Qu 1. How does an understanding of historical context allow us to read music videos more effectively? [CON]

• Guidance:
  1. How successful were Duran Duran in the 80s?
  2. What role did MTV play in Duran Duran’s success?
  3. In the 80s how was their “look” / image seen by the public?
  4. What lifestyle / imagery is presented in the video?
  5. What other factors contributed to the popularity of the video?
Qu 2. To what extent do music videos reinforce traditional gender stereotypes? [REP]

• Guidance:
1. Follow the article’s analysis of the narrative (Part 1) and its analysis of representation (Part 2).
2. Highlight references to gender, adjectives & verbs, eg. “good looking”, “cavorting”
3. Make notes on how the males (Duran Duran) are represented. Summarise in bullet points.
4. Make notes on how the female/s (Rio) are represented. Summarise in bullet points.
5. What elements conform to gender stereotypes, and what elements challenge stereotypes?
Qu 3. Explain, using media theories, how music videos appeal to audiences. [TH]

• Guidance:
1. How does “Rio” use the Male Gaze theory?
2. What escapism does “Rio” offer?
3. What personal identification do we get in “Rio”?
4. How are personal relationships developed after watching “Rio”?
5. What information have we discovered after watching “Rio”?

READ THE FACTSHEET. IN YOUR BOOKS ANSWER THE GUIDANCE QUESTIONS IN FULL SENTENCES. NEXT, ATTEMPT THE QUESTION, AIM TO SPEND 5 – 10 MINUTES ON THIS.