Beyoncé’s *Lemonade* – An Analysis Project

**Overview – READ CAREFULLY Through before beginning your work.**

This summer the 11th IB Language and Literature students will be reading Beyonce’s *Lemonade* (Explicit) Visual Album as a Non-Literary Text. *Lemonade* is an hour and five minutes of music, poetry, and references to history, literature, and art. There were many artist collaborators and perceived influences included in *Lemonade*. Students will read, listen to and view the visual album while learning the necessary elements to analyze the non-literary text through cultural/literary/media analysis. They will practice the SIFT Analysis method to analyze the lyrics and Cultural Media Analysis for the video portion of the song.

**Essential Questions**
1. How can visuals and stage/physical performance augment a musical message?
2. How can a feminist or cultural perspective alter the viewpoint of an audience?
3. Can music be an effective change agent for a political agenda?

**Key Questions**
1. How can students use the techniques of close reading to find textual evidence to support an opinion about an author’s purpose?
2. What are effective uses of evidence that help achieve writer’s purpose?
3. How can decoding rhetorical language illuminate a reader?

**Written work during the process of the summer reading project:**

**Journal:** The student will answer ALL questions in the analysis guide power points in a journal format. The power points can be found on the on the 'Analysis Project Resources' page of the LibGuide entitled *Beyoncé’s 'Lemonade’ and Information Resources*.

Students are expected to write in complete sentences, using correct grammar and punctuation. This can be in the form of hand written notes or they can be written in a google doc.

All work will be submitted to the instructor on the first day of class.

Complete the following Steps for the Summer Reading of Beyoncé’s *Lemonade* (Explicit) Film.

**Step 1:** The student must purchase Beyonce’s Lemonade (Explicit) either through Amazon at the [Purchase Lemonade on Amazon](#) link on the 'Analysis Project Resources' page of the LibGuide or through iTunes.

**Step 2:** Students are required to watch the entire film *uninterrupted*. Trying to watch the film via YouTube or on another website will defeat the analysis process.

**Step 3:** The student will write an initial journal entry that is an initial reflection of the album after their initial viewing.
Step 4: Watch the video in its entirety at least TWO times before moving on to Step 5 in the process. The student will now answer the following questions –

The five key questions of media literacy one must always employ when analyzing visual media as text are:

1. Authorship: “Who created this message?”
2. Format: “What creative techniques are used to attract my attention?”
3. Audience: “How might different people understand this message differently than me?”
4. Content: “What values, lifestyles and points of view are represented in, or omitted from, this message?”
5. Purpose: “Why is this message being sent?”

Step 5: The student will choose ONE song to analyze with the exception of Formation.

Step 6: The student will use the SIFT process to analyze the lyric portion of the song. This can be found on the Libguide in the form of a power point.

Step 7: The student will use the Cultural Media Analysis process when analyzing the video. This can be found on the Libguide in the form of a power point.

Step 8: After reviewing their analysis work the student will choose one category in the LibGuide Resources to learn more about the many artist collaborators and perceived influences included in Lemonade. The categories are found on the top of the LibGuide. They are as follows:

1. Literary References
2. Art and Cultural References
3. Black Womanhood and Feminism
4. Black Lives Matter
5. "Lemonade" Collaborators
6. Copyright Issues
7. Response and Criticism
8. Production Details

They should make three observations based on their category and how it is reflected or how it influenced their chosen song.

Step 9: The student will write a baseline essay. This will be a two-page paper based on the song that they analyzed. Single or double spaced but no more than two pages. The baseline essay is meant to give the instructor perspective on the student as an academic writer so the student should do their best work.

Step 10: The student will turn in their journal and their two-page paper on the first day of school, August 28, 2019.

Resources and materials needed for Summer Reading Assignment:
1. Access to the internet for the WSA LibGuide entitled Beyoncé's 'Lemonade' and Information Resources
2. Students must purchase Beyoncé’s Lemonade Album (Explicit) with the Film. You can purchase it either via Amazon or iTunes.
3. Do not try to watch the entire video album via YouTube. The expectation is that you will watch the entire film uninterrupted for this project.
4. The resources to journal either via google doc, word, or hand written.