5. Explain how media language in music videos are chosen to support the artist(s) values and beliefs. Refer to ONE of the music videos you have studied to support your answer.

|  |  |  |
| --- | --- | --- |
| *Section* | *Content* | *Word Count* |
| Introduction |  | 100 |
| 1 |  | 250 |
| 2 |  | 250 |
| conclusion | Finish off by very briefly summarising your main points. | 40 |

**Key scenes to use within the answer with analysis**

1. Explain how representation in music videos are chosen to promote the artist(s). Refer to **one** of the music videos that you have studied.

|  |  |  |
| --- | --- | --- |
| *Section* | *Content* | *Word Count* |
| Introduction | Discuss representation in music videos in general – mention value transference.  Introduce your chosen music video. Give a little context to the video and state what the key representation of significance are in it. | 100 |
| 1 | Discuss the way Emeli Sande herself is represented in the video.  Give some examples of how the media language is used to construct this representation.  Discuss WHY this particular representation has been used (make sure you focus on how it helps promote the artist). | 250 |
| 2 | Discuss the way economically disadvantaged people have been represented in the video.  Give some examples of how the media language is used to construct this representations.  Discuss WHY this particular representation has been used (make sure you focus on how it helps promote the artist). | 250 |
| conclusion | Finish off by very briefly summarising your main points. | 40 |

**Key scenes to use within the answer with analysis**