

## Y11 HT3 Music Industry Learning Journey

For the remainder of 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. We will do this mainly through exam practise to prepare you for your exams.

### 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 exam responses?

We will write some plans and responses together to help guide you before you start writing them independently. You will utilise your knowledge of writing for other units to help you approach these questions.

### How will I be assessed?

You will have two exam questions formally assessed. You will also complete knowledge quizzes on these set texts.

### 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

