

## **Reference Material**

**Applied GCE in Media: Communication and Production**

**6973 – Unit 1: Industries, Texts and Audiences**

**6974 – Unit 2: Skills for Media Production**

**6975 – Unit 3: Media Production Brief**

**Issued: 2014/15**

## **PREFACE**

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- Some items may have been removed altogether, please refer to the notes by the Principal Moderator for specific references.

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Additional comments:

Thought and sophisticated paragraphs  
with excellent research and  
well chosen examples.  
well organised and sophisticated  
use of technical vocabulary  
throughout.

Internal standardiser's summary comments:

Internal standardiser's signature:

Date:

Edexcel AS GCE in Media: Communication and Production  
(Single Award) (8771)

Unit assessment record

Unit 1: Industries, Texts and Audiences

Candidate name	Candidate number
Centre name	Centre number
Date of assessment	22/4/14

Assignments contributing to this unit

No.	Title
1	Industry Texts and Audience
2	Careers
3	Representation
4	Genre

**Edexcel AS GCE in Media: Communication and Production (8771)**

**Unit 1: Industries, Texts and Audiences**

Assessment criteria and evidence

Assessment criteria and evidence	Mark range	Mark range	Mark range	Mark given
(a) AC1 Demonstrates limited knowledge and understanding of the macro-organisation of an area of the media industry and makes some attempt to show how this affects the industry's products. Comments/evidence locations/justification for mark awarded:	0-10	11-15	16-20	17 <i>(16)</i>
(b) AC1 Demonstrates limited knowledge of a media company, with brief descriptions of what kind of work is done, the job roles, conditions of employment, and possible career pathways within that company. Comments/evidence locations/justification for mark awarded:	0-8	9-12	13-16	15 ✓ <i>Town and knowledge of a local medic company.</i>
(c) AC4 Demonstrates limited knowledge and understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates some understanding of how they represent their audience, other social groups, or social issues. Comments/evidence locations/justification for mark awarded:	0-6	7-9	10-12	11 ✓ <i>well chosen example. Text analysis.</i>
(d) AC4 Demonstrates limited understanding of how media texts can be understood and interpreted. Comments/evidence locations/justification for mark awarded:	0-6	7-9	10-12	11 ✓ <i>well chosen examples sophisticated understanding of how media texts can be understood and interpreted.</i>

Assessor's signature: *22/4/14*

Date of unit assessment: *22/4/14*

Total marks available for this unit: 60

Total mark for student for this unit (transcribe this mark on to OPTEMS): *51*



Moderation report: AS Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 22/4/14

Unit being moderated:

Unit 1: 1. \

Unit 2:

Unit 3:

Original mark given: 17/20

Moderated mark and comment: 16/20.

Highlights a thorough knowledge  
+ understanding of the macro  
organisation of an area of  
the press, with illustrative  
examples showing how this  
impacts on their products.

04/05/2014

Coursework Submission Document

Name :

Title of unit : lo. f.

Deadline:

Date handed in:

Date returned:

Teacher Comment

Good understanding of the issues  
relating to ownership + control  
see comments on work for suggested  
improvements

10/10

Band 3

17/20

AM

Student Comment:

[Empty box for student comment]

Teacher signature

Student Signature

## Authentication statement

Pearson Edexcel Level 3 Advanced GCE in Media: Communication and Production

Unit 3: Media Production Brief

Candidate's name:	
Candidate's number:	
Centre name:	
Centre number:	

Candidate's declaration	
I certify that the work submitted for Unit 3 is my own work.	
Signature of candidate:	Date: 19/3/14

Teacher's declaration	
I certify that, to the best of my knowledge, the work submitted by this candidate for Unit 3 is the candidate's own work.	
Name of teacher:	Date: 03/04/14
Signature of teacher:	

This form should be reproduced for each candidate

**Authentication Form**

Level 3 AS GCE in Media:

Specification Title Communication & Production

Specification and paper number Single Award 2771

Centre Name (Block Capitals) .....

Centre Number .....

Candidate Name (Block Capitals) .....

Candidate Number .....

Examination series Summer 2014

**Declaration of Authentication:**

I declare that the work submitted for assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment.

Signed (candidate) [Signature]

Date 19/3/14

Signed (teacher-examiner) .....

Date 02/2014

Please attach this form to the candidate's submission

Moderation report: AS Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 7/5/16

Unit being moderated:

Unit 1:

Unit 2: 2.2

Unit 3:

Original mark given:	22/30	4/6
Moderated mark and comment:		7/9
		4/6
		7/9
Mark agreed. Evidence of skills development + also evidence of a production completed from conception of an idea through to evaluation.		
08/05/2014.		



Coursework Submission Document

Name :

Title of unit : 22

Deadline:

Date handed in:

Date returned:

Teacher Comment

clear understanding of a range of research  
technical  
thoughtful application of research skills with good  
use of research to support  
competent understanding of inclusion techniques  
clear evidence of skills development throughout

AO2 9/1  
AO2 5/19  
PWC  
AO2C 4/1  
AO2d 7/1

Student Comment:

22/30 *AVF*

Teacher signature

Student Signature

1  
You need to provide evidence of skill  
development :

Sketches

Thumbnails

Edits of pictures

Edits of pages

Fonts

Colours

---

Moderation report: AS Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 22/4/14

Unit being moderated:

Unit 1: 1.4

Unit 2:

Unit 3:

Original mark given: 11/12

Moderated mark and comment:

Agreed (11). (QWCfiii)  
Well chosen examples have been used to show a sophisticated understanding of how media texts can be understood + interpreted. Specialist terminology used consistently.

- 22/4/14

FINAL

Coursework Submission Document

Name :

Title of unit : 1.4

Deadline:

Date handed in:

Date returned:

Teacher Comment

Thorough analysis of well chosen examples.  
Sophisticated understanding of how medical  
texts can be understood and interpreted.  
Appropriate medical language used  
consistently throughout

Added

Over

Band 3

Student Comment:

11/12

ADD

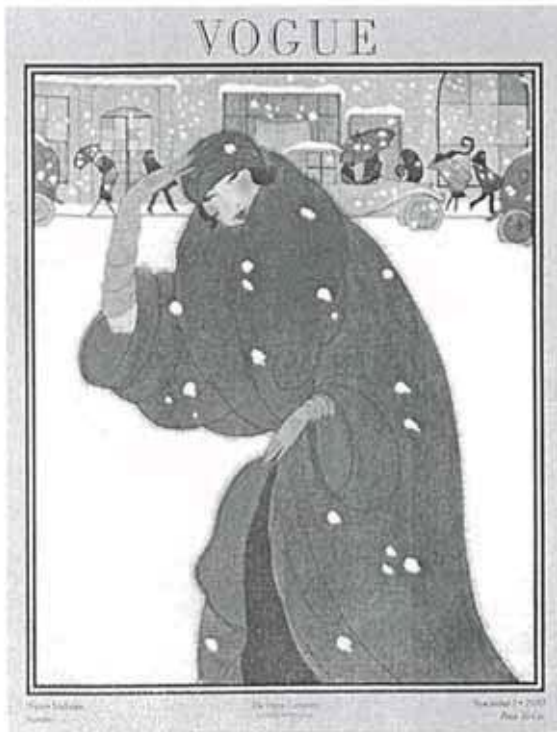
17/12/14

Teacher signature

Student Signature



## Fashion Magazine History



Here is a 1920's Vogue magazine. As you can see the magazine is very different to what they are now as the codes and conventions have changed significantly. The lady on the front cover provides the denotation, and has been prominently positioned in the centre of the page and appears to be very glamorous. The way the lady is dressed implies that she is wearing quite expensive clothing, and Vogue is generally known to be quite an expensive magazine. This implies that their target audience could be people that are quite wealthy and are able to afford to buy expensive clothes. The lady has been drawn and seems to be part of a winter scene, whereas nowadays the main image on the page is a model or celebrity posing, and

QWC

often quite provocative. In the 1950's they would have not had the technology to take a photo for the main image, so they have drawn a lady that can still convey that it's a fashion magazine.

