



# Topic on a Page for GCSE Eduqas Media

## Component 2: Section B

### Exploring Music Videos and Online Media

Fourth Edition, January 2024

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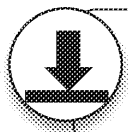
## Revision Posters – Component 2: Section B

1. Lizzo: *Good as Hell*
2. Taylor Swift: *The Man*
3. Stormzy: *Superheroes*
4. Justin Bieber: *Intentions*
5. Duran Duran: *Rio*
6. TLC: *Waterfalls*
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*Activity Posters are provided for each of the above*

# Teacher's Introduction

This resource is primarily intended to be used during revision by students studying GCSE (9–1) Eduqas (C680QS) Media Studies: Component 2: Section B (Exploring Music Videos and Online Media), **for assessment from 2025**.



Pages from this resource which are relevant to the set products for final assessment in **2024** are available on the ZigZag Education Support Files system, which can be accessed via [zzed.uk/productsupport](https://www.zigzageducation.co.uk/zzed.uk/productsupport)

As a revision tool, this resource does not aim to cover the material in depth, but rather to provide visual 'mind maps' of the entire GCSE Eduqas **Component 2: Section B** specification. Students can use this resource as the basis of their revision, as it covers all the key vocabulary and knowledge that students need for their exam. The resource is especially suited to visual learners, and those learners who find it hard to revise from written notes. This resource covers all six of the set products. A mind map is dedicated to each set product so that teachers can change their set study texts with ease.

## Remember!

Always check the exam board website for new information, including changes to the specification and sample assessment material.

The resource consists of:

- 11 completed mind maps, which provide solutions to the activity mind maps, labelled: ① — ⑪
- 11 activity mind maps (partially complete) for students to complete, labelled: ① — ⑪

How to use this resource:

- The sheets can be handed out at the end of the course, or at the end of each topic for revision purposes.
- The mind maps can be printed out poster size and displayed on the classroom walls as the topic is being taught, so that students have a visual reminder of what they have been covering in their lessons.
- The resource also includes partially completed mind maps. Students could be encouraged to complete the exercises as a way of recapping knowledge from the topic at the end of teaching. More-able students could, additionally, be asked to think of further examples to illustrate the points, whereas lower-ability students could provide more illustrations, or colour-code the mind maps, to aid memory of the key topics.

**Please note:** The pages on online and social media are likely to contain out-of-date examples and analysis, as it is impossible to produce up-to-date content for this aspect of the specification (given the constantly changing nature of the Internet). However, the examples and analysis provided will still serve as good practice / demonstration of analysis of such content.

January 2024

Fourth Edition, January 2024

Changes have been made to the resource to account for the changes made to the set products, for assessment from 2025.

Release date: 2016  
Album: *Coconut Oil EP*  
Label: Atlantic Records  
Conglomerate: Warner Music Group  
Certification (US): 4x Platinum  
Peak chart position (UK): 7  
YouTube views (2023): 39 million



## REPRESENTATION

Lizzo is represented as a **strong, confident and successful black woman**. She is proud of her body and has previously spoken out on YouTube about negative opinions with body image: 'Artists are expected to live up to sexy standards. Artists are held to a different standard than the rest of the world. Art is the only body is art.' Lizzo's primary audience is young females aged 18–24. This audience can identify with Lizzo's **body positivity messages**.

The representation of **ethnicity** is positive and empowering and avoids clichéd stereotypes. **Young black Americans** are represented as **supportive** and **cooperative**, fostering a creative atmosphere through their university interests. The setting creates a representation of **education** as **important** and the students are **hardworking**, **focused** and **talented**, balancing their studies with extracurricular activities.

The music video promotes a message of **female empowerment** as we see groups of women supporting each other. Men are also sometimes seen in supportive roles, particularly during band practice, which creates a sense of a 'shared goal'. However, men are also represented in negative ways; for example, the boyfriend who we assume has cheated on his girlfriend plays the role of villain.

## AUDIENCE

- Lizzo's primary audience are young females aged 18–24
- Lizzo has reached this audience through social media as she is active on Instagram and TikTok
- Her music has also been used in advertising, for example, to appeal to the audience, in the 2019 film *Someone Great*.
- It is likely that this target audience would take the preferred reading (Stuart Hall) of the video, finding the representations empowering and agreeing with the central ideas of body confidence.
- However, others might take a more oppositional approach, finding the representations of men to be negative and rejecting modern ideas about beauty standards.

The characters in the narrative might feel familiar to the audience, creating a sense of **personal identity**, but the video also provides **escapism** and **entertainment** too.

**LIZZO**  
***GOOD AS HE***

Good as Hell is mainly a song-based video with Lizzy singing and dancing. However, there is a brief scene in which her confidence and self-esteem are put to the test. Four female students need to solve their different personal issues before they can feel 'Good as Hell' – student 1 gets told off in class, student 2 is unhappy about a break-up, student 3 makes mistakes during band practice, and student 4 feels excluded from the camaraderie among the percussion section of the band. The four students are supported by their female friends who help them get ready and practise difficult sections of music. Through the lyrics and her energetic performance, Lizzo reminds them to have confidence in themselves, reinforcing the idea of female empowerment. In this narrative we see examples of **Propp's heroes and helpers**.

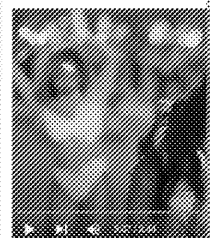
The opening **title card** contains modern lettering and tells us when and where the video is set: Homecoming Week at Southern University, Baton Rouge.

...series of 'out-takes' at the end of the video. Lizzy is seen laughing and joking with the students. In a group shot she high-fives a young student, who looks delighted. This, and her costume choices which are similar to the student's, creates a sense of unity, teamwork and inclusivity.

The **colour palette** for *Good as Hell* becomes brighter and more vibrant as the narrative progresses. The navy blue tracksuits that we see the students practising in become bright blue when it is time to perform. Lizzo's costumes often reflect the colours worn by the students, but her costumes are more glamorous and revealing and create her **body positive star persona**. The lighting and colour give the video a particularly fantastical look when Lizzo is seen with a golden glow around her.

# NARE

The narrative begins by diegetic sounds such as the sound of the band scene. When Lizzo and song begins and there the lyrics and the visual becomes more upbeat students overcome enjoy the



Lizzo breaks the fourth wall to address the audience. This creates a connection with the audience as a role model as she acknowledges her own feelings.

Lizzo is seen representing the idea that she is framed center focus, which emphasizes her importance and

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# Taylor Swift

## THE MAN

The narrative structure of *The Man* features many of Todorov's stages; however, these are also challenged, which constructs specific connotations:

### Equilibrium:

At the start of the music video, the man (Tyler Swift) is seen to be successful and is celebrated by all of those who work

Numerous times throughout the music video, the man causes disruption to those surrounding him (such as manspreading his legs on the subway train).

### Recognition:

Those who are close to the man's character often display obvious signs of disgust when he disrupts their daily lives. However, there is no central protagonist throughout most of the video, meaning the man gets away with most of the disruptions.

