

LEARNING JOURNEY

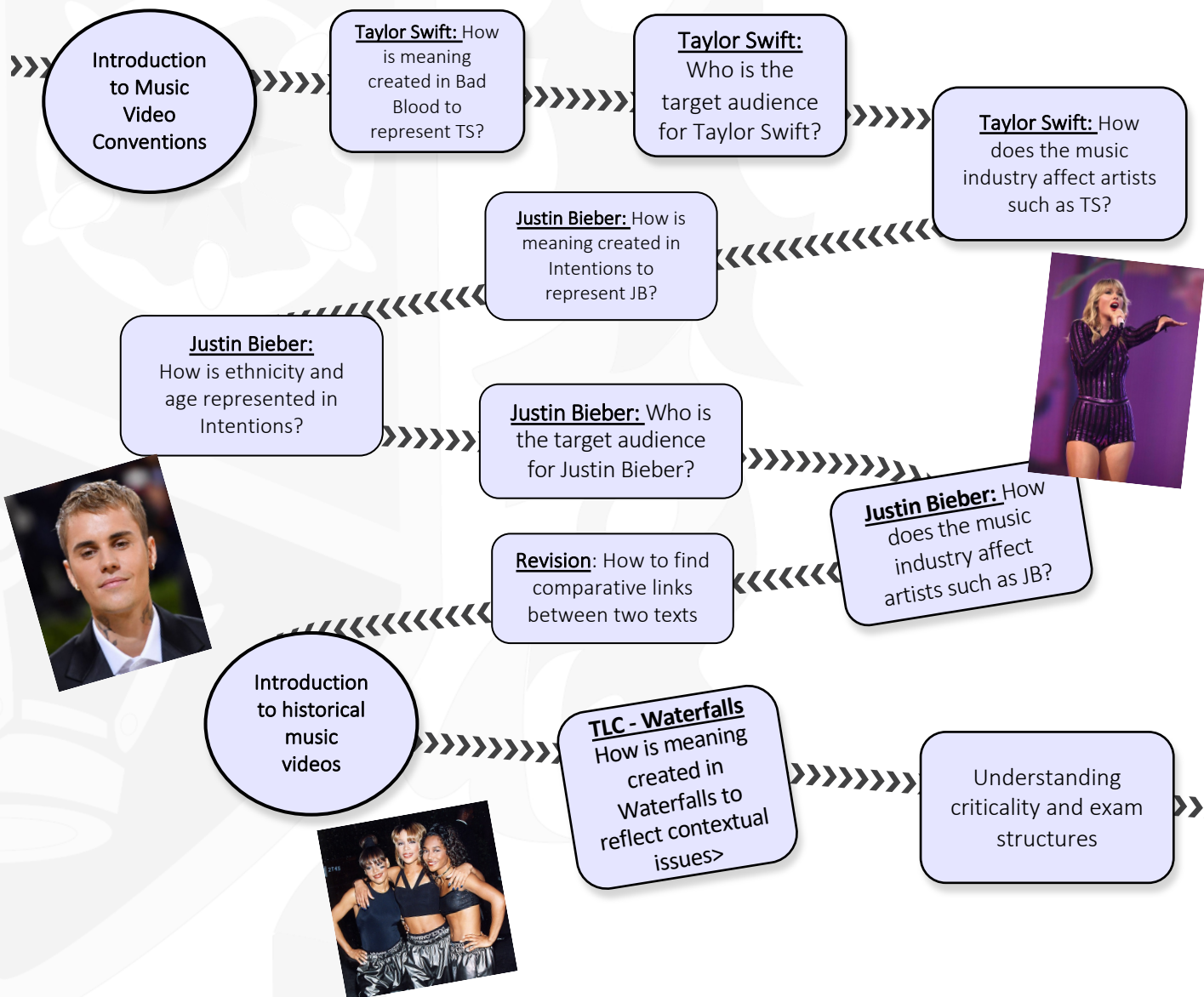
Media



Music Artist Promotion: Taylor Swift, Justin Bieber and TLC

Year 11: Spring term

Whilst Component 1 texts explore a breadth of different media products, component 2 delves deep into the depths of crime drama and music promotion. In this unit, you will learn in depth about the world of music promotion. You will study how the music videos make meaning and represent their artists with star appeal - *Bad Blood* by Taylor Swift; *Intentions* by Justin Bieber; *Waterfalls* by TLC. You will also explore the industry side of music promotion, including how online and participatory media affects audience pleasures.



TUDOR HABITS AND VALUES: Even pop music artists can be controversial! In this unit, you will be required to hold **positive self regulation** to consider how music artists can be provocative to garner audience reactions, but also that these intentions can be used for good, developing your **generosity and gratitude**.

VOCABULARY:

Intertextuality, Synergy, Digital Convergence, Voyeurism, Participatory