The colour scheme they have used implies that the magazine is for women and pink is stereotypically associated with women. They would have to make this more clear in the 1920's because they are unable to put photographs on the front which may suggest who the audience is. There are no tasters and teasers on the front that could attract the consumers to the magazine, so the contents of the magazine would be a surprise every time. Nowadays the tasters and teasers are to attract the consumer to buy the magazine because they may see something that like inside the magazine that will encourage them to buy it. At this time, there would not have been as many fashion magazines around so consumers may not have had as much choice as to which one they buy. This means that they may not have had to be encouraged to buy this magazine as much as they would now because there is so much competition nowadays.

QWC

QWC

The masthead is the name of the magazine, Vogue. The font is quite small but as there is not much text on the page, it does not need to stand out as much as it would now. It is still the same font as they use now because it has to always be recognisable because it has been around for so long. However, the fonts nowadays have to be a lot larger and clearer because it should stand out against other magazines.

QWC



The magazine also does not have a barcode which conveys that they would not have had this technology in the 1920's. A lot of the codes and conventions have changed because there are things nowadays that you would always stereotypically see on a magazine, so it is recognisably a certain genre.



Here is a 1950s Vogue magazine. Vogue has progressed slightly due to the enhance of technology since the 1920s. They have used simple colours that are not particularly trying to be eye-catching for the target audience. This implies that they did not need the magazine to stand out as much because there will not have been as much competition. The denotation on the page is the lady that has placed in the middle to provide the denotation. The lady is prominently positioned in the centre of the page and appears very glamorous, which is the image they are trying to convey as a fashion magazine. They have also incorporated the season into the front cover like the previous one as they have stated that it is 'summer' as the strapline. The technology enhancement conveys that they have been able to take a picture of a lady and added effects to her to make it look professional and for her to appear the way they want her too.

CWC

analysis

CC

From her clothing we are given that impression that she is possibly quite wealthy and posh because she is wearing very smart clothing. This may suggest the type of consumer that Vogue were trying to attract. Fashion magazines nowadays will often use celebrity endorsement to attract their consumers but Vogue in them days would have been solely about fashion, so they are displaying this through the main image.

Vogue was first published in 1892 so it would have been around a very long time when this was published. The ladies head is covering the bottom of the 'G' in Vogue which conveys that they do not have to show the full title because consumers will recognise it because it has been around a long time.

The masthead has significantly increased in size compared to the previous magazine which conveys that they may be trying to stand out more against other magazines that may have become available. This is also the font and size that they use now for their magazine so they have built up their logo so it is recognisable and people are able to identify it quickly. They have introduced tasters and teasers but they are in a very small font. The font is italic which makes it look quite stylish and

AS4  
d

CC

than the previous magazine so it appears for eye-catching to consumers. They have also changed the colour of the masthead to suit the colour scheme of the rest of the magazine.

The codes and conventions of this magazine are very recognisable as they are very similar to what our magazines are like now. They have now got a barcode at the bottom of the page which conveys that they have developed the magazine a lot due to technology being enhanced. The price has also moved to under the title which is where it stereotypically placed now. The price has also increased by a lot due to economic inflation and the magazine will have developed significantly so it would cost more to produce.



This is the January 2013 issue of Vogue magazine. The image of Gwen Stefani provides the denotation of the page and is also a use of celebrity endorsement. There are now numerous amounts of fashion magazines on the market so they have to attract their consumers as much as they can. Celebrity endorsement is one the most common media techniques for magazines nowadays as a way to attract their audience, this is a fairly recent thing for Vogue as they usually use models on the front cover because they are more focused on what the person is wearing. The front cover is aesthetically pleasing as Gwen Stefani is attractive and people may desire to be like her and wear the clothes that she is. Celebrity endorsement is effective because

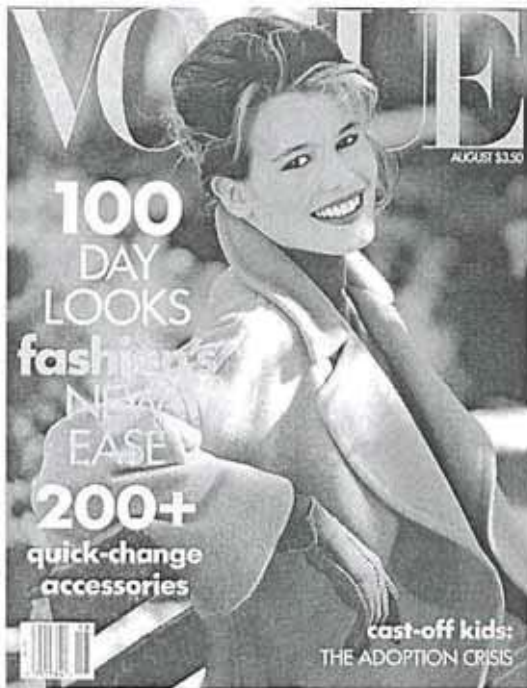
consumers may particularly like the celebrity on the front and be tempted to buy the magazine because of this. The position that she is in generally appears to be more provocative compared to the previous magazines, as over the last few decades society has more become liberated so this is more acceptable.

There are a lot more tasters and teasers on the front cover compared to the other magazine as they need more things to attract their audience. The white text is bold which clearly stands out against the background so people will be attracted to look at it. The colour of the masthead also fits in with the colour scheme. The main image covers part of the masthead which is the magazine name/title, which conveys that they do not need to show the full title because it has been around so long that people will be able to recognise it. The majority of tasters are fashion based but they have also started to include articles that are related to the main image, being Gwen



posh. As they have used this type of font, it links to the main image because they are giving off an impression that their magazine is quite a glamorous one. The tasters do not give much away about what is inside the magazine because there is not many of them, which implies that they are not there to attract the consumers, but they are there as simply text on the front cover for the reader.

The price of the magazine has increased slightly from 35 cent to 50 cent since 1920, this conveys the economic change as the price of the magazine is going up because they may be making it more professional and using technology to develop the magazine. Despite this, there is still no barcode on the front of the magazine.



This is an example of a 1990 Vogue magazine. As you can see it has significantly developed compared to the previous ones. The main image on the page has been professionally photographed and is of a model, which is what magazines in today's era are like. Technology will have been significantly enhanced so they will have edited this photo to make it look more aesthetically pleasing so it attracts the target audience. They are becoming more and more recognizable as its codes and conventions are very similar to what they are today, with the main image being a model on the page, tasters around the side and the barcode at the bottom. The magazine has become more eye-catching

TA

which conveys that there would now have been more competition in the fashion industry, so their magazine would have had to stand out more and attract their consumers. Like the previous Vogue magazine, the model on the front also looks smartly dressed and appears to be probably quite wealthy. This may suggest that their target audience is people of a higher social class that may be able to afford expensive clothes and magazines.

There are now tasters and teasers placed on the side of the front cover in bold writing to attract the target audience to the magazine. The main tasters on the page are fashion related, which has always been the sole contents of Vogue. Despite this, they have started to introduce other stories into the magazine, for example, the taster that is shown at the bottom right of the front cover. This implies that they are possibly trying to expand their target audience because there would now be more competition between fashion/gossip magazines. Despite this, Vogue will always be known as the stereotypically leading fashion magazine in the world. The font that is being used has also significantly increased in size and the colours are a lot bolder

CC

Stefani. There is also an article which is politics involved as it is about Barack Obama, this conveys that they are trying to expand their audience because they are branching out from just fashion.

The barcode and price are stereotypically placed on the front cover of the magazine, however, they are not on this magazine as they want the front cover to appear professional and sleek and the only focus should be on the important information on the page. It will be placed on the back so it does not change the look of the front cover.

Vogue magazines and general fashion magazines have significantly developed over the decades due to technology being enhanced and things are becoming more socially acceptable and attractive. As this has happened, it has caused the increase in the prices of the magazines. Despite this, the target audience for this magazine are likely to be able to afford to buy them and the clothing that they are advertising. Technology being enhanced has also inputted to the price of the magazine because they have been able to develop it significantly so the production process has become harder and more expensive. The codes and conventions have changed a lot over the years due to their being more competition and finding the best ways to attract the target audience.

