

Personal Learning Checklist: 'Arctic Monkeys – I Bet You Look Good On The Dancefloor' (IBYLGOTD) Close Study Product



| | At end of unit | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---|---|
| | R | A | G |
| Historical, Social, Cultural and Political context | | | |
| I understand how the Arctic Monkey IBYLGOTD is a key milestone in the evolution of the music industry | | | |
| I can explain how the Arctic Monkeys are part of a long tradition of creative, independent artists who reject corporate values | | | |
| I can discuss the birth and growth of the Arctic Monkeys | | | |
| I can compare IBYLGOTD to Blackpink – How You Like It | | | |
| Media Audiences | | | |
| I can describe and explain how the video codes and conventions are linked to the target audience | | | |
| I can describe and explain how the video codes and conventions are linked to the image the band want to project | | | |
| I can describe and explain how the growth of Arctic Monkeys is linked to innovative use of digital technology (social media, digital music files) | | | |
| I can discuss the role of music video and why it is a required media product in the music industry | | | |
| I understand why people watch music videos (uses and gratification) | | | |
| Media Industries | | | |
| I can explain why this video seen as a turning point in the relationship between the music industry, artists and fans | | | |
| I can explain what self-production of music is | | | |
| I can describe how self-production is now possible (and why it previously was not) | | | |
| I can explain how the music industry is similar, but changing (compare to The Beatles) | | | |