

# GCSE Media Studies – Set Product Fact Sheet

## Component 1: Exploring the Media

Focus areas:

- Media Language
- Representation
- Media Contexts



Magazine Front Covers

- Pride (November, (2015)
- GQ (July, 2016)



# Magazine Cover Conventions - Key Terms



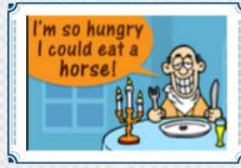
## Masthead

The name of the magazine. It will be in a specific font and have a specific style which is unique to the magazine. Think about what this tells us about the potential audience.



## Strapline

A short statement at the top of the magazine near the masthead which is meant to persuade you to buy the magazine. Think about what this tells us about the potential audience.



## Hyperbole

Exaggerated statements, words or claims eg Biggest, Best, Shocking, Exclusive. These are exaggerated to grab the reader's attention



## Direct Address

This is where the magazine uses personal pronouns such as You, We, She to directly engage the reader. It also refers to when the person on the cover is making direct eye contact



## Left Third

This term refers to the layout where the most important info is placed on the left and is vital for sales in stores where the cover is not fully shown. Designed to attract the reader



## Main Image

This is as it sounds - the photo, illustration or (sometimes) text that is the biggest in the cover. It should be eye-catching and tell the reader what the magazine is about



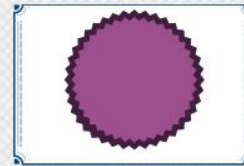
## Anchorage

This is where a piece of accompanying text is used to focus the message of an image so that it is interpreted in the way that was intended. Makes meaning very clear.



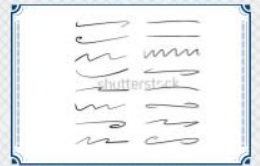
## Colour Palette

This refers to the colours that have been used on the cover and what they might suggest e.g. blue is a strong masculine colour and might suggest the magazine is aimed at men.



## Flashes

Special shapes or design elements that deliberately look different to the rest of the cover - almost like they're stuck on. They will draw attention to special things.



## Cover Lines

Short statements about the articles inside. Used to let the reader know about the exciting features inside and make them want to buy the magazine so they can keep reading them.

## Other Key terms

### Pose

The way in which someone has arranged their body (including facial expressions). This often tells us something about their personality and attitudes

### Image as commodity

This is the idea that in advertising certain images will help to sell a product (including a magazine). They can include things that beautiful women, topless or sexy images, and celebrities.

### BLM

Black Lives Matter - an international activist movement which started in America after a police officer was acquitted for killing an unarmed black teenager in 2013.

### Metrosexual

A heterosexual urban man who enjoys shopping, fashion, and similar interests traditionally associated with women or homosexual men. Coined by Mark Simpson (1994).

### FGM

Female genital mutilation is a procedure where the female genitals are deliberately cut, injured or changed, but where there's no medical reason for this to be done.

### Capitalist Ideology

The belief that individuals should work to become rich and use money to buy things to show they are successful. This belief says that the more you have the better you are.

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# GQ (Gentleman's Quarterly)

## Component 1: Exploring the Media

Focus areas:

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Media contexts

Production Context:



What type of magazine is this and who would its target audience be? How can we tell this?

Key Information about GQ:

Why is GQ a better title than Gentleman's Quarterly? What effect might this name change have had?

GQ has a catch phrase – 'the magazine for men with an IQ' How does this help the magazine to appeal to its target audience and how is it possibly different to other magazines aimed at men?

Why might the target audience choose to read/ interact with this magazine?



## GQ Magazine (July, 2016)

What does the **strapline** suggest?

What does colour palette suggest?

What does The Rock's pose suggest to the audience?

What do these cover lines suggest?

Why was The Rock selected as the cover image?



In what ways does it fit with the idea of Metrosexual?

What is the over all theme for this issues and how is media language used to emphasis this?

In 2014 a new term was coined spornosexual to describe men who are extremely body-focused and work out a lot. How does the cover fit with this?





## Representation of Gender and Ethnicity

What is the significant of having a African American Actor on the cover (Historical and Political Context)?

Describe the physical appearance of Dwayne Johnson

How does this fit into the stereotypical representation of masculinity?

How does the way Johnson has been represented challenge traditional stereotypes of ethnicity (metrosexual)?

How would the target audience respond to this person and image (Use and Gratification)?

In what ways do both cover use celebrities to advertise and sell the magazines?

# Pride Magazine (November, 2015)

## Component 1: Exploring the Media

Focus areas:

Media language

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Media contexts

Production Context:



What type of magazine is this and who would its target audience be? How can we tell this?

Key Information about Pride:

Why might some people get the wrong idea about this magazine based on its name?

Why did they call it Pride?

Why might the target audience choose to read/ interact with this magazine?



**Pride Magazine  
(November, 2015)**

What does the **strapline** suggest?

What does the **masthead** tell us? Think about the title and layout.

What does Naomie Harris' pose suggest to the audience (especially about femininity)?

What other conventions does this cover use and what effect do they have?



How does this cover use cover lines to encourage the reader (and create a narrative)?

How does this cover fit the time in which it was made (political and historical context)?

How is this magazine different to magazine from the 1950's and 1960's and what function does it serve?



## Representation of Gender and Ethnicity

Why do you think they have chosen this person and this image for the cover?

How would the target audience respond to this person and image?

Describe the physical appearance of Naomie Harris

How does this fit into the stereotypical representation of femininity?

How does this cover deal with the serious issue of FGM?

Why do they deal with this issue?