AS&D



### Masthead

The masthead of this magazine stands out as one of the main features on the page. It is prominently positioned at the top of the page because it is the name of the magazine and they also want it to stand out, because it is a recognizable magazine. Vogue will often not completely show all the letters of the masthead due to the model/celebrity covering it, but for this magazine it has been made one of the main features and sets the colour scheme. They have used pink as it stands out against the dark background and it is stereotypically associated with women. It is also the summer edition so they have used light pastel colours to convey the season.

### Colour Scheme

The colour scheme of the magazine conveys that the target audience is women, because pink is stereotypically associated with women. They have also used a light pastel pink and white as the text colour, which makes the magazine look bright and summery, so they are also linking it to which season this edition is.

### Tasters

The tasters on the page are there to attract the target audience and also they are what the audience will expect to see from a fashion magazine. The majority of tasters on this page link to the main image as there is anchorage text saying 'the making of a model' which relates to Kate Moss as she is a supermodel. This may attract the target audience as they are likely to know who Kate Moss is so they may be interested in it. Other tasters on the page such as 'sensational summer' can also link to the colour scheme as they have used light pastel colours which connotes summer and also brightness which relates to the season edition.

### Main Image

The main image on the page provides the denotation. They have used celebrity endorsement by using Kate Moss who is a supermodel. By using Kate Moss, it will immediately attract the target audience as they are likely to know who she is and she will also be wearing all the latest fashions. The target audience may think that by reading this magazine, they are likely to be updated with the best fashions and also they may aspire to be like her so they will want to read the article. The main image also links to the tasters on the page as there is 'the making of a model', 'real style in real life', so there is anchorage text

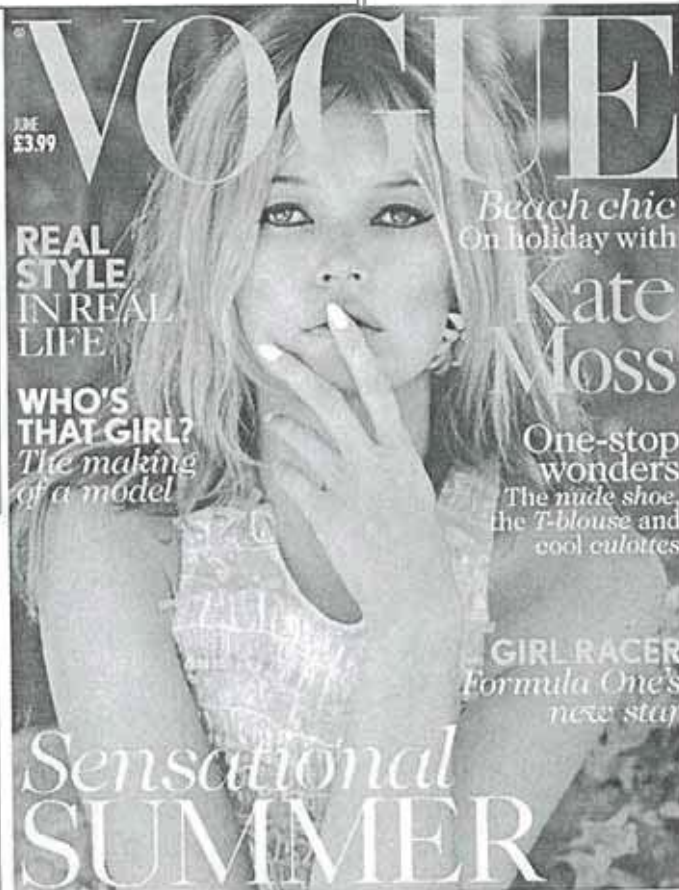
as well as the main article on Kate Moss.

### Mode of address

They have used specific language to suit the target audience. For example, they have used the word 'chic' which the target audience will relate to and will understand this terminology. Kate Moss is also looking directly at the audience which makes the magazine feel more personal to the consumer so they will feel she is looking directly at them personally.

### Date and Price

The date and price are placed to the left of the masthead. This is important information that the target audience may want to see immediately so they have placed it at the top in a contrasting colour to background so it stands out and is easy to find. As they have only written the month, it also conveys to the audience how often the magazine is released.



### Barcode Price

On this magazine, the barcode is not placed in the conventional place. They have not placed it the front of the magazine as this is where the audience will expect it to be. They have done this as it is not an important feature of the page and they want consumers to focus on the rest of the information on the front cover. They have also done this as they may be trying to convey that they are different to other magazine as the barcode would conventionally be placed on the front cover.

### Cover Line

The taster on the page 'Girl Racer, Formula One's new star' conveys that Vogue may be allowing for larger targeting as they are trying to attract an audience that are not only interested in fashion, but there is articles for others as well.



### Masthead

For magazines like Vogue, the masthead is already recognisable to their target audience because it has been around for so long so it does not need to be completely shown. It stands out clearly at the top of the page as it needs to be noticed because there is a lot of competition in the magazine industry. This is one of the main codes of a magazines as it is one of the main features of on the front cover.

### Main Image

The main image on the page is the representative image as it is representing who their target audience are. They have used celebrity endorsement to attract their audience as Rihanna is a very well-known celebrity that their target audience may desire to be like, so it will encourage them to buy the magazine. Also as Vogue is generally a fashion magazine, they have used a long-shot so they can display her full outfit. The image is conventional for this genre of magazine.

### Colour Scheme

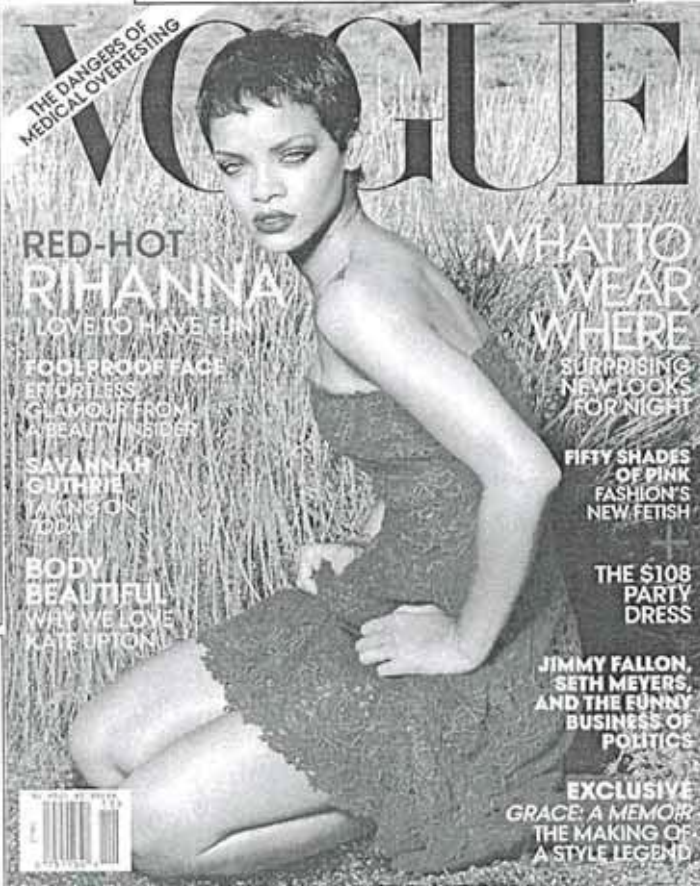
The colour scheme they have used links to the image on the page as they are describing Rihanna as being 'RED HOT'. This often connotes love and passion, so the target audience may be encouraged to buy the magazine because they feel they may find out about Rihanna's love life, etc. The word 'Red Hot' is also written in red which highlights the main

### Tasters

The tasters on the page are to attract the target audience and give them an insight into the magazine's content. All the tasters link to fashion and beauty so the target audience may feel that by reading the magazine they will get to know the latest fashions and beauty tips. One of the main tasters links to the main image so it conveys that there is an article inside about Rihanna.

