

The Research on Montage Between 2006 and 2022 FIFA World Cup Official Music Videos

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Abstract: The promotion of The FIFA World Cup is a very important aspect, but not much research paid attention to the music videos of the official songs. They are supposed to play an important part during the propaganda process as well. In this article, the author observed the recent 5 years of the music video from The FIFA World Cup. The focus was mostly conducted on the visual effects and the montage of shots. The analysis is separated into different contents including singers, highlight footage, crowds, and backgrounds. Through observation, there are several conspicuous regard identical and differences between these factors. The reason for such a conclusion imputes to the changing ideals of the producers and the changes in the importance of cultural representation. These factors increased the excitement and diversity of The FIFA World Cup and brought high advertising value to the tournament itself, and gained unique meanings during the process.

Keywords: FIFA World Cup, music video, montage, MV

1. Introduction

The history of The FIFA World Cup dates back to 1928, when FIFA (Fédération internationale de football association) officially announced the appearance of the first world cup in Uruguay. Under the idea of the current FIFA president Jules Remit, 13 teams made it to the final tournament of the first world cup. Crowds of people regards of age cheered and shouted as Uruguay received the cup from Remit. Since then, The FIFA World Cup will be held every four years and making its tour around the world. Hundreds of teams would compete for the final qualification. With the increasing enthusiasm for football among audiences worldwide and the honor for the nation, the number of the final qualification teams quickly grew to 32 until the latest 2022 world cup. The FIFA World Cup is one of the most international and globalized events in the world.

Since the globalization of The FIFA World Cup, several cultural events begin their development. Music, which indicates the tone of the country it is held in, is among one of the most important cultural representations. 1962 Chile World Cup was the first to develop music for the World Cup. Later in the 1990 Italy World Cup official music was produced during each event, and soon the tradition spread. Since 1998, the World Cup music is not limited to one, but an entire album of selections by different countries, including one official song and one official anthem produced by the hosting country. In the 2022 Qatar World Cup, an official album was produced including 11 songs.

As another way to promote both the songs and The FIFA World Cup, music videos were produced along with the song itself. Generally, during The FIFA World Cup, the spreading of such music is extremely wide and fast. Due to the popularity of both football as a widely played sport and the passion for the competition of The FIFA World Cup. They were often displayed in segments as advertisements on large LED screens either in the stadiums or in densely populated city centers. Additionally, they are also displayed throughout online and TV broadcasts, both on sports and music channels. The content of these music videos often includes famous singers and exciting moments of football, such as scoring a goal or the crowds cheering. In a way, making these music videos are really exciting to watch.

When reviewing the promotion and advertising of The FIFA World Cup, throughout the years, the importance of music is raising to a very high level. Some of the songs created a legacy for both the music video and The FIFA World Cup. The 2010 South Africa song Waka Waka (This Time for Africa)'s music video received a total view of 3 billion views on YouTube and was rated as the 28th most viewed on the site. Additionally, publications such as Billboard, Dallas Observer, and The Sydney Morning Herald gave positive feedback rating the song and its music video to be one of the best songs of The FIFA World Cup. Other songs are not quite as successful but received very good results, achieving top-one downloads and views in several countries. This double-sided advertising made a remarkable impression on the audience.

2. Literature Review

Because of the huge impact The FIFA World Cup created on numerous aspects both to the country and people worldwide, many scholars and researchers conducted much research on the advertising of The FIFA World Cup and its effects on mass media. Salomaa and Lehtinen's theory found that new media such as Twitter can connect audiences and interact with each other while watching a football game [1]. Karg and Lock have also proven that using new media, events such as The FIFA World Cup provided new engagement, socializing, and entertainment experiences for audiences internationally and culturally [2]. To be even more precise, Kim Jaewon's managed to calculate the exact undulate of Twitter hashtags, comments, and new posts during the 2014 FIFA World Cup, resulting that new media like Twitter helped significantly during the advertisement process, building up excitement and creating a joined environment for the audience online [3].

Even though there are very few studies which made their focus on the official music and their music videos, there are many studies on advertising The FIFA World Cup as a whole. Boyle and Haynes stressed in their research that modern age starting from 2022, events like The FIFA World Cup have become huge media events because the blooming of technology provided some new possible ways to watch The World Cups for the relatively constant audience: young and adult male. Additionally, they conducted a result that events like The FIFA World Cup are crucial in shaping the nationalism and cultural identity of a country [4]. However, their research has many limitations because they focused mainly on television and did not extend too much further to other ways of propaganda. In the digital age, it is crucial to not limit but to expand the way people receive information from. While Ali Ziaee's research team reached a similar research result but using a method that makes selections by using keywords [5]. This is much more accurate and comprehensive in analyzing the effects of mass media.

