EDUQAS WJEC GCSE KNOWLEDGE ORGANISER
In-Depth: Music Video and Online Media
Component 2 Section B

Theoretical Framework:
Language, Representation, Industries, Audience

Contexts: Social, Cultural, Historical, Political

How to use: Use this Knowledge Organiser to identify the similarities and differences between the music video and the website.

PHARRELL WILLIAMS
FREEDOM (2015)

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WEBSITE

LANGUAGE

SIMILARITIES

LANGUAGE

SIMILARITIES

REPRESENTATION

SIMILARITIES

REPRESENTATION

INDUSTRIES

SIMILARITIES

INDUSTRIES

AUDIENCE

SIMILARITIES

AUDIENCE

KEY TERMS
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SOCIAL

SIMILARITIES

SOCIAL

CULTURAL

SIMILARITIES

CULTURAL

POLITICAL

SIMILARITIES

POLITICAL

HISTORICAL

SIMILARITIES

HISTORICAL

THEORISTS