### Barcode/Price

The barcode and price are prominently placed at the bottom of the page as it is the least important feature on the page so they do not want people to focus on it. Vogue will often place it on the back of the magazine because they want the front cover to completely focus on the content of the magazine, this is also different compared to other magazines so they want to show that they are different to other magazines and individual, and this may attract consumers.



taster on the page.

### Mode of Address

The mode of address conveys who their target audience is as they use language like 'Red-Hot'. This is terminology that the younger generation are likely to use and recognise when they are describing a person so they are using appropriate language that is going to attract their target audience. This is also the anchorage text as it is relating to the main image. Rihanna is also looking directly towards the consumer so the audience is being addressed directly. They have also used words such as 'EXCLUSIVE', so the target audience is going to be attracted to this because they will think they are only able to get this article in this magazine. This will attract them as nowadays everyone desires to be up-to-date with the latest gossip.

### Strapline

The strapline is the white banner that is placed over the masthead. It is not stereotypically what you would expect to be advertised in Vogue magazine, so it conveys that they may be trying to attract a larger audience as they are providing articles for different people.

### Cover Line

The line 'new looks for night' implies who the target audience is as it is targeting people who go out at night, this could suggest that its for young adults as they may generally go out more than the older generation.

### Date

The date is placed in very small writing under the masthead. This is to indicate to the consumer how often the magazine is published. Vogue publish it monthly so they have written it in very small writing so it does not take the focus of the content.

*deducted analysis*



## Task 1

### Technical and symbolic codes

The font that is used for the masthead is a technical code of the magazine. They have used a very bold but simple font which appears quite classy to the audience. This is the type of image they are trying to give off, as the magazine is expensive and the content also conveys expensive clothing, etc, this implies that they may be trying to attract an audience that are able to afford expensive things and look to buy expensive brands of clothing. Having a classy font would attract their audience as expensive brands are stereotypically known to be classy and bought by someone of maybe a higher social class. The colour of the font is the symbolic code. Vogue will often change the colour of the font due to the colour scheme of the rest of the front cover. They initially would keep the font black, but to attract their audience more they have started changing it to suit the colour scheme. The colours they use generally imply who the target audience is, as pink and red, etc, are stereotypically associated with women. The masthead is also slightly covered by Rihanna's head which conveys that it does not need to be completely shown, as people are likely to recognise it because it has been around for a long time.

Adid

awc

The main image on the page is a long-shot and is conventional to a fashion magazine. They have used a long-shot because the magazine genre is fashion, so they also want to focus on what Rihanna is wearing, and not just the celebrity endorsement. The main image also links to the tasters on the page as Rihanna is wearing red and they have used the words 'red hot' when describing her. The colour red also connotes love and passion, so this implies that in the article she may also be talking about her love life. The taster about Rihanna also quotes her saying 'I love to have fun', they have linked this to the main image as she is in a field, so they have taken the photo in somewhere that you may not stereotypically associate with her. She is looking directly at the audience with quite a serious face, which contradicts the 'I love to have fun' quote, however this could imply that she can also be serious and not always having fun. It also may come across quite seductive to the audience which could link to the colour scheme as she could be talking about love. The audience may also desire to be like this so they may be persuaded to buy the magazine as they feel they may be able to if they read this magazine.

The mode of address relates to who the audience is and how the magazine is addressing them. An example of this would be in the issue of Vogue with Rihanna, they have used language such as 'Red Hot', which would stereotypically be used by people of the younger generation so it would appeal to them. They have used language like this to convey who the target audience and also to attract them to this magazine. They have also made Rihanna look directly at the audience so it makes the magazine more personal as the consumer will think that she is looking directly at them. She is also pulling a seductive/serious face which links to the taster 'RED

Media  
Language



HOT' and colour scheme, as this connotes love and passion, so the audience may think that the article inside the magazine is about this.

OWC  
analysis

The colour scheme they have used relates to who the target audience is and what this colour connotes. An example of this would be in the Vogue magazine that has Kate Moss as the main image, they have used light pastel colours, which makes the magazine look bright and summery. They have done this as it links to the season which the magazine is released in, therefore immediately making the reader aware of this. By doing this, it is clear to the audience which season edition this is as often magazines will be a season ahead of what it actually is. The outfit that Kate Moss is wearing also links to the season and colour scheme as she is wearing a white and yellow top which connotes summer and she has her arms out. This is making it clear to the audience what season the magazine is and why they have used this colour scheme. The colours they have used also conveys who the audience is as pink is stereotypically associated with women. This is immediately showing the consumers who their magazine is being aimed at which makes it more personal to the readers.

OWC

The tasters on the page are the technical code of a magazine. These are used to attract the target audience as it gives them an insight into what the content of the magazine is. All the tasters on both magazines link to fashion and beauty, so it is providing the audience with the content that they will be expecting to see. This is what the audience will want from a fashion magazine so by seeing this, it will attract them to buy the magazine. The anchorage text on the page links to the main image, so they will not only see the celebrity on the front, they will also see that there is an article about them inside, so they may be attracted to buy the magazine. The colour of the tasters also suits the colour scheme of the magazine as it looks seasonal and links to the rest of the magazine, for example, in the Vogue magazine with Kate Moss on, it says, 'sensational summer', which links to the colour scheme as this is what these colours connote. Also the magazine with Rihanna on, it says 'red hot', when talking about Rihanna which is written in red text, so this may have provided the colour scheme for the front cover. The audience may be attracted to look at this magazine as it looks professional and the tasters are one of the most vital things that attract the audience to buy a magazine.

MCS

That analysis was well done examples  
Appropriate media terms applied consistently

## Task 2

### The Press Complaints Commission

The Press Complaint Commission is a self-regulatory body which deals with complaints about the editorial content of newspapers and magazines. They work behind the scenes to ensure Editors and Journalists put the right content into their work that prevents harassment and media intrusion.

**The editor's code** – All members within the press have a duty to maintain a high professional standard. There is a code that includes 16 different principles that each member has to commit to so they are always respecting the rights of the individual and the public rights to know. This code sets the standard and the regulations for ethical standards. It is very important that the code is agreed and committed to, in order for the rights of the individual to be respected and maintained at all times. The Editors and Publishers have a responsibility to apply this code to both their printed and online publications. It is also essential that external contributors, such as the PCC are involved. Editors have to work with the PCC when they have to deal with complaints so they can work quickly and efficiently to deal with the issue. Any publication that gets complained about has breached the code.

1. **Accuracy** – The press must always ensure that they take care when publishing information because it must always be accurate and not misleading. The PCC has to clearly distinguish the between what is comment, conjecture and fact to ensure everything that is written is the truth. In publications that need to be corrected, where appropriate, an apology must always be published.
2. **Opportunity to reply** – The press must always reply to inaccuracies and complaints when they are needed to.
3. **Privacy** – Everyone must respect an individual's private and family life, home, health and communications. You are not allowed to photograph someone when they are in private places without the individual's consent.
4. **Harassment** – The press must not intimidate, harass or constantly follow an individual. They must not persistently question, telephone or photograph someone when they have asked you to stop. It is also unacceptable to remain on their property when asked to leave and if requested, they must identify themselves and who they are working for. ✓ PCC
5. **Intrusion into grief or shock** – When someone's personal grief or shock is involved, the situation must be approached with sympathy and the publication must be handled sensitively. Care with detail is also very important with cases, such as, suicide.
6. **Children** - Children must be allowed to go to school without being intrusion. Children under 16 must not be interviewed or photographed when dealing



with issues that involve another child's welfare, unless they have permission. Minors and parents are not allowed to be paid for material that involves a child's welfare, unless it is in the child's interest.