### Attempt to repair:

Because there is no central protagonist, the disruptions go largely unchallenged throughout the music video, such as the hall of praise (where the man gets high-fived) or when he shouts at the crew member on the yacht.

### Resolution:

However, the resolution of the disruption comes at the very end of the music video when Taylor Swift is introduced as the music video's director. She has critique for the man's performance (something that women normally get in the music industry). The resolution is that the man is a work of fiction, and only female artists like Taylor Swift can make a change to the sexist industry.

The music video contains heavy use of **practical effects (SFX)**. This is mainly the use of **prosthetics** to turn Taylor Swift into a male character. At the end of the video, Swift reveals the number of prosthetics that she went through. Prosthetics play a key part in the connotations and narrative of the music video, as Swift is commenting on **the patriarchy and the exploitation of female pop artists**. In *The Man*, Swift plays her male alter ego, Tyler Swift.

### Vladimir Propp's Character Types

Character Type	Character	Description
Hero	Director (Taylor Swift)	She is the female who stands up to the man.
Villain	Tyler Swift (Taylor Swift)	He mistreats others on the subway, spreads his legs, etc.
Female	Numerous female characters	The majority of the subordinate to the man's interests (e.g. the crew member).



### Female Stereotypes

- The women in bikinis on the boat are slim and provocatively dressed while **also fulfilling traditional standards of beauty in the media**. While this could be holding women to unrealistically high standards of beauty, the **satirical tone** is actually **criticising** the men who exploit women.
- The female actress at the end (Loren Gray) does nothing in the scene and is completely **passive** in the role she plays.

### Female

- The satirical tone of the video shows that women can be as **active** as men.
- Women can successfully challenge the stereotypes typically associated with them, such as those who are working in the music industry.
- Women can be **active** in the video, implying that **patriarchy is criticised** and that women can have control (i.e. the director).

### Key Theme: Feminism

The main thematic concept of the music video is feminism and the current issues that women face in modern society. The current feminist movement is focused on **activism** and using the Internet to facilitate that activism.

The music video for *The Man* creates a new society, which criticises the patriarchy and the way men are using their platform to gain control and power over the patriarchy.

The video also comments on **online platforms**, such as YouTube, and how modern pop artists, like Swift, can use online platforms as a form of activism.

The music video features patriarchy and exposes it.

- The Walk of Praise** - the music video features a hallway where Taylor Swift is being high-fived, which is a satirical take on the 'hall of fame' often celebrated for male artists.
- Relationships** - the video shows Taylor Swift reading a dating history and a list of exes, which is a satirical take on the public scrutiny of female artists' relationships.
- Control** - the video shows Taylor Swift in positions of control, such as the music video 'owned' by Taylor Swift.

### Context

Taylor Swift has spoken publicly about her **feud** with **Scooter Braun**, her former manager, and the control that he has over her old music. This music video is a **commentary** on this feud, with Swift making the point that men still hold control of female artists in the music industry, often exploiting women for their own gain.

*The Man* won 'Best Direction' at the 2020 MTV Video Music Awards (VMAs). The VMAs were originally conceived as an alternative to the Grammy Awards and target a much younger audience.

### Key Definitions

**Patriarchy:** The idea that society is dominated by men with systematic power over women and minorities from Taylor Swift comes across as a

The actions of an **active** character have a significant effect on the people around them and the progression of a narrative. A **passive** character has little to no effect on the progression of a narrative and the negative impacts of a villain when everyone around them is

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## Facts you need to know about *Stormzy*...

- **Release date:** 13<sup>th</sup> December 2019
- **Album:** *Heavy is the Head* (2019)
- **Label:** #Merky and Atlantic Records UK
- **Conglomerate:** Warner Music Group
- **Peak chart position (UK):** 1
- **YouTube views (2023):** 6 million

## Superheroes Media Language

**Narrative Structure:** The music video follows Stormzy and a young boy as they encounter many successful black people. Stormzy shows the young boy the significance of power, and by the end of the video the boy has gained his own power. This happens when Stormzy passes a golden globe to him, representing Earth. The young boy, and everyone in the audience, has the power to shape and heal the world.

**Character Types (Protagonist):** Stormzy is a representation of the typical superhero protagonist throughout the music video – he saves the boy from being run over, he can fly, and he also has magic powers in the shape of a golden globe. The main difference between Stormzy and other superhero characters is that Stormzy is not wearing the typical superhero outfit.

**Character Types (Helper):** The young boy throughout the music video is the representation of a helper character. He is younger than Stormzy and is shown to idolise him as they fly through the sky together. At the end, it is implied that he will be the next protagonist as Stormzy passes on the powers to him.

**Genre:** The music video takes inspiration from other superhero media, such as comics and films. The music video is animated, like the older comic book superheroes, and Stormzy is also flying around the city. The superhero genre is not known for its representation of black culture, so by Stormzy using this genre it creates a juxtaposition and unusual style to the music video.

**Intertextuality:** The main reference point for the music video is the superhero genre. However, the lyrics and images also make reference to other black figures in popular culture, such as Marcus Rashford (footballer), Malorie Blackman (author), Little Simz (rapper) and Chadwick Boseman (actor). Intertextual references help reinforce the positive message in the music video about the potential of black people and culture.

## Animation

The music video was produced by 2D animation studio 2viente, which is based in Buenos Aires. Their website describes their company as 'a world-class boutique design and animation studio'.

The choice for a 2D animated music video is unusual for the industry and also for Stormzy, as his previous music videos were often filmed on location with Stormzy rapping and performing (such as his earlier work on the music video for 'Shut Up' in 2015). While there is a clear intertextual link created to comic book superheroes, it also constructs a **unique selling point** for the music video, which means the video would be more memorable for audiences.

# STORMZY SUPERHEROES

## Representation of Men

- The visual representation of men in the music video are quite **stereotypical**, including a large **build** (emphasised by the tight-fitting T-shirt) and **low-angle camera shots**. These all help to construct a **type of men** being **strong, dominant and active** characters who are in control. This is also a **subversion** of the stereotypical roles for men at times – for example, the **father figure** who is seen styling his children's hair. This constructs a more **diverse representation of men**, suggesting they can be more than one thing.
- The young boy idolises Stormzy throughout and receives his superhero power at the end – showing that the younger male generation still look up to **stereotypical role models** of men and masculinity.

## Representation of Women

- Like the representation of men, there are also **diverse representations of women**, implying that women also should not be stereotyped as one type or in a specific role.
- The first woman introduced in the music video is seen to be preparing a meal at home and serves it to an older woman (presumably her mother or grandmother). However, when preparing her food, it is represented as her superpower, implying that this is **something to be proud of, rather than a limiting stereotype**.
- Other women are represented in more empowering ways that **challenge traditional stereotypes**, such as Malorie Blackman (a successful author) or at the Black Lives Matter protest – all being active characters making decisions to **inspire a change**.

## Key Definition

**Stereotype** – a limiting and reductive representation of an entire social group. Stereotypes are often easy to understand by audiences but do not challenge old-fashioned views of the social group.

