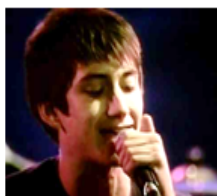


## Personal Learning Checklist: 'Arctic Monkeys – I Bet You Look Good On The Dancefloor' (IBYLGOTD) Close Study Product



	At end of unit		
	R	A	G
<b>Historical, Social, Cultural and Political context</b>			
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 One Direction's 'History'			
<b>Media Audiences</b>			
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)			
<b>Media Industries</b>			
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)			