7. **Children in sex cases** – The press must never, even if they are legally allowed, identify children under 16 who are victims or witnesses in a case that involves sex offences. The word 'incest' must not be used where a child victim may be identified and care must always be taken that nothing in a report implies the relationship between the accused and the child.
8. **Hospitals** – Journalist must always identify themselves and obtain permission before entering the non-public areas of hospitals or similar institutions to pursue enquiries. There are many restrictions on intruding into privacy, particularly when it involves individuals in hospitals or in a similar situation.
9. **Reporting of crime** – Relatives or friends of the people convicted or accused of crime should generally not be identified without their consent, unless they are relevant to the story. Regard should be particularly taken to vulnerable children who may have witnessed or are victims of crime.
10. **Clandestine devices and subterfuge** – The press must not obtain or publish material that has been acquired by using hidden cameras, listening devices or by intercepting private or mobile telephone calls, messages or emails. It can only be justified in the public interest and only when the material cannot be obtained by other means.
11. **Victims of sexual assault** – The press must not identify victims of sexual assault or publish material that is likely to contribute to identification unless there is justification and are legally free to do so.
12. **Discrimination** – The press must avoid prejudicial reference to someone's race, colour, religion, Gender, sexual orientation or to physical or mental illness or disability. Details like this about a person must only be mentioned if it is relevant to the story.
13. **Financial journalism** – Journalists must not use material for their own profit, or they should not pass financial information on to others. They must not write about shares or securities in whose performance they know that they or families have significant financial interest without permission from editors.
14. **Confidential sources** – Journalists have moral obligation to protect any material that is confidential sources of information.
15. **Witness payments in criminal trials** – You must not pay or offer payment to a witness or any person involved once proceedings are active unless the information concerned can be published for the public interest or there is an over-riding need to make or promise payment. This must only be done if the financial dealings do not influence the evidence.
16. **Payment to criminals** – Payments or offers of payment for stories, pictures or information, which seek to exploit a particular crime, must not be made directly or through, family, friends and colleagues. If payment is necessary they must be able to demonstrate that it is in the best interest of the public.



Privacy is one of the main clauses in the code that is often broken. This is when the press reveal too much detail about a case and someone's details or private information is intruded and revealed. Part of the PCC code states that you are not allowed to intrude someone's privacy so you must respect his/her private and family life, home, health and correspondence, and any digital communications. You are only allowed to do so if you have their consent. It is also unacceptable to photograph individuals in private places without the person's consent. There are often many cases where the press has intruded an individual's privacy, for example, Natalie Sansom complained to the PCC that the Daily Mail published her private health information in breach of Clause 3 (privacy). The Daily Mail had to swiftly resolve this issue because this is very personal details, so they had to remove the article and made a goodwill payment made directly to the complainant, plus a donation to her charity of her choice. There are many high profile complaints where the press have intruded a celebrity's privacy, this can often be a lot bigger than a normal case as it may affect their career or how people view them.

Harassment is a clause that can be very similar to privacy and there are many cases when they have both been broken together. This includes them harassing or following someone after the individual has told the press to leave them alone, telephone or photograph someone when they have asked you to stop and it is unacceptable to remain on someone's property when they have told you to leave. There are many examples of when the press have become intrusive in a family's home, for example, Caroline Bagshaw complained to the PCC about the presence of reporters at her home. The complaint was considered to be intrusive, in breach of Clause 4, Harassment. Harassment is very closely linked with privacy, as harassing someone is often seen as an intrusion of their privacy as well, so both clauses are often reported together. The issue was resolved by a letter from the newspaper, which expressed its distress which the complaint had caused.

There are often cases where the press has written discriminative headlines without intention. The press must avoid any reference to someone's race, colour, religion, Gender, sexual orientation or to physical or mental illness or disability, unless these details are relevant to the story. An example of where journalists have made discriminative comments unintentionally is when Anna Morell complained to the PCC when the Daily Mail and The Times captioned a picture with '*we are happy to clarify that, while Andy Murray is the first British men's Wimbledon champion for 77 years, four British women have won the title since 1926*', this was reported as people felt that it was misleading and implied that women's tennis is not as important, therefore it being gender discriminative. The issue was resolved by the PCC but there was not they could do after the article had been printed.

Accuracy is the clause that is most commonly broken. There are many high profile cases where this clause has been broken as the press have failed to publish correct information or misleading information. They have to clearly state the difference between what is comment, conjecture and fact, and all information has to be the



truth. There are more high profile cases, for example, when Holly Willoughby complained to the PCC that the Sunday Sport newspaper had published inaccurate and intrusive material, in breach of Clause 1 (Accuracy) and Clause 3 (Privacy). The image that they published with the headline 'Holly Willoughby up the skirt photo shock' was of a girl bending as she gets into a car with all her bottom and underwear on show. The article was headlined this due to the girl wearing the same dress that Holly Willoughby had previously worn. The headline however was very misleading as it gave a first impression that it was Holly Willoughby in the photo, when it wasn't. The complaint was dealt with by sending a letter to Holly, stating that they apologised for the embarrassment it may have caused her and her family. eg

### Law regulation

The press is also regulated by the law. Defamation is the communication of a false statement that the reputation of an individual, business, product, group, government, religion or nation. This is where libel and slander laws were generated from. Libel is the written form of defamation, so newspapers, magazines, etc. The press has to be regulated so nothing published is offensive or may damage the reputation of someone or something. One of the main aims of the regulation is to ensure what they are publishing is actually in the public interest and is not being wrongly published. An example of a case of libel is when the Daily Mirror libelled Frankie Boyle by calling him a 'racist comedian'. Frankie Boyle chose to sue the Daily Mirror because his jokes were not actually like that at all and he felt that in this generation, being racist was the worst thing someone can be called. Frankie Boyle received £54,650 in damages after the case was taken to the High Court. cisel

Privacy Laws refer to the laws which deal with the regulation of personal information about individuals which can be collected by governments and other public as well as private organisations. These are laws that regulate the press so it would be against the law to break them, instead of just breaking the PCC code. Some of these laws include; health privacy, financial privacy, online privacy, communication laws, information laws and privacy in one's home. Since the Human Rights Act 1998, the law has developed and individuals have significantly greater scope to use the law to protect their privacy. An example of where privacy laws have been broken is when Sian Williams complained to the South Wales Echo that they had published an article about the death of her husband that included pictures of her holiday from her private Facebook profile, which was in breach of Clause 3 and 5. Despite the newspaper denying this, it was then negotiated that they would remove the images. AdC

The Leveson Inquiry is one of the most famous cases that have caused people and the government to look into how the press is regulated and if it should be regulated further. The inquiry examined the culture, practices and ethics of the press and in particular, the relationship of the press with the public, police and politicians. eg

The Inquiry was originally started by the phone hacking scandal which started at 'The Sun' and led to the 'News of the World'. A series of public hearings were held throughout 2011 and 2012, and then the inquiry published the Leveson Report in November 2012, which reviewed the general culture and ethics of the British media and made recommendations for a new, independent body to replace the existing Press Complaints Commission, which would be recognised by the state through new laws. The second part of the enquiry has been deferred until after the criminal prosecutions regarding the News of the World.

I think that the press are regulated enough because they are given set clauses that they have to abide by and if they break them then they will be reported by the Press Complaints Commission and can often be sued if people deem it to be discriminating and report it. I think that some adverts however, should be regulated more initially before they are aired, so they can reduce the number of complaints they have.

I think that companies should be punished by being fined, depending on the seriousness of the issue. This may make companies be more careful when creating their products because they will know there is consequences if they do not abide by the clauses. This is also likely to improve the regulation of the media because it will appear to be stricter as it will affect the company a lot more if they are pulled up by the PCC or reported.

- Also Public Order Act  
Official Secrets Act  
Injunctions



## Task 1 - Newspaper Portfolio

The Daily Mail is tabloid paper that is released every day. From Monday to Saturday, it is called the 'Daily Mail', and on a Sunday it is known as the 'Mail on Sunday'. It is the UK's second biggest selling daily newspaper and was Britain's first daily newspaper aimed at the "lower-middle class". It was also the first British newspaper to sell a million copies a day.