## Music Video: Codes and Conventions

- **Lip-synching:** The music video does not feature Stormzy lip-synching.
- **Location:** The music video appears to take place in a fictional city, similar to fictional locations in other comic book stories, such as Gotham for Batman.
- **Technology:** The entire music video is animated and makes heavy use of CGI (computer-generated imagery).
- **Narrative:** The music video features a narrative that reflects the lyrics of the song, e.g. 'young black king, don't die on me' is heard when Stormzy saves the boy from a car crash.

## Audience Responses

- The first people ever to watch the short video before the music video were **guys** who **understand how power works** in the younger generation.
- On the other hand, Stormzy's song 'Someday' was largely positive, as it was a response to the Black Lives Matter march.

The music video features Stormzy at the Black Lives Matter march. This is not unusual for him, where he criticised British police.

The music video was first screened in schools for schoolchildren in their schools in 2019. The purpose of this was to reach the **intended audience of the music video** – the younger generation – with the **uplifting message** about every young person having their own superpower.

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## Audience Responses

- Bieber's support of Alexandria House in the video spurred on an increase of donations to the charity, with over \$10,000 being raised by fans in the first three days alone.
- Critics and commentators praised the socially aware and 'moving' video.
- Praise was given to Bieber's vocals and to the production of the song as well.
- Fans on social media applauded Bieber for giving marginalised women a platform in this video.
- The song and video were far more positively received than Bieber's previous single, 'Yummy' (2020), which was described as 'asinine' and 'toddler-like' by critics and widely mocked on social media.

## Facts you need

- **Release date:** 7th February 2020
- **Album:** *Changes* (2020)
- **Label:** Def Jam
- **Conglomerate:** Universal Music Group
- **Certification (UK):** Platinum
- **Certification (US):** 3x Platinum
- **Peak chart position (UK):** 8
- **YouTube views (2021):** 385 million

## Genre

### Contemporary R & B

*Intentions* is a contemporary R & B track that blends hip-hop-influenced production with a melodic and emotional singing style. Other artists currently releasing music in this genre include Bryson Tiller, Beyoncé, and Jeremih, among others.

### Lyrical content

The lyrics make reference to love and romance, which is common for R & B, but in a non-sexual manner. Unlike other R & B videos, *Intentions* focuses on non-romantic appreciation for women.

### Blending types of music video

Director Michael D Ratner blends narrative storytelling of the three women going about their lives with Bieber and Quavo's lip-sync performance with the group of people from Alexandria House.

# JUSTIN BIEBER INTENTIONS

Narrative video

Bieber is the only prominent white person in the entire video, indicating that this neighbourhood in LA is predominantly non-white. His role as the wealthy white celebrity who gives POC gifts and opportunities could be viewed as a positive act of altruism or as a form of publicity.

## REPRESENTATION OF ETHNICITY

The representation of people of colour is positive; everyone in the video is shown as being hard-working, caring and kind. There are no stereotypes that are perpetuated, such as the style of dancing in the group scenes.

The neighbourhood is indicated to be predominantly African American, which hints at the social issue of segregated areas of cities such as LA, where white suburbs are much wealthier and have better facilities.

All three women featured are people of colour, shown to be experiencing difficult circumstances in the city. The video highlights that women of colour in the USA have more struggles due to discrimination and societal inequality than white men such as Bieber.

### LOCATION

The video was shot on location in Los Angeles, specifically in the Mid-Wilshire area, which is a part of the averagely wealthy part of the city.

Bieber lives in Beverly Hills, where he has a \$25 million mansion.

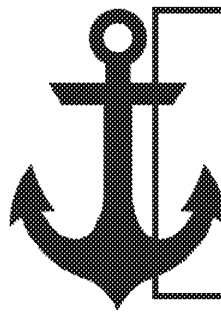
**Hand-held camera:** the camera freely and follows around the subjects that is visually reminiscent of film-making. This adds to the effect of a real event instead of a heavily scripted performance.

**Shallow depth of field:** through the shallow background is often blurred due to shallow depth of field, which makes the video appear professional and of high production value, one befitting a pop star such as Bieber.

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# RIO DURAN DURAN

The band formed in 1978

Genre of music: English New Wave and Synth Pop, both highly popular genres in the 1980s

The band quickly became popular with the teen market and were immediately identifiable due to their glamorous sense of style

## Facts

- Release of *Rio*
- Album: *Rio*
- Label: EMI
- Peak chart position
- Peak chart position
- YouTube

## Use of modern technology in the video

Underwater shooting

Overlays

Colour filters

The music video showcased a yuppie lifestyle. Yuppie professionals had a high degree of disposable income, which allowed them to purchase luxury goods such as

Retro black-and-white shots

Split-screen

Rio © EMI, Harvest, Columbia 1985



Duran Duran's key audience at the time was the New Romantics (a movement of the late 1970s and early 1980s). While New Romantics were experimenting with new and more androgynous styles, the video for *Rio* significantly plays to the conservative values regarding gender roles of the 1970s.

## Gender Stereotypes

### Iconography suggesting an older time

- The yacht appears to be an older model
- The colourful suits, beachwear and headbands are typical of the 1980s
- The featuring of mullets and permed hairstyles is also typical of the 1980s
- Video quality is poor and far from the high-definition quality that audiences are now used to seeing
- The inclusion of corded phones with round dials, which have become fairly obsolete following the boom of mobile technology

- The main woman's eyes and lips are framed in close-up shots, presenting her as a seductive and exotic presence
- The slow zoom-in to the sleeping woman's bottom is a prime example of objectification
- The woman is almost naked, wearing only a towel. She is often shown in close-up, making it easy for her to become sexualised by the framing of the camera
- The man in the video owns a blue telephone while the woman owns a pink telephone. This perpetuates the stereotype that boys and girls naturally prefer colours and objects that supposedly represent their gender.
- The woman is hunted by the male characters, perpetuating the stereotype that men are active and driven by desire while women are passive and waiting for a man to take them

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# TLC

# WATERFALLS

6

Context: Eye-Lips video herself she had with Lopes bun mandon, ex in flame record

## Facts you need to know about *Waterfalls*...

- **Release date:** 29<sup>th</sup> May 1995
- **Album:** *CrazySexyCool* (1994)
- **Label:** LaFace and Arista
- **Conglomerate:** Sony Music Entertainment
- **Producer:** Organised Noise
- **Peak chart position (UK):** 4
- **Peak chart position (US):** 1
- **YouTube views (2019):** 89 million

## Use of Technology

- The performance sequences were filmed on a soundstage surrounded by water at Universal Studios
- Later in the video, the three performers are replaced with computer-rendered versions of themselves (**see below**) performing as if they are made entirely from water. This effect was achieved using CGI (computer-generated imagery)
- In 1995, CGI technology was still in its infancy having been used to pioneering effect in Steven Spielberg's *Jurassic Park* (1993). The use of this technology in *Waterfalls* demonstrates the high production cost of the globally successful performance by TLC. While the effects may seem dated to contemporary audiences, the effects were highly impressive for a music video released in 1995.

