mouth)
- Low angle (when girl looking up to sky)

Mood of clip (how do you know this):

- hopeful

Other interesting things of note:

Name of video clip (song): WHERE IS THE LOVE?

Artist: BLACK EYED PEAS

Year: 2003

Type of clip

Narrative / Promotional / Performance / Music / Symbolic

Clip Aim

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Clip Ingredients

Lyrics: (What's the song/music clip about)

- Asking what's wrong with the world – where is the love/care for others, not just self
- Anti-discrimination – don't like/love only those who are the same as you
- Too many focused on making money

Setting & scenery:

- Street scenes in US city

Camera shot types:

- Close ups (lots of face shots, particularly in chorus)
- Wide shots
- Eye level shots
- High angle (shop, back yard)

Mood of clip (how do you know this):

- Depressing
- Sad – not smiling, no happy faces, depressed expressions

Other interesting things of note:

- Hip hop
- Social message – tolerance/humanity