Contemporary Music Video

Katy Perry

2013

Focus:
Media Language Representation Industry Audience Context

ROAR

A MOTION THEORY ADVENTURE FILMED IN JUNGLESCOPE®
Media Contexts:
The video is a parody of the characters ‘Tarzan and Jane’

TASK:
1. Who were Tarzan and Jane?
2. When were they most popular?
3. Find some other images of them from film

In 2013 when the video /song was released. Katy Perry was getting over quite a public breakup from her then husband Russell. Brand is said to have asked for a divorce by text message.

The narrative of the video, showing female empowerment following the loss of a very vain man who made her feel small and weak could be said to mirror her private life at the time.

“You held me down...but I got up”
I used to bite my tongue and hold my breath
Scared to rock the boat and make a mess
So I sit quietly, agree politely
I guess that I forgot I had a choice
I let you push me past the breaking point
I stood for nothing, so I fell for everything

VERSE:

MEDIA LANGUAGE: Opens with an establishment shot/long shot showing us a plane crash. Other shots in this scene are medium shots of the couple, close up reaction shots and a point of view shot for the man taking the selfie. Lighting is mostly daylight until the dark night scene where the man is killed by a tiger—darkness helps with the connotation of the fear that the woman must be feeling. Mis-en-scene is greenery and jungle plants to establish the location for this video. The music stops when the man dies—stopping sound on film is a common ‘shock’ technique.

REPRESENTATION: In this section, the female is represented as scared, unable to cope with the situation. The man is portrayed as not taking the plane crash seriously. He is vain and only cares about his hair and taking selfies. He is uncaring towards the female—he throws the bag at her for her to carry. When the man dies, there is a look of absolute fear and shock in the woman’s face.
PRE-CHORUS:
You held me down, but I got up
(HEY!)
Already brushing off the dust
You hear my voice, you hear that sound
Like thunder gonna shake the ground
You held me down, but I got up
(HEY!)
Get ready ‘cause I’ve had enough
I see it all, I see it now

MEDIA LANGUAGE:

REPRESENTATION:
I got the eye of the tiger, a fighter,
dancing through the fire
‘Cause I am a champion and you’re
gonna hear me roar
Louder, louder than a lion
‘Cause I am a champion and you’re
gonna hear me roar
Oh oh oh oh oh oh oh
Oh oh oh oh oh oh oh
Oh oh oh oh oh oh oh
You’re gonna hear me roar

‘Eye of the Tiger’ is a reference to another song. Where does this song come from and why is it relevant?
Now I’m floating like a butterfly
Stinging like a bee I earned my stripes
I went from zero, to my own hero

Which famous person said ‘I float like a butterfly and sting like a bee’? How do their achievements fit in with the

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Oh oh oh oh oh oh oh
Oh oh oh oh oh oh oh
(You’re gonna hear me roar)
Oh oh oh oh oh oh oh
Oh oh oh oh oh oh oh
(You’ll hear me roar)
Oh oh oh oh oh oh oh
You’re gonna hear me roar...
Music video is a form of promotion in the same way as a billboard poster or the artiste appearing on a chat show to talk about the song.

**TASK:**
• Suggest 3 reasons why Music Videos are important as marketing tools

**INDUSTRY QUESTIONS**
• Which record label is Katy Perry signed with?
• Who directed the video ‘Roar’?
• Which production company was responsible for the video ‘Roar’?
• Which company distributed ‘Roar’?
• What ‘first’ did the Roar video achieve?
AUDIENCE

TASK
Name a primary and secondary target audience for Katy Perry’s video. Using all the keywords below, explain how the video would attract these audiences.