To know the context of music in the 1980s and 1990s.

- Period of economic instability in Britain in 1980s
- High unemployment rates
- Economy grew in mid 80s and this was period of ‘excess’ (yuppie)
- Wealthy young people with disposable income spent on luxury goods
- Fashion trends were bright colours, bold patterns and shoulder pads
- ‘Synth Pop’ was popular
To know the context of music in the 1980s and 1990s.

- Feminist movements were developing
- Mainstream media was still stereotyping gender
- Miners strikes in 80s causes unrest – riots in Brixton, London and Toxteth, Liverpool due to racial inequality
- Ethnic minority groups had low level of income and poor quality of life

How different is the social context in the 1980s to now? Think about gender and ethnicity.
To understand how the 1980s influenced society and culture.

<table>
<thead>
<tr>
<th>Social or Cultural Context</th>
<th>Notes from video</th>
</tr>
</thead>
<tbody>
<tr>
<td>High street shopping</td>
<td></td>
</tr>
<tr>
<td>Privatisation</td>
<td></td>
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<tr>
<td>Advertising</td>
<td></td>
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<td>Riots</td>
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</tbody>
</table>
Shot in Antigua
Released in 1982
Uses many ‘cutting edge’ technologies.
Presents luxury lifestyles
Intertextuality of ‘Bond’ films
To be able to analyse a music video using media terminology.

<table>
<thead>
<tr>
<th>Technical Codes</th>
<th>Visual Codes</th>
<th>Sound</th>
</tr>
</thead>
</table>
| What impact do the special effects have? | Describe the mise-en scene in detail.  
How does the mise-en scene reflect the context of the 1980s and ‘excessive’ celebrity lifestyle?  
Identify intertextual references to Bond – how are they used? |       |

**What is the narrative of the music video?**
1. What was the slang word given to rich young people in the 80s?
2. What two visual codes show excess in ‘Rio’? Use specific terminology.
3. What inequality can you pinpoint from the 80s?
4. Is Spectre an example of horizontal or vertical integration?
5. What initial audience did Pokémon want to attract?
6. Who is the target audience for Katy Perry’s Roar?
To know the narrative of the historic music video.

What do you think the story is of the music video?
Discuss.

How does the intertextuality of *James Bond* help us understand the narrative?
To know the narrative of the historic music video.

- The band live out their daydreams in paradise
- They are teased by a ‘vixen’ on the island.

Does the narrative follow a linear or a non-linear structure?
To understand how technical and visual codes create meaning.

Laura Mulvey’s ‘Male Gaze’ theory states that:
Male gaze is the act of depicting women and the world, in the visual arts and in literature, from a masculine, heterosexual perspective that presents and represents women as sexual objects for the pleasure of the male viewer.

To what extent can you apply this A-Level theory to this GCSE text? Discuss.
Let’s remind ourselves of the context of the 80s...

The video looks at how MTV and music video changed music in the 80s’.

Duran Duran are referenced with Spandau Ballet.
To understand how technical and visual codes create meaning.

Annotate using media terminology the camera shots and identify:

• Camera shot, angle
• Visual codes
• What these tell us about the narrative or the context
• How the video objectifies women – apply Laura Mulvey’s ‘Male Gaze Theory’

The denotation...connotes..
Low angle shot allows audiences to be voyeurs of the fantasies which the band have.

Close up of woman’s eyes in the edited shot connotes that she is ‘watching’ you. Inks to the Voyeurism.

Black background connote mystery of the woman.

Low angle wide shot of the scenery and the woman’s body links to Laura Mulvey’s theory – woman is objectified. Black box around her thigh connotes this, too.

Antigua as a setting for video connotes the lavish lifestyle and celebrity of the band.

Pink spots connote the weirdness of the band fantasy but also connote the bright colours of the 80’s and femininity.
Black and white editing connotes it is intertextuality of the film ‘Rambo’. Champagne glass connotes wealth and excess.

‘Cherry ice cream’ lyrics mirror the low angle mid shot of the woman licking an ice cream. Links to Laura Mulvey’s ‘Male Gaze’ theory.

Lime/yellow silk suits by Andrew Price connote the wealth of the band and excels/style of the 80s.

Pink and blue phones stereotype gender and reinforce idea women are feminine.

Intertextuality of ‘James Bond’ with woman walking out from water. Wide shot connotes the luxurious, exotic setting.
To understand how gender is represented in the music video.

We have looked at women, but what can you analyse about how men are represented?

**Are there any stereotypes?**

**How can you link context?**

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do men represent the 80 style?</td>
<td>Explain in a few sentences how women are represented in this video.</td>
</tr>
<tr>
<td>Is this a positive or negative representation?</td>
<td>Is it positive or negative?</td>
</tr>
<tr>
<td></td>
<td>Is it a mis-representation?</td>
</tr>
</tbody>
</table>
To be able to answer a Component 2 Section B exam question using key examples from the text.

Q3: ‘Music videos reinforce stereotypes of gender.' How far is this true in Duran Duran’s ‘Rio’?

• explore representations of gender in the music video you have studied
• refer to relevant media contexts, such as social or cultural
• consider whether you agree or disagree with the statement.

Criteria:
• Identify the stereotypes or misrepresentations
• 4 examples from the text
• Analysis of these examples
• Link to the 80’s context
• Laura Mulvey’s theory
• How the audience would respond.

POINT, EVIDENCE, ANALYSIS, RELATE TO AUDIENCE OR THEORY.