The music video was directed by F Gary Gray who had already established himself making music videos for popular R&B artists such as Cypress Hill and Queen Latifah. Gray has gone on to direct a number of feature films, ranging from critically acclaimed personal projects such as *Boyz n the Hood* and *Straight Outta Compton* to big Hollywood blockbusters such as *Fast & Furious* and *Black Panther: International*. This illustrates a way in which mainstream music videos can be constructed with the same artistic vision as feature-length films.

Won four MTV Music Awards:  
Video of the Year; Best Group Video; Best R&B Video and Viewer's Choice

Two Grammy nominations:  
Record of the Year; Best Pop Performance by a Duo or Group with Vocals

Received huge amounts of praise from critics and is generally considered to be one of the greatest R&B tracks of the 1990s



Waterfalls © LaFace & Arista, 1995

## *Waterfalls* features elements from the

**Narrative Video:** Two different stories play out which reflect the lives of two young black male living in an American inner city who is tragically drawn from his mother. The second story shows a man engaging in a sexual relationship not to use a condom, the man discovers that he has contracted HIV and the consequences for having unprotected sex.

**Performance Video:** There are a range of shots showing the band members dancing in the water. There are consistent shots of the band members dancing in the water.

**Conceptual Video:** The lyrics of the song and the band members are used to illustrate the dangers of chasing certain dreams.

**Tracking and panning shots:** Long shots of the band members performing a choreographed dance routine. This demonstrates their ability to perform and emphasises how organised and established the women are as a group.

**Close-ups:** Usually used to capture the faces of the band members as they sing directly into the frame. This creates a connection between audiences and TLC's individual personas as presented by the record label.

Codes and Conventions

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**Horizontal Integration:** When a media company which is already established in creating a particular form of media text acquires another company operating within the same form, e.g. Facebook acquired Instagram in 2012

**Vertical Integration:** The act of a media company owning most of the chain (if not the entire chain) of production for a media text, e.g. Sony Music, Universal Music Group and Warner Music Group are all examples of record labels that control multiple stages of music production and distribution

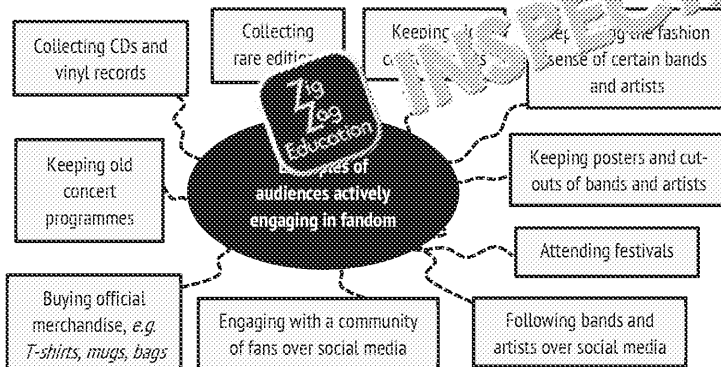
- MTV was launched as television channel launched in 1981. Initially, the channel mostly broadcast music videos, but in recent years it has begun to focus more on original reality TV shows. Popular programmes include *Teen Mom* and *Ex on the Beach*.
- YouTube is a successful platform where users can upload music videos they want to share. It has become a major online music destination.
- MTV is successful as it caters to a younger audience. Music videos that they may not have thought to broadcast, thus increasing the exposure of a wider artist's work.

### Things to consider about music audiences

The idea of popular music is thought to have begun during the 1950s with the rise of rock and roll. This happened during the post-war period in which young people finally had disposable income (money that can be spent on leisure activities and consumer goods).

Certain genres of music have become synonymous with their own specific set of fashion choices, activities and ideas, e.g. fans of punk music are known for their embrace of leather jackets, outlandish hairstyles, body modifications and views that go against mainstream values

Subcultures relating to certain genres of music are often occupied by teenagers and young adults who are looking for a sense of community and to establish their own sense of personal identity



# MUSIC INDUSTRY AND AUDIENCE

There are three main record labels that have ownership over numerous smaller record companies. These labels have experienced **horizontal integration**.

**Sony Music Entertainment:** Arista Records; Columbia Records; Epic Records; Syco Entertainment

**Universal Music Group:** Capitol Records; EMI; Geffen Records; Island Records

**Warner Music Group:** Atlantic Records; Asylum Records; Elektra Music Group

### Regulation

- **The Parental Advisory Scheme:** The organisation responsible for identifying music content that might be inappropriate or harmful to younger viewers in the UK.
- The BPI (**British Phonographic Institute**) is responsible for overseeing the Parental Advisory Scheme which sets out guidelines as to the suitability of music video content.
- Record labels are responsible for ensuring music is distributed to age-appropriate audiences. They achieve this by ensuring that the Parental Advisory logo is added onto the physical copies of their products, e.g. vinyl and CDs. The logo should also appear next to the product if it is being accessed online.
- Music videos normally have a Parental Advisory warning if they contain any of the following: bad language; violence or criminal behaviour; sexual activity; dangerous behaviour presented as safe; or substance abuse.
- The **BBFC** is responsible for regulating music videos released in the UK.

From 2013, the BBFC has been working with YouTube and other platforms to improve **online safety** for viewers.

**Did you know?** Over 50% of music listener engagement in the UK is down to streaming services. Spotify has hugely changed the landscape of the modern music industry. Spotify is free to download, but between every two or three songs, an advertisement appears. In order to prevent ad interruptions, people can download Spotify Premium, allowing audiences to listen to music without adverts for £9.99 a month. The producers of songs downloaded will receive a fraction of this revenue.

### Uses and Gratifications of Music

Entertainment

Information

Personal Identity

Social Interaction

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# LIZZO

## ONLINE MEDIA

(ACCESSED MAY 2023)

Lizzo official website: lizzomusic.com

8

### SPECIAL

LISTEN  
SHOP EXCLUSIVELY



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The first thing audiences see when Lizzo's website is the **cover of her new album**, encouraging people to listen to and purchase her music through the official website.

The Lizzo website does not mention her name on the home page. Instead, it features a **large image of Lizzo**, suggesting that her name does not need to be included.

The design of the home page uses a **black-and-white colour palette** and **glamour lighting** to add glamour to the site.

The mise en scène of the home page, including the **album cover**, which is wrapped in a **glamour** style, suggests **success**. Her image as a **beauty icon** adds no additional connotation that the **album is** a success.

Every contemporary pop artist's website tends to feature the same four **logos to various online social media platforms**: Instagram, Facebook, Twitter and the artist's official YouTube account. Lizzo's website also includes links to music streaming sites such as **Spotify** and **Apple Music**.

The content of the website's **menu bar** is simple but fairly standard and **easy to navigate**. It collectively offers various **uses and gratifications**: the **videos and photos** of Lizzo may encourage confidence tips from her, contributing to their sense of **personal identity**. On the other hand, the **social media links**, may enable **social interaction** with other fans.

