

GCSE Media Studies HT3 Knowledge Organiser

Component 2: Understanding Media Forms and Products

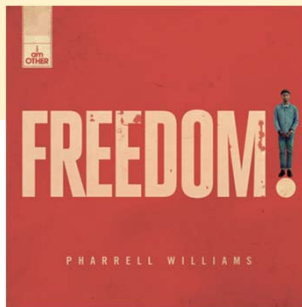


Taylor Swift 'Bad Blood'

- Taylor Swift's image is regularly reinvented, and her online media is redesigned to reflect this.
- The vivid redesigns of her online media help to drum up publicity and engage fans by creating enigma and drama.
- Bad Blood features cameo appearances from: Cara Delevigne, Selena Gomez, Kendrick Lamar, Cindy Crawford.
- **Representation:**
Women are presented as being powerful, challenging typical representations of women. However, sexualisation of women is clearly evident and is very conventional.
- Lack of male presence connotes that men hold less importance in this world.
- Men we do see are much weaker – overpowered, fight sequences women out manoeuvre them
- The video has more white people- reflects the way people from ethnic minority groups are often under-represented in the media.

Props:

- Typical symbols of femininity as props e.g. handbags becoming powerful and aggressive weapons



Key Theories:

- Uses and Gratification Theory
- Dyer's Star Theory
- Propp's Theory of Narrative



Key Terminology:

- Representation
- Intertextuality
- Concept
- Performance
- Camera Shots/Angles
- Props
- Cameo appearance
- Feminism

Pharrell Williams 'Freedom':

- Pharrell Williams is what is termed a 'Renaissance Man' - someone who is highly talented in a number of different areas.
- He has an 'umbrella brand' called *i am OTHER* which incorporates Pharrell's fashion labels, movie production company, record label, and social activism initiatives.
- The celebration of racial and cultural diversity seen in the video could be a response to controversy over Pharrell's earlier comments about the 'New Black' and race relations in America.

Media Language:

- The video is a good example of montage editing, where a number of seemingly unconnected images are cut together to suggest a theme or create a specific emotional reaction.
- 'Freedom' is a music video that combines both concept (strong, complex themes about diversity, revolution and nature) and performance (Pharrell - and others - sing and dance throughout).

Representation:

- Ethnic, cultural and religious diversity is promoted in the video. People from a global range of cultures and traditions are shot in rich, bright colours, with no particular lifestyle being given dominance. Western capitalist culture is actually portrayed quite negatively.

Duran Duran 'Rio':

- Formed by John Taylor and Nick Rhodes in Birmingham in 1978, Duran Duran is an English new wave and synth-pop band. The band soon became one of the most successful bands of the 1980s.
- The MTV cable channel and Duran Duran were launched at about the same time, and so each helped the other reach greater heights. MTV were looking for music videos to air and Duran Duran wanted exposure.
- Rio is a metaphor for America, and the song expressed their desire to succeed there, which they did.
- The wordplay is interesting, as Rio is sung as if it's a girl's name, and the word conjures images of the popular and glamorous Brazilian city, which goes with the exotic image the band was cultivating.

Media Language:

- The video for "Rio" has little in the way of a cohesive plot, it is simply five good looking men cavorting on a yacht, trying to vie for the attention of Rio, a beautiful female.

Representation:

- For the most part, the band members are dressed in brightly coloured designer suits portraying themselves as a bunch of well-travelled, decadent playboys. They appear to be living a dream lifestyle which epitomised the wealth and excess of the 80s.

