

Evidence shows that it is the extent to which a song is memorable which dictates the success of a song. By reviewing a few top commercially successful songs by way of their sustained commercial success globally over a period of half a century, it's clear to see that there are definite themes throughout. These songs are characterised by melodies that are familiar/recognisable enough to anticipate their movements, repetition of lyrics or melodies, and lyrics that echo the thematic emotional experiences of a human such as love, sentiment, sorrow, lust or rebellion.

According to 'ThisDayInMusic.com', 'BowlLyrics.com' and 'Top5OfAnything.com' the following are among the top 10 selling songs of all time; *Silent Night by Bing Crosby* - uses the sentiment of a quiet night being synonymous with a holy occasion with family as well as repetition of lyrics, *Candle In The Wind by Elton John* - uses the relatable emotion of sorrow and repetition of melody in each section, *White Christmas by Bing Crosby*, *I Will Always Love You by Whitney Houston* - uses love, sorrow and sentiment as well as repetition of lyrics in chorus and *Rock Around The Clock by Bill Haley And His Comets* - relatable human emotion of fun, repetition of rhythm and lyric throughout song. Ultimately it would seem that the song must be identifiable in some sort of way, whether it be melodically or subject matter. Songs that are truly memorable generally have a few key characteristics in common. One of the most important is that they are immediately catchy or memorable audibly. This is often due to repetition of lyrics, rhythms or melodies. Another key characteristic is that the song quickly appeals to the listener on an emotional level. These are typically emotional experiences which the listener can relate with. When a song has these elements, it has a much higher chance of becoming a timeless classic that people will remember for years to come.

Although the audible characteristics and lyrical content evidently dictate the popularity and traction of a song as explained above. What also cannot be ignored when considering factors which inform the commercial success of a song is the clout that the associated artist has within the commercial marketplace. However the strength of the song still outweighs the stature of the artist. This is illuminated by the number of top 5 best selling artists of all time, who appear amongst the artists associated with the top 5 best selling songs of all time. According to Top5OfAnything.com which outlines the top selling songs of all time, when cross referenced with the AllTopEverything.com, which outlines the best selling artists of all time; the top 5 songs of all time only features 1 of the top 5 artists of all time. This demonstrates that the commercial success of a song is not necessarily determined by the commercial success of the associated artist.

Finally, structure. All commercially successful songs have a very clear structure. Most songs contain some combination of the following elements: an intro, a verse, a pre-chorus, a chorus, a bridge, instrumental solos, and an outro. The recognisable

sections of the song is formed by the contrast between each section and the universal understanding for the relative differences between. In line with the previously explained characteristics of a successful song, the consideration of structure in a song speaks to the principle of enabling the works to be identified with. In conclusion, whether it be lyrical content or sonic profile, it's clear that if you want a song to be successful it must be something which the listener can relate to in one of either of these ways.

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