

Y10 HT3 Music Industry Learning Journey

This half term we will be studying the music industry with a focus on music videos. We will look at the importance of social media and artist websites in terms of publicity and promoting a brand. We will analyse the set texts: Taylor Swift 'Bad Blood', Pharell Williams 'Freedom' and Duran Duran 'Rio' looking conventions and representation.

Set Texts:

Taylor Swift Bad Blood (2014)

Pharell Williams Freedom (2015)

Duran Duran Rio (1982)

What do I need to understand for this topic?

Key vocabulary, context of the set texts, codes and conventions of music videos, connotations/ denotations, semiotic analysis, male gaze theory and feminism, representation of social groups, audience theories and the production of music videos.

How will I know how to I am successful?

We will complete practise exam questions and plans in class that you will be able to assess using a success criteria. We will also explore good examples together as a class so that you can reflect on your own work.

How will I practice writing an IP?

You will plan and write responses thinking about representation and media language used in music videos.

How will I be assessed?

Your ability will be assessed through exam based questions (two this half term).

What will I study?

The music industry and how music videos are used. How social media and websites are used to promote artists.

Music videos: one male, one female, one historical.

Taylor Swift 'Bad Blood'

Social Media
Context
Camera Shots
Representation
Media Language



Pharell Williams 'Freedom'

Social Media
Context
Camera Shots
Representation
Media Language



Duran Duran 'Rio'

Social Media
Context
Camera Shots
Representation
Media Language

