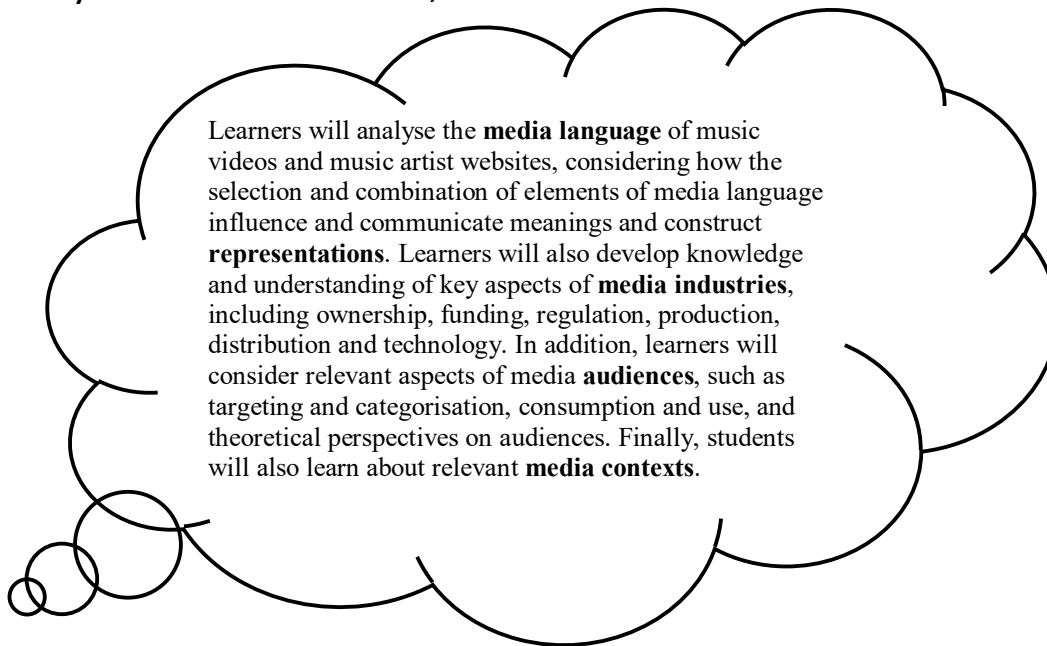


Title: Music Video & Online Media

By the end of this unit, I will know:



Key Vocabulary I should use in this unit of work:

- Genre
- Dress codes
- Gestures codes
- Lighting
- Setting
- Mise-en-scene
- Close-up shot
- Medium shot
- Long shot
- Establishing shot
- High angle shot
- Low angle shot
- Continuity editing
- Jump cut
- Diegetic sound
- Non-diegetic sound
- Representation
- Stereotypes
- Target audience
- Ownership
- Funding
- Regulation
- Distribution
- Banner
- Hyperlink
- Toolbar
- Sidebar
- Thumbnail
- Streaming
- Social media
  
- Uses and gratifications
- Character types
- Enigma codes

	S	O	R	T	😊😊😊
Know the media terminology of music videos					
Know the key genre conventions of music videos					
Understand the construction of representations in your set texts					
Be able to analyse key sequences from your set texts in depth					
Understand the target audience for your music videos and why the texts would appeal to them					
Understand the key industry changes to the music industry, in relation to online and social media					
Understand the role of political, historical social and cultural contexts in the production of music videos					