

TAYLOR SWIFT  
BAD BLOOD (2014)

EDUQAS WJEC GCSE KNOWLEDGE ORGANISER  
In-Depth: Music Video and Online Media  
Component 2 Section B

**Theoretical Framework:**

Language, Representation, Industries, Audience

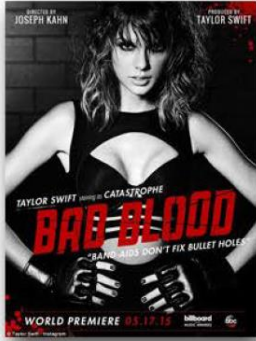
**Contexts:** Social, Cultural, Historical, Political

**How to use:** Use this Knowledge Organiser to identify the similarities and differences between the music video and the website



TAYLOR SWIFT  
WEBSITE

LANGUAGE	SIMILARITIES	LANGUAGE
REPRESENTATION	SIMILARITIES	REPRESENTATION
INDUSTRIES	SIMILARITIES	INDUSTRIES
AUDIENCE	SIMILARITIES	AUDIENCE
KEY TERMS		



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SOCIAL	SIMILARITIES	SOCIAL
CULTURAL	SIMILARITIES	CULTURAL
POLITICAL	SIMILARITIES	POLITICAL
HISTORICAL	SIMILARITIES	HISTORICAL
THEORISTS		