

## Knowledge Checklist: Marcus Rashford Close Study Product



	At end of unit		
	R	A	G
<b>Historical, Social, Cultural and Political context</b>			
I understand why Marcus Rashford is a powerful social media influencer.			
I can describe the various ways that Marcus Rashford uses social media to support social justice causes.			
I can describe how his work has brought him into conflict with government, MPs and other organisations.			
I can explain why celebrities are able to exert significant political pressure through their social media activity.			
<b>Media Language</b>			
I can analyse the media language to the various Marcus Rashford social media channels.			
I can explain the different audience readings of the various Marcus Rashford social media channels.			
I can describe the image that Marcus is trying to represent through his social media channels.			
I can explain the different narrative and genre features of his social media channels.			
I can explain the media codes and language used on his website, in particular.			
I can analyse the various components of his website.			
<b>Media Representation</b>			
I can describe the various groups and individuals represented in his social media channel.			
I can describe the positive and negative stereotypes used his social media channels.			
I can explain the selection, mediation and representation of content on his social media channels.			
I can discuss how this mediation process involves a range of people.			
<b>Media Industries</b>			
I can explain how social media companies make money.			
I can explain the ownership of social media companies and increased concentration of this.			
I can discuss the issues relation to regulation of online, social and participatory media.			
I can describe the various organisation that Marcus links with and why they do this.			
<b>Media Audiences</b>			
I can describe why the social media audience engages with Marcus Rashford's online content.			
I can discuss the various readings of Marcus Rashford's content.			
I can explain how Marcus's audience link his content to their own values and beliefs.			