Another focus besides the advertisement feature of The FIFA World Cup official music videos, the content, or the feature of music videos is also important to mention. Music videos, which begin production in the 20th century, are not only advertisements or entertaining but are heavily related to social discussions and problems [6]. Edmond Maura in her 2012 essay also concluded that the impact that a music video stresses are diverse and complicated, and it has emerged with the new digital media as an alternative to television [7].

In addition to the theme of music videos, is the impact of celebrities. The FIFA World Cup is a very large international event, and to increase its popularity and to increase the familiarity of foreign audiences, these music videos are often sung and produced by famous singers and composers. This is a common marketing strategy used in the field of advertising [8, 9]. In many related studies and research, with the involvement of celebrities and famous people, the targeted audience showed higher buying and viewing rates than without the influence of celebrities [10, 11]. However, there are few studies on if this result would comply with a more international event such as The FIFA World Cup music videos.

These researches provided some very specific details about the theme of this topic. However, there is still a gap between these result. Although there are many kinds of research on The FIFA World Cup as a whole, fewer studies made their focus on the official music and music videos. Most importantly, fewer researches analyzed the contents in detail. Moreover, there is little research on the different meanings and aspects these music videos generated through content. because The FIFA World Cup is getting famous every year, as one of the most important ways of propaganda for the event, they need more attention. This study aims to provide a general analysis by looking at some specific montages of the five recent FIFA World Cups, hoping to provide a better way for FIFA World Cup music producers and directors to make their products more popular and exciting for the mass football audience. Additionally, it can also help other musicians and film directors how to adapt meanings through camera movement, different shots, and themes. In this case, to make this study worth its title, this research will analyze five official music videos between the 2006 and the 2022 FIFA World Cup using observation.

3. Methodology

Since the official music for each FIFA World Cup often contains more than one song, the official song and anthem, The author will focus mainly on the official songs and their corresponding music videos. They are, “The Time of Our Lives” (2006 Germany), “Waka Waka (This Time for Africa)” (2010 South Africa), “We Are One (Ole Ola)” (2014 Brazil) and “Live It Up” (2018 Russia). one special occasion is the 2022 Qatar World Cup, which the FIFA officials released an entire album containing 11 songs in total. In this study, the author will use the first song in this album, “Hayya Hayya (Better Together)”. So these songs are English or have most parts that contain English for better organizing, and also because English is a very universal language, it would represent a much larger group of viewers.

These music videos will be divided into sections and being analyzed of their similarities and differences between frames. Mainly the focus will be on the main singers during the video, because they are the center point of the whole production. Also because the duration of the camera that focuses on them is very long, therefore they often have the most detailed shots. It allows the audience to have a better understanding of the theme of the videos, as their singing and dancing styles are unique. Additionally, the author would look into their facial expressions, body movements, and most importantly, the *Mise en scène*.

Then, the author will also examine the football scenes. Since it is a football-promoting music video, many scenes came from the previous years of The FIFA World Cup. They come from different sources, either segment of the live broadcast, different cameras at the stadium, and even replays. There is a very wide range of selections of shots and the main focus are going to be mostly on the *Mise en scène*, the position of the players, and different shot types and angles.

At last, besides the singer and archive footage, the people besides the singers and players are also worth analyzing. These include the other dancers, and cheering crowds either at the stadium or during the filming process. The author thinks that they are worth studying because it helps people to comprehend the *Mise en scène* better. After observing all these different categories, the author will

try to organize different data from five of these music videos and try to summarize their common points and differences. Then organize them into paragraphs to make the results much more convenient to compare and read.

4. Results

The main singers themselves show greater similarities than differences. The singers' facial expressions are identical, and they all have big smiles on their faces, With teeth visible. Such as the close shots of Shakira between 0:33-0:35 in the 2010 video. The body movements of the singers mainly focused on their arms and hands, beating with the music. They are mostly captured with a medium shot or a zoom-in from a medium shot to a close medium shot. Additionally, except for the 2006 video, all the singers who participated had a much more passionate and larger movement. For example, the short sequence between, 0:53, 0:55, and 0:56 are fixed medium shots of Pitbull with his arms open to the side while grooving with the music in the 2014 video. The differences grew even bigger when comparing each mise en scène. The 2006 video contains a group of vocalists and a singer singing a smooth song, featuring mostly medium shots long ranged shots, and closeups. The others are pop singers singing a song with a strong and clear beat, with the same type of shots but fewer closeups. Instead, loop shots and moving shots became common. In both the 2006 and 2010 videos, the singers remained in one place and did not change location, Such as the vocalist group standing in the stadium and Shakira remained in a filming room with a gray interior. While the others are constantly switching to new locations, For example, Pitbull in the 2014 and Nicky Jam in the 2018 video, which focused more on the streets of both countries. The 2022 video spent its location in different places in the desert. Moreover, the camera movement in 2006 and 2010 is much more fixed and less vibrant compared to the others.