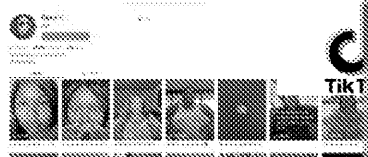
The **copyright symbol** for Atlantic Records (owned by Warner Music) suggests that Lizzo's website is **largely controlled by a team of producers** rather than the artist herself.

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# LIZZO

The 'Store' section of the menu of Lizzo's website links to the **album** and **merchandise**. There is also a range of **merchandise**, including **lounge wear**. On the Warner Music website, you can also see **lounge wear**. Highlighting the benefits of being a **horizontally and vertically** fit, the website offers options to find merchandise lower down the Lizzo home page with a wider range of products, including special editions of her album. Available features include lounge wear and a T-shirt featuring the album cover.

Lizzo has a very **active presence** on **TikTok** and has used the platform to **connect with fans**. She has been very candid online, talking about **issues** close to her heart. She has made herself very **vulnerable** and fans have responded to this, finding Lizzo very **relatable**.



**Yitty** is a shapewear brand selling a range of different sizes. Fans are encouraged to shop through **Instagram**. The images on the Yitty Instagram page again create **personal identity** for the audience and perhaps a **sense of community**. Lizzo has other social media accounts to sell her shapewear clothing line, Yitty.

The **black-and-white image of Lizzo** is used across her social media accounts to further promote her new album. Lizzo's **album cover** features an image from her album photoshoot which shows a **natural Lizzo** having fun. This image may help to create a **connection** between the audience and the artist. Audience members may **identify with her fun-loving, daring side**.

- Lizzo uses her social media to **promote her music**, sharing her **achievements**, **reviews** and **new releases** and has separate accounts for these.
- Her social media contains **photos and videos** of what is happening in her **life**. Her photographs are a mixture of **candid make-up-free images**. This **honesty** appeals to her audiences and she has had over a billion likes on her Instagram.
- Lizzo appears to have **control of her own social media accounts**, representing herself as a **strong, powerful** woman. Her website seems to be more **corporate** with very **careful, consistent branding**.
- Lizzo uses her social media to **speak out about issues** she is interested in. She seems unconcerned about her **no-nonsense persona** forms part of her **star image**.

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# Taylor Swift

(ACCESSED OCTOBER 2023)

ONLINE  
MEDIA

Twitter  
Facebook  
Instagram  
YouTube  
TikTok

Taylor Swift official website: [taylorswift.com](https://taylorswift.com)

The main image on Taylor Swift's website advertises her album *1989 (Taylor's Version)*, which was released on 27<sup>th</sup> October 2023. There are four different editions of the album: this image features on the standard edition of the release.

A lyric from 'Anti-Hero' – a song from the album – is used instead of a photograph on her Instagram page. Swift promotes different remixes of the song on Twitter.



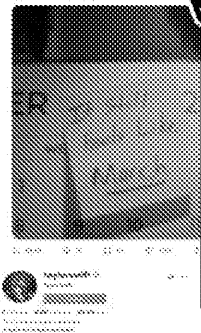
Twitter offers a list of similar music artists that Swift's fans are recommended to follow.

A pinned tweet is a post that remains at the top (the most visible point) of an account holder's Twitter feed.

In January 2023, the pinned tweet was an announcement for Taylor Swift's next album, described as being 'not to announce', which reflects the playful and friendly tone she uses in most of her tweets.

Taylor Swift uses online to interact with her fans. In 2017, Swift launched her #tsartchat, which encouraged her fans to share their imperfections. Swift shared a video of her cat, which was an imperfection as being a cat is not a human trait.

Other ways in which Swift has embraced her biggest fans include:  
→ Attending the wedding of one of her fans.  
→ Paying a house for another fan to live in, inviting 'superfans' to her house to hear her new album.



Taylor Swift interacts with her fans by placing 'Easter eggs' in her albums and videos. These are usually clues to extra content, forthcoming tours or links back to her previous work. Dedicated fans decode these and share with other 'Swifties', creating an online community and a sense of 'personal relationships' – uses and gratifications theory.

The amount of content on her website is huge, including clothing and music. It seems quite personal as if she would like to share everything with her fans. Key artwork from her songs. In October 2023, she had exclusive content which was only available to her fans.

Taylor Swift's TikTok account is described as 'just a fun account' – perhaps a trait that her fans identify with. Some of her videos (in October 2023) were a video announcement for the 19<sup>th</sup> cinema release of her film *Red*. A boomerang video with Beyoncé in the cinema holding an 'Era's' was obvious in some of her videos. The excitement of her fans is reflected in the comments.

- Taylor Swift tweets: her own merchandise, upcoming concert and tour dates; promotion of new songs; retweeting fans; personal pictures, e.g. *Swift in her bedroom*, *Swift with her pet*.
- Swift launched her own social media app called *The Swift Life*. This provided an opportunity for the fans to connect with her. This app is no longer available.
- Swift has had public social media 'fights' with other major stars such as Kanye West and Kim Kardashian.
- Swift directly follows and retweets many of her fans. She comments on their accounts and follows them back. This is unusual for a major star and enhances Swift's close connection with her fans and makes her more relatable.

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# STORMZY ONLINE MEDIA

(ACCESSED OCTOBER 2023)

Stormzy official website: [stormzy.com](https://stormzy.com)

Twitter followers: 1.3  
Facebook followers: 1  
Instagram followers:  
TikTok followers: 216

The home page for Stormzy features an embedded YouTube video of his latest single 'The V'. It is encouraging the audience to purchase the product. The top has a link to 'merch' where you can buy clothing and music concurrent album and single.

Stormzy's website features a list of his latest tour dates, encouraging fans to purchase tickets for his appearances at festivals and other gigs around the world.



Stormzy's profile picture, compared to other artists, is seated, posing with two dogs, and he appears to be very 'normal' like his friends. Unlike other artists, it is not a screenshot of a social media post.

As of October 2023, Stormzy's Twitter feed is mostly promotional content for his latest single 'The V' and his collaboration with Adidas to promote the 'V' collection.

Other posts, including the pinned post, are also about his latest single 'The V'.

The photos and videos on his Instagram account are in a variety of settings and situations, showing him in different environments.

A post from September 2023 shows Stormzy at a Vogue World event for major fashion magazine. It was uploaded with the caption 'Vogue World MAINS #LegendaryNights'. While the post represents Stormzy as a professional artist, the caption about his 'MAINS' (friends) and his last image being him in McDonald's represents him as a 'normal' person.

Like his Twitter page, Stormzy also regularly posts on his Instagram account. As of October 2023, his Instagram account with professionally made content.



Stormzy's TikTok content features lots of promotional videos for his latest single releases. As of October 2023, many of the recent posts are for his new single 'The V' (featuring Raye). This includes professionally made promotional videos (presumably by his record label), but also amateur behind-the-scenes videos (presumably shot by Stormzy himself).

Despite having deleted social media presence online. Video sense of personal connection juxtaposition of the professional to his amateur videos helps to see the guy behind the artist.