**Genre of Paper:** Daily News

**Founded:** 1896

**Current Editor:** Paul Dacre

**Owner:** Daily Mail and General Trust

**Publisher:** Associated Newspapers Ltd.

**Cost of Paper:** Monday – Friday 60p, Saturday 90p

**Circulation:** 1,863,151

**Average daily readership:** 4.4million

### Demographics

Daily readership Source: NRS Jan 13 - Jun 13	Readership 000s	Cover %	Profile %
All Adults	4480	8.71	100.00
Men	2328	9.27	51.96
Women	2152	8.17	48.04
<b>Age</b>			
15-24	306	3.81	6.83
25-34	437	5.10	9.75
35-44	420	5.12	9.38
45-54	618	7.07	13.79
55-64	814	11.53	18.17
65+	1885	17.37	42.08

From these profiles we can see that the Daily Mail's main audience is men that are 65+. The figures have significantly changed over the years as in 2012, the Daily Mail's readership was 52% women and 48% men. Looking at stereotypes of what men and women enjoy reading, this suggests that this newspaper may have become more sports/politics involved, and less celebrity gossip, as well as news. The Daily Mail provides supplements for both men and women but readership figures for men have increased so this implies that the City and Finance supplement and the Travelmail, may be something that is attracting more men to read this newspaper,

instead of women being attracted by the YOU magazine supplement. This may be due to there being many magazines available to women on the market that may appeal to them more, so they do not have to buy the newspaper specifically for YOU magazine. Whereas there are not many magazines available for men that can provide City news and details on the London Stock Exchange so they will have to buy the Daily Mail to be providing with this information.

From the data we can see for the age range reading the Daily Mail, we can see that it is mainly people 65+ that are reading it. This suggests that most people of this age are retired so they have more time to read through the newspaper and also may have more disposable income to spend, unlike younger people. Inside the newspaper there are also puzzles and quizzes which suggests that it is aimed at people who have time to do these things. Younger people may be more inclined to buy other tabloids, such as the Sun because it has more celebrity gossip in it, rather than news and this is what they are likely to be more interested in. They are also likely to buy magazines rather than a newspaper and the supplements inside would not appeal to a younger audience.

*Ad.*

Social Class			
AB Adults	1360	9.92	30.36
ABC1 Adults	2895	10.46	64.62
ABC1C2 Adults	3816	9.84	85.18
C1 Adults	1535	10.99	34.26
C2 Adults	921	8.30	20.56
DE Adults	664	5.24	14.82
AB Men	703	9.90	15.69
ABC1 Men	1449	10.79	32.34
ABC1C2 Men	2024	10.42	45.18
C1 Men	746	11.78	16.65
C2 Men	575	9.59	12.83
DE Men	304	5.35	6.79
AB Women	656	9.92	14.64
ABC1 Women	1445	10.15	32.25
ABC1C2 Women	1791	9.26	39.98
C1 Women	789	10.34	17.61
C2 Women	346	6.78	7.72
DE Women	360	5.15	8.04

*Ad.*

From the data we can see the majority of people that read the Daily Mail are in social class ABC1C2 Adults, this is one of the highest social classes so as it involves adults of both genders who are mainly in the upper middle class, middle class and the lower middle class. From this you would expect to pay more for this newspaper and the adverts inside to be aimed at people that would be able to afford fairly expensive



things. However, this newspaper only costs 60p during the week so it is allowing for larger targeting as most people would be able to afford this. Also, there are often freebies advertised on the front of the newspaper, so it may attract more people as most people desire to have freebies if it is something they are interested in.

### Advertising

**Source** - <http://www.mailconnected.co.uk/uploads/files/Daily-Mail-Ratecard.pdf>

To advertise in the Daily Mail it costs £46,116 for the front half of the first page on a Monday to Wednesday, for the same amount of advertising, on a Thursday and Friday it costs £49,392 and on a Saturday it costs £50,652. Advertising in the Daily Mail, is significantly more expensive than one of their competitors, The Sun. This is due to the Daily Mail's readership having more people in higher classes buying their newspaper, unlike the Sun which has a higher amount of the lower class. As the Daily Mail is generally aimed at people that are older and of a higher class, it provides various adverts but chooses them specifically so their target audience will be interested in them and may be able to afford them, for example, weekend breaks and home insurance. This implies that their audience may have time on their hands and are able to afford weekends away and need insurance for their home, etc. Whereas, their competitor the Sun is more likely to advertise more budget holidays and offers, because it is more suited to their audience.

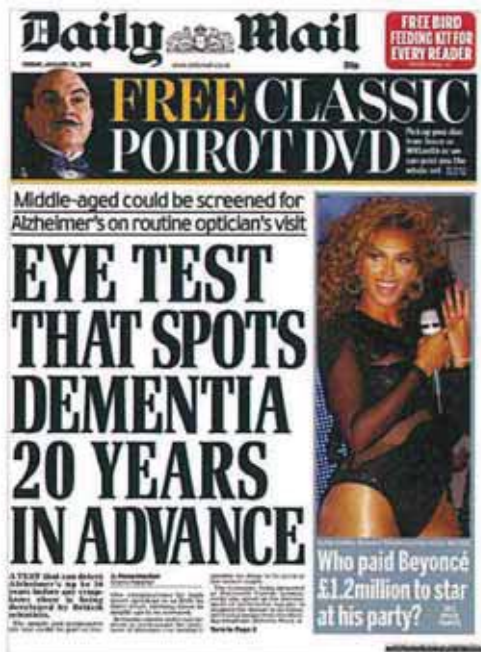
### Supplements

- You Magazine
- Weekend
- City and finance
- Travelmail

From the supplements you are able to see that the Daily Mail is trying to broaden their target audience and offer things that may interest people with different psychographics and demographics than their average readers. They have recognised that their main audience is men, so they are trying to encourage more women that are 65+ in social class A/B to read the newspaper, so this has led them to provide extra supplements, such as You magazine, which is specifically targeting women that are 50+. Another supplement that is provided is the Weekend, which offers the tv listings, reviews, puzzles, etc, this suggests that their target audience is likely to have the time to watch tv and do puzzles as they may have retired for example. However, the other supplements convey that the Daily Mail are also offering things for other people that may be different ages with different interests. The City and Finance supplement is the business part of the Daily Mail that provides city news and the results from the London Stock Exchange. City news can appeal to many different people, because people working/living in the city may be interested but also older people, so it can attract younger people as well as their 65+ audience. This conveys that the Daily Mail are trying to broaden their audience so they are offering things for different ages/genders. The Travelmail reflects the class' money situation as it is implying that the people reading this newspaper are likely to have time on their hands and money, to travel and go on holiday.

ADCU





This is an example of a front cover of the Daily Mail. The masthead of this newspaper is always at the top of the page in bold clear font which was specifically designed for the Daily Mail. As the font is quite old fashioned, it suggests that it is aimed at an older audience because this is what they may prefer to see, rather than something that may be seen on a younger newspaper. This immediately conveys to the reader that this magazine could be quite conservative and formal. However, the mode of address contrasts this because it is quite colloquial, for example, rhetorical questions, etc. *ML*

The text that is on the page is in a large bold font which would immediately stand out. This conveys that they are trying to attract readers by giving them an insight of what is going to be inside this newspaper. You can see instantly from this front cover that the Daily Mail is not only about the news, but there is also gossip inside, so this may attract a younger audience also, as Beyoncé is a worldwide celebrity that people may aspire to be like. Having Beyoncé as one of the main features on the page, is also a use of celebrity endorsement as people may see her on the page and be encouraged to buy it because they are a fan of her. This may also increase the amount of women reading the Daily Mail because stereotypically, women prefer reading gossip than men. This allows for larger targeting because this newspaper is mainly aimed at people 65+, so having young celebrities on the front cover, may attract a different and younger reader. *analysis*

Another main feature on this page is the word 'FREE', this may instantly attract people to this newspaper because most people aspire to have something free and it is a natural instinct to look at it because it jumps out on the page. As they are offering a 'FREE CLASSIC POIROT DVD' this is something that stereotypically the older generation would enjoy, compared to younger people. This implies that they are trying to aim their newspaper at people aged 65+ because this is what they would be interested in and may be encouraged to buy it because of this. Another thing that they are offering, which is prominently placed next to the title is a 'free bird feeding kit', this also suggests that the target audience is people that are older because they have more time to feed the birds, unlike a younger person that may be working or have young children. *MC*

*Ad.*

The colour scheme is fairly plain and does not use particularly eye-catching colours. This could be due to them not needing to attract their audience as much or make it stand out because this is an everyday newspaper that the target audience may buy anyway, without knowing the contents, so they do not need it to stand out. Also, because this newspaper has been around since 1896, the readers may have been buying it for years, so they automatically buy it every day, without the need to be encouraged.

