

## Personal Learning Checklist: One Direction 'History' Close Study Product



	At end of unit		
	R	A	G
<b>Historical, Social, Cultural and Political context</b>			
I understand what a 'manufactured' band is and how this differs from an 'authentic' band like Arctic Monkeys			
I understand how One Direction formed			
<b>Media Audiences</b>			
I can explain why people watch music videos			
I understand how the video has been clearly targeted at a One Direction audience			
I can explain the semiotic codes with the One Direction 'History' video			
I understand and can describe the assumptions that the video directors will have made about the audience.			
I can compare the way that music videos are consumed now compared to the 1980s.			
I can describe how different people respond to One Direction 'History' in different ways and why.			
I can describe and explain how people may respond differently to a video over time.			
I can analyse the audience of One Direction 'History'			
<b>Media Industries</b>			
I can explain why record companies make music videos and how this fits into the music industry promotion schedule.			
I understand the dominance and importance of major record companies like Syco/Sony			
I can explain how music videos are regulated			