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# JUSTIN BIEBER ONLINE MEDIA

(ACCESSED JANUARY 2023)

Justin Bieber official website: [justinbiebermusic.com](http://justinbiebermusic.com)

Twitter follow  
Facebook follow  
Instagram follow  
TikTok follow



Every contemporary pop artist has four logos to various online platforms: Facebook, Twitter and the artist's own website. Bieber's also includes links to Apple Music. The logos are typically placed in the same order – these logos are typically placed in the same order. Perhaps this suggests that...

The collaboration between Justin Bieber and Don Toliver is for both artists – they will be releasing new music on both bases. Collaborations are typically they introduce a new...

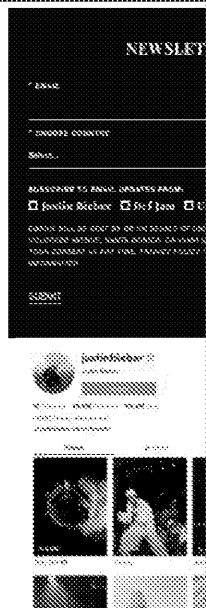
This staged photograph is professionally shot and features Justin Bieber and Don Toliver. The image promotes the single 'Honest' and features the same location, costumes and styling as the music video. The image is bright and eye-catching. Bieber is turned away from the camera, creating enigma but also suggesting he is such a well-established star that we don't need to see his face to know who he is.



Unlike other artists, Bieber's social media accounts do not use the same promotional images, suggesting that his different accounts offer different things to the audience. It is also possible that not all of his social media accounts are updated regularly.

A pinned tweet is a post that remains at the top (the most visible part) of an account holder's Twitter feed.

In January 2023, the pinned tweet was a link to Bieber's music video for the single 'Ghost'. The video features Dianne Keaton, who is mentioned in the tweet. Keaton is a well-known film star and the music video is styled to look like a film too. These connections give Bieber more credibility as an artist and create a more serious and thoughtful image which links to the subject matter of 'Ghost'.



Bieber's TikTok has over 26.5 million followers. Fans can communicate with him through comments and likes. He does not respond to all comments.

Bieber posts similar content on Instagram and Facebook. The content is often run by fans posting older images of Bieber and allowing a social media manager to post. In addition to a separate Instagram for @drewhouse, which Bieber links to @inbetweenersnft, another venture.

The variety of content – from casual photos to staged press photos – suggests that Bieber posts to his social media managers to curate the professional content. The posts, including photos from other celebrities such as Jamie Foxx...

Photos and videos of Bieber with his daughter, Peaches, and his family help to show a more personal side of Bieber. This helps Bieber appear relatable to the very wealthy celebrity they can't relate to.

- Justin Bieber posts: promotion of new singles and albums; charity work; personal pictures, e.g. Bieber and his family together at home and at events.
- Bieber's profile pictures are different across his social media, suggesting that some of it is managed by a social media manager. Some of his social media accounts are updated less often than others.
- Bieber responds to the questions of some of his fans in videos posted on TikTok.
- Bieber is often seen wearing his own clothing brand.

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## FACTS YOU NEED TO KNOW ABOUT *GOOD AS HELL*

Release date:  
Album:  
Label:  
Conglomerate:  
Certification (US):  
Peak chart position (UK):  
YouTube views (2023):

Fill in the fact sheet with all missing information.



# LIZZO

## *GOOD AS HELL*

How does *Good as Hell* fit into both the performance and narrative genres of music video?

### REPRESENTATION

How is body image presented in the video?



How is ethnicity presented in the video?

How are men presented in the video?

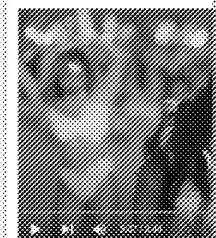
### AUDIENCE

Fill in the gaps below.

- Lizzo's primary audience are young \_\_\_\_\_ aged \_\_\_\_\_.
- Lizzo has reached this audience through \_\_\_\_\_, for example, she is active on Instagram and 'TikTok'.
- Her music has also been used in \_\_\_\_\_, which has helped her appeal to the audience.
- It is likely that this target audience will take the \_\_\_\_\_ reading (Stuart Hall) of the *Good as Hell* video, finding the representations empowering and agreeing with the central ideas of body confidence.
- However, others might take a more \_\_\_\_\_ approach (Stuart Hall), finding the representations of men to be negative and rejecting modern ideas about beauty standards.

The characters in the narrative might feel familiar to the audience, creating a sense of **personal identity**, but the video also provides **escapism** and **entertainment** too.

The narrative begins by showing Lizzo singing and dancing. The sound of the bass is heard. When Lizzo arrives, the song begins and there is a change in the lyrics and the visual becomes more upbeat. Lizzo becomes more confident and students overcome their fears and enjoy the video.



The opening title card...

Lizzo breaks the fourth wall...

Analyse how the techniques listed on the mind map are used in the video.

### LANGUAGE

How is the language of 'out-takes'...

Lizzo is seen in...

How is colour used in the video?

The colour palette for *Good as Hell*...

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# Taylor Swift

## THE MAN

Describe the moments in the music video which match up with each key narrative stage.

The narrative structure of *The Man* features many of Todorov's stages; however, these are also challenged, which constructs specific connotations:

**Equilibrium:** At the start of the music video, the man (Tyler Swift) is in a high-rise office and is celebrating his success.

**Disruption:**

**Recognition:**

**Attempt to repair:**

**Resolution:**

The music video contains heavy use of **practical effects (SFX)**. This is mainly the use of **prosthetics** to change Taylor Swift into a male character. At the end of the video, the number of images that Swift went through to become a man play a key part in the context and narrative of the music video, as Swift is commenting on the **patriarchy and the exploitation of female pop artists**. In *The Man*, Swift plays her male alter ego, Tyler Swift.

Vladimir Propp's Character Types Fill in any missing information

Character Type	Character	
Hero		She is the female who stands up to the patriarchy.
	Taylor Swift (Taylor Swift)	
	Various female characters	The majority of the characters are subordinate to the male characters (e.g. the assistant).



Identify the female stereotypes and counter-types from the *The Man* music video.

Female Stereotypes

Female Counter-types

What is the key theme of the music video and how does Taylor Swift explore this?

How do the following elements of the video explore patriarchy and expose female stereotypes?

- The Walk of Shame -
- Relationships -
- Control -

Context

This music video is a **commentary** on the feud between...

*The Man* won 'Best Direction' at the...

Key Definitions

Provide a definition for the following terms:

Explain the difference between active and passive characters in the video.

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Fill in the fact sheet with all missing information.

- Release Date: 13<sup>th</sup> December 2019
- Album:
- Label:
- Conglomerate:
- Certification (UK):
- Certification (US):
- Peak Chart Position (UK):
- YouTube Views (2019):

## Superheroes Media Language

How are the following aspects of media language used in the music video?

Narrative Structure:

Character Types (Protagonist):

Character Types (Helper):

Genre:

Intertextuality:

Representation of men

Representation of Women

Provide a definition for stereotype.