✓ good analysis

## The Independent



The Independent is a British national morning newspaper published in London. It was published in 1986 and is one of the youngest UK national daily newspaper. In 2004, the daily edition was named the National Newspaper of the Year at the British Press Awards.

**Genre of Paper:** Culture/Politics/economic issues

**Founded:** 1986

**Current Editor:** Amol Rajan

**Owner:** Alexander Lebedev

**Publisher:** Independent Print Limited

**Cost of Paper:** Monday-Friday £1.40, Saturday £1.80

**Format:** Originally a broadsheet but has been published as a tabloid since 2003.

**Circulation:** 68,696

**Readership:** from survey in March 2013, 443,000 adults

### Demographics

Daily readership Source: NRS Jan 13 - Jun 13	Readership 000s	Cover %	Profile %
All Adults	391	0.76	100.00
Men	254	1.01	64.96
Women	137	0.52	35.04

Age	Readership 000s	Cover %	Profile %
15-24	61	0.76	15.60
25-34	70	0.82	17.90
35-44	68	0.83	17.39
45-54	78	0.89	19.95
55-64	47	0.67	12.02
65+	66	0.61	16.88

From the demographics we are able to see that the Independent's main audience is men that are 45-54. This suggests that this newspaper is aimed more to the male audience that are business men, which also gives the impression that they will be able to afford to pay for a newspaper that is £1.40 on weekdays. The type of content in the Independent is mainly business/political issues, which also implies that they are trying to target business men/women because this is what they may be

*Adlc*



interested in as they may be surrounded by it. The supplements that are inside the Independent are stereotypically mainly aimed at men as they are Sport and Motoring, so this implies that they are trying to attract a more male audience and they have identified their main readers.

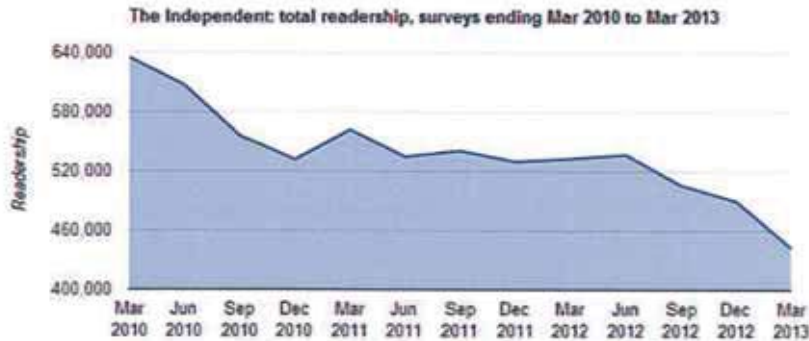
From the data we can see for the age range, you can identify that this newspaper is mainly aimed at business men/women because people of this age range are likely to be doing this and may be at their highest point in their career. This enables them to be able to afford this newspaper every day as they may have a high income. There is also not many sports or motoring magazines on the market, unlike women's magazines, so they may feel they are able to get what they want to read from the Independent, unlike other newspapers that do not offer supplements like this.

Social Class			
AB Adults	216	1.57	55.24
ABC1 Adults	312	1.13	79.80
ABC1C2 Adults	375	0.97	95.91
C1 Adults	96	0.69	24.55
C2 Adults	63	0.57	16.11
DE Adults	15	0.12	3.84
AB Men	141	1.99	36.06
ABC1 Men	205	1.53	52.43
ABC1C2 Men	247	1.27	63.17
C1 Men	64	1.01	16.37
C2 Men	42	0.70	10.74
DE Men	7	0.12	1.79
AB Women	76	1.15	19.44
ABC1 Women	108	0.76	27.62
ABC1C2 Women	129	0.67	32.99
C1 Women	32	0.42	8.18
C2 Women	21	0.41	5.37
DE Women	8	0.11	2.05

From the data we can see the majority of people that read the Independent are in social class ABC1C2 Adults, this is one of the highest social classes so as it involves adults of both genders who are mainly in the upper middle class, middle class and the lower middle class. From this you would expect to pay more for this newspaper as these people are likely to be able to afford it. This is quite an expensive newspaper at £1.40 so you can see that they have identified their target audience and charging the appropriate amount for it, as they will be able to afford it. The Independent offers a magazine inside of the newspaper, which has small adverts, recipes and home interior. The types of adverts inside the magazine are typically suited to this particular audience as they are meals that would be quite expensive to



make and home interior that would be very expensive to buy/design, so they are trying to aim it to what their target audience would like to see and be able to afford.



From the graph you are able to see that readership figures have significantly decreased since 2010. This could be due to many social impacts, such as the recession. People may have been losing jobs so they may not be able to

afford to buy the Independent on a regular basis because it is quite expensive. It may have also led to people having less disposable income to spend on newspaper so they are not buying it on a regular basis. Another reason why figures may have dropped could be that the content of the newspaper. The Independent used to have a banner on the front page stating that the newspaper was 'free from political bias, free from proprietorial influence'. This banner was taken off the newspaper in 2011 and their political alignment is more Liberal since this. Their audience may not agree with these views and may support other parties so they have stopped buying this newspaper.

### Advertising

Source - <http://www.independent.co.uk/advertising-guide/rate-cards-and-specs-1955869.html>

To advertise in the Independent it costs £14,000 for the inside of the front cover, this is a lot less than a lot of the newspapers, for example, the Daily Mail. This is due to the Independent having a lot smaller audience as it only offers certain things, politics/business. The Independent's readership has a lot more people in the higher class reading this newspaper because they are more business people and people with a higher income. As the Independent is aimed at people aged 45-54 that are in a high class or business people, a lot of the adverts inside the newspaper are airlines, holidays or insurance because their target audience may have to travel around a lot for their job and also, holidays because they may have a family, so in their time off, they can afford to go on holiday. Whereas, in newspapers like the Sun/Star, their target audience may not be from as high a class so they would not advertise as expensive things.

### Supplements

- Sport and Motoring
- Art and Books
- Food and drinks
- Games and gadgets
- Health and Wellbeing



From the supplements you can see, the Independent is specifically trying to target their supplements to their original audience who read the newspaper. They have recognised that their main audience is men aged 45-54 so they have specifically tried to aim their supplements at these people. There are not many magazines available for men that offer information on sport and motoring, food and drink or art and books, so they are trying to attract more people to buy the newspaper because they can't get this anywhere else. Despite their main audience being men, they do also have to offer something for women because women do also make up 35% of the readership. Health and Wellbeing, Art and Books and Food and drinks, are more stereotypically read by women so this may encourage them to buy the newspaper. The supplements provided also suggests that their target audience has time to do these things, like cooking, playing with games and gadgets, and getting fit, so it may also attract people that are retired or only work part time. Despite the Independent trying to offer supplements for their main target audience, they have broadened their audience slightly as they offer things that may attract to the older generation and the younger generation.



