

# LEARNING JOURNEY

## Media



Media Language and Representation: Music Videos

Year 12 Autumn Term 2

Music Videos have a unique way of conveying meaning to the audience through highly fragmented narratives. They serve the purpose of entertainment and promotion, which uniquely connects the fan and the artist. In this unit, you will consider how meaning is constructed through moving image and how the technical codes reinforce those meanings. You will further explore how representations can develop personas for stars and allow audiences to identify with them.

**Introduction to Music Video:**  
What are the generic codes and conventions of the form?

**Beyonce Context:** How has Beyonce's Formation Video been influenced by context?



**Formation Media Language:** How are the technical codes and symbolic codes used in Formation?

**Formation Representation:**  
How are representations of the star crafted in the music video for Formation?

**Assessment Point:**  
Assessment practice bringing in other aspects of the theoretical framework

**Careers:**

- Publicity Specialist
- Social Media Campaign Manager
- Storyboard artist
- Audio engineer

**Seventeen Going Under Media Language:** How are the technical codes and symbolic codes used in SGU?

**Sam Fender Context:**  
How are independent music artists typically marketed?

**Seventeen Going Under Representation:** How are representations of the star crafted in the music video for SGU?

**Consolidation of learning and summative assessment**

**Careers:**

- Videographer
- Location scout
- Musical Psychologist
- Sound mixer

### TUDOR HABITS AND VALUES: **Courageous**

This unit will push your understanding of how signs and signifiers create symbolism for the audience. With such fragmented narratives, you will decipher many polysemic interpretations and develop your own unique critical voice.

**VOCABULARY** : Antebellum, Postmodernism, Otherness, Under-representation, Voyeurism