How are the following codes and conventions of music videos used in *Superheroes*?

- Lip-synching:
- Locations:

Narrative:

Fill in the gaps below: *Shut Up*, Stormzy, 2viente, unusual, Buenos Aires, intertextual, unique selling point, on location

In no more than 100 words, compare the representation of men and women in *Superheroes*.

Audience Responses

- The first people ever to see the short video before the music video
- and empower others, especially women
- On the other hand, Stormzy's music video online to Stormzy rapping

The music video features **heavy** references to the Black Lives Matter march. This was filmed at Glastonbury in 2019 where he encouraged his younger audience to vote.

The music video was first screened at

## Animation

The music video was produced by 2D animation studio \_\_\_\_\_, which is based in \_\_\_\_\_. Their website describes their company as 'a world-class boutique design and animation studio'.

The choice for a 2D animated music video is \_\_\_\_\_ for the industry and also for \_\_\_\_\_, as his previous music videos were often filmed \_\_\_\_\_ with Stormzy rapping and performing (such as his earlier work on the music video for \_\_\_\_\_ in 2015). While there is a clear \_\_\_\_\_ link created to comic book superheroes, it also constructs a \_\_\_\_\_ for the music video, which means the video would be more memorable for audiences.

# STORMZY SUPERHEROES

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## Audience Responses

Answer the questions about the audience responses to the video.

1. How did fans react to the song and video?
2. How did music critics respond?
3. Did the video help the featured charity, Alexandria House?

## Genre

Answer the questions about genre.

What genre is *Intentions*?

How is the video unconventional for this genre?

How do the lyrics relate to the image in the videos?

Are the lyrics more conventional or unconventional for this genre?

Blending types of music video

How does *Intentions* blend types of music video?

Fill in the fact sheet with information.

- Release date:
- Album:
- Label:
- Conglomerate:
- Certification (UK):
- Certification (US):
- Peak chart position (UK):

# JUSTIN BIEBER INTENTIONS

## REPRESENTATION OF ETHNICITY

Where in the world?  
Tick the correct filming location for *Intentions*.

### LOCATION

- |                  |                          |
|------------------|--------------------------|
| 1. Los Angeles   | <input type="checkbox"/> |
| 2. San Francisco | <input type="checkbox"/> |
| 3. San Diego     | <input type="checkbox"/> |
| 4. Toronto       | <input type="checkbox"/> |
| 5. Vancouver     | <input type="checkbox"/> |

Hand-held camera:

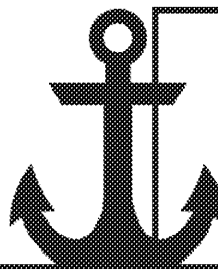
Shallow depth of field:

In no more than 100 words, describe how race and ethnicity are represented in *Intentions*.

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# RIO DURAN DURAN

Complete the following statements...



The band formed in \_\_\_\_\_

Genre \_\_\_\_\_

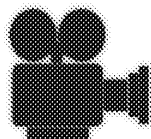


The band quickly became popular with the teen market and were immediately identifiable due to \_\_\_\_\_

Fill in the fact

Facts y

- Release
- Album:
- Label:
- Peak cha
- Peak cha
- YouTube



Use of modern  
technology in the  
video

Identify the  
other uses of  
modern  
technology in the  
video for Rio



Retro black-and-  
white shots

The music video  
the yuppie life  
the term yuppie



Duran Duran's key audience  
consisted of teenagers, y  
Explain what New Rom



Rio © EMI, Harvest, Capitol, 1991

List four more features of  
the music video for Rio that  
suggest an older time



Identify the gender stereotypes  
and the gender counterotypes in  
the music video for Rio



Iconography suggesting an older time

- The yacht appears to be an older model



Gender Stereotypes

- The main woman's eyes and lips are framed in close-up shots, presenting her as a seductive and exotic presence

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# 6 TLC WATERFALLS

Fill in the fact sheet with all missing information

Facts you need to know about *Waterfalls*...

- Release date: 29<sup>th</sup> May 1995
- Album:
- Label:
- Conglomerate:
- Producer:
- Peak chart position (UK):
- Peak chart position (US):
- YouTube views (2019):



In no more than 50 words, describe the career of director F Gary Gray.

In no more than 50 words, describe the use of special effects in the music video for *Waterfalls*.



Which four MTV Music Awards did *Waterfalls* win?

Which two Grammy Awards was *Waterfalls* nominated for?

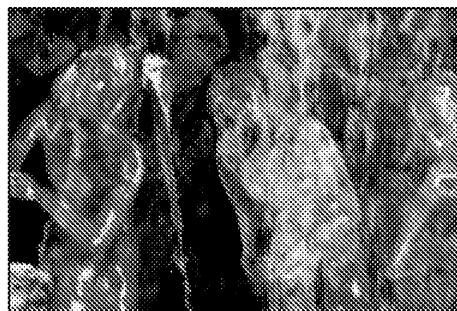
Received huge amounts of praise from critics and is generally considered to be one of the greatest R&B tracks of the 1990s

*Waterfalls* features elements from three types of music

Two different stories play out which are:   
1. A black male living in an American inner city who is tragically killed by his mother. The second story shows a man engaging in a sexual relationship where he chooses not to use a condom, the man discovers that he has AIDS and the consequences for having unprotected sex.

There are a range of shots showing the band members dancing in the video.

The lyrics of *Waterfalls* and the band's name are used to symbolise the dangers of chasing certain dreams.



Waterfalls © LaFace & Arista, 1995

Briefly describe the effects of the following technical codes used in the music video for *Waterfalls*.

Tracking and panning shots:

Long shots:

Close-ups:

**Context Box:** The song was written by the band's manager, Babyface. It is a public response to the trial of the footballer Andre Breda, who was convicted in the bank robbery in the bank eventually leading to the conviction of the man guilty to arson and later...

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Provide definitions for the following key terms.

Horizontal Integration:

Vertical Integration:

Fill in the missing words below.

- \_\_\_\_\_ is an American television channel launched in \_\_\_\_\_ industry, the channel mostly broadcast music videos, but in recent years it has begun to focus more on original \_\_\_\_\_.
- Popular programmes include \_\_\_\_\_.
- \_\_\_\_\_ is a successful programme that allows music fans to watch \_\_\_\_\_ music videos they want to watch \_\_\_\_\_.
- \_\_\_\_\_ is a successful programme that allows music fans to watch \_\_\_\_\_ music videos they want to watch \_\_\_\_\_.
- \_\_\_\_\_ is a successful programme that allows music fans to watch \_\_\_\_\_ music videos they want to watch \_\_\_\_\_.

### Things to consider about music audiences

The idea of popular music is thought to have begun during the 1950s with the rise of \_\_\_\_\_ and roll. This happened during the post-\_\_\_\_\_ period in which young people finally had \_\_\_\_\_ income (money that can be spent on leisure activities and consumer goods).

Certain genres of music have become synonymous with their own specific set of fashion choices, activities and ideas, e.g. fans of \_\_\_\_\_ music are known for their embrace of leather jackets, outlandish hairstyles, body modifications and views that go against mainstream values.