The football archives scenes displayed great similarities among the five music videos. There are three main categories: shooting for the goal, players competing, and players cheering. There is no specific order for these sequences to appear, However, their filming techniques are identical. Most of these sequences are tracking shots, while the tracking target is different. Shooting for the goal focuses more on the ball itself and stops at the frame when the ball lands in the goal. Such as 0:46 in the 2014 video and 0:11-0:15 in the 2010 video. Players competing appear less than the other categories. They are often long shots or long-ranged shots, displaying two or more players competing and fighting for control of the ball, for example in 0:47-0:48 in the 2010 video. The players cheering scenes used much wider shot selections. They are shown sometimes with medium closeup shots with zoom-in targeting the facial expressions of the players like 2:46-2:47 in the 2018 video, or a middle shot showing the player running and cheering with excitement, such as 0:49-0:50 in the 2006 video. However, the 2022 video is very different. The scene mainly displayed players hugging each other and helping the fallen ones to get up, for example between 1:13-1:17.

There are significant differences between the crowds and their surroundings. The 2006 video featured only crowds in archive videos because no other people accompanied them. These contain extreme close shots and also extreme long shots, sometimes there is zoom in and out. The 2010 video added dancers which danced and grooved together with the singer, they are in a well-organized formation with specific dance moves, such as 1:02-1:09. Then, starting from 2:18, it featured a crowd of people dancing in the background. Most of the scenes that featured crowds in the 2014 video have very loose formations, they danced freely with the music. The 2018 video is similar to the 2014 but in addition, it featured everyday people playing football, Such as the very beginning of the video. There are identical shots in 2010 and 2014 as well, but they appear in a very short period. The 2022 video is a combination of the 2006 video and 2010 video, there are dancers in formations and cheering crowds footage from the past games. Additionally, since 2010, the addition of the crowd to represent

different cultures started to appear, and created a more distinctive cultural atmosphere. For example, the traditional clothing worn by the dancing crowds in the 2010, 2014, and 2022 videos.

During the observation, the author reached a very fascinating conclusion. The theme and the strategy of these five music videos changed three times. Generally, "The Time of Our Lives" (2006 Germany) is the first, "Waka Waka (This Time for Africa)" (2010 South Africa) and "We Are One (Ole Ola)" (2014 Brazil) are the second, "Live It Up" (2018 Russia) and "Hayya Hayya (Better Together)" (2022 Qatar) are the third.

5. Discussion

This current study analyzed the similarities and differences according to different sections. As a result, besides common and identical features such as facial expressions, many differences separate each one. The differences between singers are mostly in body movements and location, specifically between the 2006 video and the rest. One reason for this to occur is because of the singers themselves. The 2006 official song "The time of our lives" is sung by Il Divo with Toni Braxton. Il Divo is a popular vocalist group, and Toni Braxton is a rhythm and blues singer. Both these types of music are slow, and the passion of the songs is more underlying. Therefore it limits the movement of the singers. Another reason might be that the producers are trying to be formal and bring seriousness and the feeling of epic to the audience. They are obeying the sanctity of the long-lasting international football tournament and was also remembering all the glory that the formal players created and will create in the stadiums. It is also why the filming remained inside the stadium. Because the stadium is where the legacy and the legends begin and where they will end.

The reason for the 2010 video however is slightly different. On close analysis, the filming space contains a metal background and the floor is filled with sand. One reason is that the producer is trying to form some resemblance to the actual environment of South Africa, where poor people live in metal boxes and sandy grounds. This makes the video fit more into the country. There is another way to explain this. The metal-colored background represents everyday life, cold, boring, and lifeless. The sand, however, is associated with beaches, and it's linked with passion. Putting them together with the dancing singers formed a contrast between them, thus the singer represents The FIFA World Cup itself, an event where people can relax, be free from everyday life, and have fun together. There are some positive effects behind these features. First, remaining in one location reduced the trouble during the production process of the video, in which they only need to set up one set of cameras. It also reduces the budget for the video. Additionally, the audience would not be overwhelmed by the fast-changing of the different locations, so they can focus on the song and the dance itself. Also, adding hidden meanings to the video gives the audience some thoughts after watching. But, there are negative impacts as well. By remaining in one place, it lacks some passion compared to the other videos, where they are filmed in real places outside. Also, on the aspect of singers, both the 2006 and 2010 videos are lacking direct content from the country the world Cup is held. The World Cup is a chance to show foreigners cultures and real images, and this can not be achieved indoors. Besides, These music videos are to advertise for all age groups, and the hidden meaning might confuse certain audiences creating the opposite effect.

