

Knowledge Checklist: Blackpink Close Study Product



	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I understand what K-Pop is?			
I understand how K-Pop idols are manufactured and how this compares to 'Independent' bands like Arctic Monkeys.			
I can describe and explain the Blackpink are created for a global market.			
I can describe the representation of women and ethnicity in Blackpink and K-Pop, in general.			
I can compare this CSP with the Arctic Monkeys CSP.			
Media Industries			
I understand how Blackpink have utilised social media to grow their audience and expand their markets.			
I can discuss the role of YouTube in the growth of Blackpink.			
I can explain how music videos are regulated in the UK.			
I can describe and explain how K-Pop has been influenced by other cultures and how it now is expanding into other cultures.			
Media Audiences			
I can describe the Blackpink audience.			
I can explain how Blackpink has produced their video for their specific audience.			
I can explain how the audience can interact with Blackpink.			
I can discuss why the audience uses the music video.			
I can discuss the marketing strategies Blackpink use.			