Subcultures relating to certain genres of music are often occupied by teenagers and young adults who are looking for a sense of community and to establish their own sense of personal \_\_\_\_\_.

Collecting CDs and vinyl records

Collecting rare editions

Keeping \_\_\_\_\_

Identify examples of audiences actively engaging in fandom.

There are three notable record labels that have ownership over numerous small record companies. These labels have experienced horizontal integration.

\_\_\_\_\_ : Arista Records; Columbia Records; Epic Records; Sony Entertainment  
 \_\_\_\_\_ : Capitol Records; EMI; Geffen Records; Island Records  
 \_\_\_\_\_ : Atlantic Records; Asylum Records; Elektra Music Group

### Regulation

In no more than 100 words, describe the process of regulation in the music industry. Ensure that your answer mentions the Parental Advisory Scheme, the British Phonographic Institute and the BBFC.

Fill in the missing words.

Did you know? Over \_\_\_\_\_ % of music listener engagement in the UK is down to streaming services. \_\_\_\_\_ has hugely changed the landscape of the modern music industry. It is free to download, but between every two or three songs, an \_\_\_\_\_ appears. In order to prevent ad interruptions, people can download Spotify \_\_\_\_\_, allowing audiences to listen to music without adverts for \_\_\_\_\_ a month. The producers of songs downloaded will receive a fraction of this revenue.

Uses and Gratifications of Music

Entertainment

Information

Personal Use

Social Interaction

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# LIZZO

## ONLINE MEDIA

(ACCESSED MAY 2023)

Lizzo official website: lizzomusic.com

8

### SPECIAL

WENDY WILSON TUTORIAL: GET YOUR  
LISTEN  
SHORT EXCLUSIVES



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Analyse Lizzo's website.



Every contemporary pop artist's website tends to feature the same four logos to various online social media platforms...

The first thing audiences see when they visit Lizzo's website is...

The Lizzo website does not mention her name on the home page...

The design of the home page...

The mise en scène of the homepage...

The content of the website's menu bar is...

The copyright symbol for Atlantic Records (owned by Warner Music) suggests that...

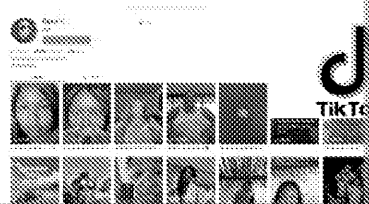
© 2022 ATLANTIC RECORDS  
PRIVACY POLICY | TERMS OF USE

## LIZZO

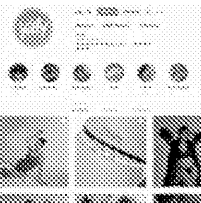
The 'Store' section in the top menu of Lizzo's website links to...

Analyse Lizzo's social media accounts.

Lizzo has a very active presence on TikTok...



Yitty is a shapewear brand selling...



The black-and-white image of Lizzo is used across her social media accounts to...



- Lizzo uses her social media to promote her music, sharing her achievements, reviews and new releases, and has separate accounts for these.
- Her social media contains photos and videos of what is happening in her life. Her photographs are a mixture of candid make-up-free images. This honesty appeals to her audiences and she has had over a billion likes on her accounts.
- Lizzo appears to have control of her own social media accounts, representing herself as a strong, powerful woman. Her website seems to be more corporate with very careful, consistent branding.
- Lizzo uses her social media to speak out about issues she is interested in. She seems unconcerned about the no-nonsense persona forms part of her star image.

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## ONLINE MEDIA

Identify how  
on each of

Twitter  
Facebook  
Instagram  
YouTube

9

analyse Taylor Swift's website

Taylor Swift uses online to interact with her fans. In 2012, Swift launched her #tsartchat, which encouraged...

Other ways in which Swift embraced her biggest fans...

The amount of news on the website is huge...

Taylor Swift's TikTok account is described as 'a real account'...

- Taylor Swift **tw** her own merchandise; upcoming concert and tour dates; promotion of new singles; retweeting fans; personal pictures, *e.g. Swift in her bedroom, Swift with her pet*.
- Swift launched her own social media app called *The Swift Life*. This provided an opportunity for the fans to interact with her. This app is no longer available.
- Swift has had public social media 'fights' with other major stars such as Kanye West and Kim Kardashian.
- Swift directly follows and retweets many of her fans. She comments on their accounts and follows them back. This is unusual for a major star and enhances Swift's close connection with her fans and makes her more relatable.

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# STORMZY ONLINE MEDIA

(ACCESSED OCTOBER 2023)

Stormzy official website: [stormzy.com](https://stormzy.com)



The home page for Stormzy's website features...

Stormzy's website features a link to tour dates...

Analyse Stormzy's website and social media accounts.



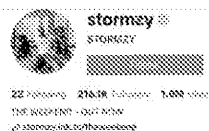
Stormzy's profile picture, compared to...

As of October 2023, Stormzy's Twitter features...

Stormzy's posts, including the pinned tweet from October 2023 are also about...



The profile picture of Stormzy is the same as his...



Stormzy's TikTok content features lots of promotion for his latest single 'real'.



Despite having deleted social media in 2020, Stormzy now has a more...

Identify how Stormzy promotes himself on each of the following social media platforms.

Twitter  
Facebook  
Instagram  
TikTok

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# JUSTIN BIEBER ONLINE MEDIA

(ACCESSED JANUARY 2023)

Justin Bieber official website: [justinbiebermusic.com](http://justinbiebermusic.com)

Identify how many...  
on each of the...

Twitter  
Facebook  
Instagram  
TikTok

11

Analyse Justin Bieber's website and social media accounts.



Every contemporary pop artist...  
go to various online so...

The collaboration between Just...

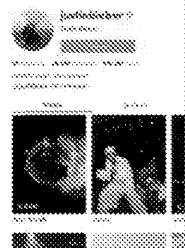
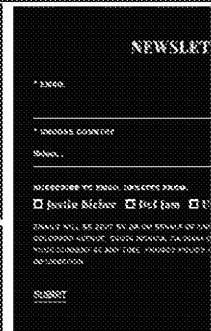
This staged photograph is professionally shot and features Justin Bieber and Don Toliver...



Unlike other artists, Bieber's social media accounts do not use the same promotional images, suggesting that...

A pinned tweet...

In January 2023, the pinned tweet was...



Bieber's TikTok v...  
of comments fro...



Bieber posts similar content on Instagram and Facebook...

The variety of content – from... to staged press co...  
social/political comm... – indicates that...

Videos and photos of Bieber with his daughter, Peaches, and his...

- Justin Bieber posts: promotion of new singles and albums; charity work; personal pictures, e.g. Bieber together at home and at events.
- Bieber's profile pictures are different across his social media, suggesting that some of it is managed personally curated by him. Some of his social media accounts are updated less often than others.
- Bieber responds to the questions of some of his fans in videos posted on TikTok.
- Bieber is often seen wearing his own clothing brand.

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