There are ways to make them better. Using pop singers singing songs with a catchy rhythm, combining indoor and outside filming, can create the passion and excitement it needs by football fans. Also, do not leave hidden meanings that can lead to confusion, instead make a much more direct approach, such as the beginning of the 2014 video, with normal people playing football, it gives out the message that football is for everyone to enjoy.

The previous football footage is widely outspread in all five of these videos. They are quite similar in a category and remained extremely identical. One of the reasons might be that they are here to serve as a tool to arouse the excitement of the audience. The content of these short scenes is very

stirring, scoring, cheering, and battling. By watching these scenes, the audience would be driven by emotion because of these actions and thus want to watch the games. Another reason is that showing these past scenes to the audience, simply tells the audience what happened in the past and what would happen now and in the future. It acts as a basic information transfer object. Moreover, through these sequences the audience can look for their favorite teams or players while watching these music videos, it would open up discussions about the games themselves, and people would start conversations such as which team might win and which player do fans like the most. Adding these scenes would raise the emotional side of the audience, making them ready to enjoy the excitement the real matches give out. Plus, it filled the propaganda purpose for the World Cup. Still, they are not completely perfect. The duration of each scene is very short, they last from one second to a few seconds. The constant flashing of images would make the audience conduct visual fatigue, the excitement would end up in dizziness. However, this situation is easy to fix. Slow-motion shots can help the audience observe the details in a short clip. Also, putting these sequences together to create a longer one can help reduce fatigue, making the audience excited but not too exposed to passion.

It is very interesting to see that the crowds and their surroundings are different in almost every way, and there are a few possible reasons. There are different approaches to the contents. Since these five music videos are created by different producers, it is natural that the arrangements are different. Additionally, the evolving of social ideas and producing and communicating methods can also affect this change. Moreover, different countries with their unique cultures are another reason for these differences to occur. The 2006 video stressed formality and glory, therefore the singers were dressed in suits and singing in a rather solemn style.

To be more specific, The 2010 video wants to stress the passion of the people in South Africa, because Africans are natural when it comes to dancing, therefore people with traditional clothes can be seen dancing and playing traditional instruments. The 2014 video took it even further because Brazilians are linked with passion and excitement, therefore crowds of people partying with the beat are used as the background, and it created a connection to the famous carnival in Brazil. The 2018 video reduced the effect of passion but approached pop culture such as street dancing and rapping, making the video more modernized and suitable for young audiences. The cultural aspect is reduced significantly and can only be seen on a few occasions, such as when a dance is dancing with The Red Square in the background. The 2022 video slightly added the cultural aspects back, with the dancers dressing in traditional clothing and displaying scenes with the environment of the country, such as the deserts. Additionally, the 2022 video focused more on friendship in competition, in example of the scene with the crowd holding a giant poster with flags and “We are one”. Generally, the adaption of different local cultures and producing value had a very positive impact on advertising and displaying inner thoughts. It showed audiences from all over the world the unique culture this country has. Also, it boosted the self-confidence of their own culture. Moreover, it meets the ideal of the World Cup, an event where the passion for football can be passed around the world from country to country. However, it is crucial to find the perfect balance between cultural content and inner meanings, having either too much would reduce the effects on both displaying and advertising.

6. Conclusion

Through this close analysis of the contents and the image of these music videos, many significant statements are drawn regarding each different aspect. The general visual style of the singers took a dramatic change since 2006, having much more popular and fashionable celebrities performing lively songs. Compared to the previous method, the current method can improve greatly the promotional impact of these music videos. It also brings better visual enjoyment to the audience. The segments of previous football highlights Interspersed in the videos are likely to become a part of the tradition of these promotional music videos. However, the types of highlights have changed in recent years from

competition to friendship and peace. Most of the changes are about the mise en scène. After 2006, fitting the theme of each country, many crowds are featured live in the background accompanying the singers. The locations switched from fixed and mainly indoors to outdoor sets. It displayed some of the cultural representations of each continent and adapted popular culture as well. Additionally, it also has a better advertisement feature internationally. In general, these music videos demonstrated an evolution in both marketing and advertising style and how the producers decided to treat such events. The FIFA World Cup emerged from a serious sporting event similar to the football competition during the Olympics into an emotional, energetic, and passionate revelry of football fans across the world. From there, the diverse comprehension of football pushed the ideal of “telling the world how we play” onto this big international stage. As a result, “The Olympic Games only of Football”, was born. Besides, there is a very large development space among these music videos. Just like in The Olympics, the audience can learn cooperation, friendship, respect during the match, and these feelings can be delivered to the audience in the form of music videos.

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