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Media Studies

Learning Checklist

Riptide

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| Media Language |
| How media language communicates meaning in the Riptide music video.  |  |  |  |
| The codes and conventions of music video.  |  |  |  |
| The process through which meaning in music videos is established through intertextuality.  |  |  |  |
| How audiences may respond to and interpret the media language in music videos.  |  |  |  |
| How media language can incorporate viewpoints and ideologies.  |  |  |  |
| Media Representation |
| The way various social groups are represented in the Riptide music video.  |  |  |  |
| How social, cultural, and historical context influences the representations in Riptide. |  |  |  |
| The ways stereotyping is used in the music video.  |  |  |  |
| How the representations in Riptide convey values, attitudes and beliefs and potentially invoke discourses and ideologies. |  |  |  |
| How audiences of Riptide may interpret the representations and how are they positioned by these representations. |  |  |  |