This is an example of a front cover of the Independent. The masthead of this newspaper is very bold and is always placed at the top of the page. The font is very standard so it does not specify the gender of this newspaper and also does not suggest it is for a certain age group. As the masthead is not very exciting, it implies that this newspaper is very formal and would not appeal to the younger generation. The mode of address is also very formal and the tasters on the front cover are all politics/business involved so it gives the consumer an idea of what they can expect of the whole newspaper. *ML*

The main text on the page is fairly large, so it is giving the consumer an idea of what's inside the newspaper and trying to attract them. Despite this, this newspaper would not particularly stand

out compared to other newspapers in a shop because the colour scheme is very basic and the text is not as large as others. This implies that they do not particularly need to attract their audience, because this is a paper that they may buy on a regular basis so they know what to expect from it. The main image on the page also stands out, which relates to an article on the 'Leveson Inquiry', which was a very big issue at the time when this paper may have been released. This would attract their target audience as these people are likely to watch/listen to the news on a regular basis, so articles like this would interest them. Despite the Independent being mainly aimed people ages 45-54, it is also trying to target the younger generation, for example, people in their early twenties. An example of this is the HSBC advert at the bottom of the page which is using statistics like 'We've helped 10,000 first time buyers since January'. This conveys that the Independent is always providing adverts/news for *analysis*

people younger people, because this may interest them as they are likely to be first time buyers. This is also backed up by the age readership statistics which conveys that people aged 25-34 are the second most popular age group to read this newspaper.

The colour scheme of this newspaper is not gender specific or age specific. Despite this, they have made it very plain and formal which implies that it is not particularly trying to attract the younger generation, as bold/bright colours would attract them. The layout is also very formal and is the stereotypical layout for a newspaper, so they are not trying to be fancy which implies that this newspaper is mainly about the content, instead of the appearance.

Detailed awareness of  
how knowledge of Audience  
impacts Content & Style  
AOLC



Moderation report: AS Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 04/05/2014.

Unit being moderated:

Unit 1: 1 & 3

Unit 2:

Unit 3:

Original mark given:	<del>11/12</del> 9/12	9/12	AMC
Moderated mark and comment:	Agree mark Good use of a wide range of examples.		

Coursework Submission Document

Name :

Title of unit : 1.3

Deadline:

Date handed in:

Date returned:

Teacher Comment

Ach(c).

Band 2 (9/12)

Good examples are used to consistently show a knowledge + understanding of how a product is constructed to appeal to its audience

Student Comment:

[Empty box for student comment]

Teacher Signature

Student Signature

Achtung!

Unit 1.3Tokenism

Tokenism is used in media when companies are advertising, as they try and attract all different types of people so it creates maximum appeal and allows for larger targeting. It is when the minority is highlighted within the majority of people, so it used to create a false impression of society, to make the viewer think it is fair. For example, if an advert was particularly highlighting the women in a male dominated environment. Tokenism is used in all different areas of the media as they will often use it in politics, the news, films and TV shows. Other examples would include, Glee and Pitch Perfect, as they both have a small group of people that are of all different races, genders and have different hobbies. By doing this they are trying to attract everyone as the viewers may feel they have something to relate to and they everyone in society is being included. The news is also a good example, as in the past, newsreaders would stereotypically all be white and talk in a certain way, however, nowadays, newsreaders are of all ages, genders, races and ethnicities, so by doing this, they are not discriminating against anyone, so people believe it is fair and will be more inclined to watch it. Tokenism can also be used in politics because nowadays, they will often highlight how many women are involved, because they are not usually associated with it. *eg.*

Tokenism is generally a positive thing for audiences as they are involving everyone in society so they are not discriminating against certain groups because they are the minority. Despite this, this can sometimes be seen as a negative thing as they are highlighting a certain group in society and portraying them in certain way due their stereotype, which can sometimes be wrong. So by doing this, it could appear quite offensive to certain groups of people. *good point*



A good example of tokenism would be Pitch Perfect. This film highlights the different groups in a university, and brings them all together, so it doesn't just highlight the popular groups, it involves the minority groups also. The group that is created which you are able to see in the example on the left, is made up of all the different types of people so they are showing that there isn't just stereotypical groups and involving everyone highlights that they are trying to attract everyone. This will appeal to the audience as the different types of people may attract audiences as this is not always what is portrayed in other films. It may also suit the needs and wants of the audience because there are different types of people in it so it allows for larger targeting. This could be seen as positive tokenism

because they are not discriminating against any groups. This could also be seen as negative tokenism because this is creating an unrealistic group in society as it is not necessarily like this. They have also used representation and stereotypes in this film to create this token

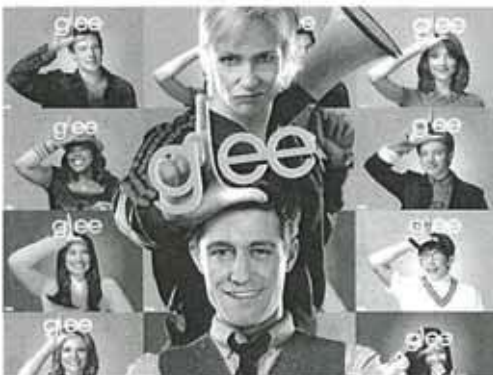


group, because they have created an image of these people that the audience will recognise and they will get an understanding that the group is different to what society is actually like. They are almost showing an example of what society could be like, as they are not just showing one group of people, they are meeting the needs of more than one audience because they have used all different types of people. You can also clearly see by the film poster that they are a group made up of different people, so this may interest people and attract them to watch the film.

Other examples of tokenism could be the Dove advert. Instead of using skinny models which are stereotypically used, they have used normal people that are all different sizes. As they are doing this in an advert, they have created a minority within adverts because this is not what you expect to see and by highlighting normal people it is what people want to see. They have also used people that are different ages and



so they are not discriminating against any group of people. They are not highlighting a particular token in the advert so they are including everyone, conveying that they believe everyone is the same, no matter what they look like. This is generally what people would prefer to see on adverts because there has been a certain image created for the type of people being used in the media, and they are going against this stereotype which makes this a token advert. It is also a more realistic image so people are likely to be able to relate to this, instead of skinny models who have been airbrushed that are almost unrealistic. This is what people in society would prefer to see as they do not have to aspire to false images that the media are creating. Despite this, this may not be a very positive thing because these people may not want to feel like a minority and they could be quite offended by this. As this is not what you usually see on adverts, people may think that audiences do not want to see this so this is why they have not used this type of tokenism in the past.



Another example of this could also be in Glee. They have gathered a group of people that contains all different types of people that have different hobbies and interests, races/ethnicities and genders. By doing this they are not discriminated against anyone and they are highlighting, not only the popular people, but also the minorities. This is going to attract the audience because it is meeting the needs of all audiences as they are including something for everyone which allows for larger targeting. As you can see from the picture, they have also used representation, as they have created these people, using the stereotypes of what they are like and how people view them so the audience can

*Ad(1)*

get an understanding that they are using tokenism. It creates almost an unrealistic group of people because this is not what it is actually like in society, however, this is setting an example and showing that all groups of people can be involved so they are not discriminating. This is an example of positive tokenism because they, . . . . .

### Representation

Representation is something that represents an element or an audience, so it is what the audience expect from something. It is an image that the media creates to stand for an entire group of people or an object that they are trying to portray. It is often seen as visual shorthand as certain things are used to display this certain image. An example of this could be that generally perfume/aftershave adverts gives someone the impression that it can make you more sexually appealing. Representation can either be positive or negative, for example, teenagers wearing tracksuits could be portrayed as criminals which would be negative representation. Representation is linked with technical and symbolic codes. It is a way of constructing reality, so it is supposed to contain a simplified view of life, for example, everyone knows that students should sit behind desks at school. It is about understanding the choices that are made when it comes to portraying something or someone in mass media text. Constructing representation can be hard as you can portray every feature of a photograph or a film, so certain features of their personality and appearance can be highlighted or enhanced to create the representation of this person. TV shows and films will often use the nuclear family which highlights stereotypical families as having, 2 parents and 2 children and often a pet, for example, in the Simpsons. Certain paradigms are encoded into texts and others are left out to get a preferred representation.

When representing someone, media texts will often look for:

- Age
- Gender
- Race/ethnicity
- Financial status
- Job
- Culture/nationality

Signs and symbols can also be used as visual shorthand to represent these characteristics. We can often pick out features of things to make assumptions of the personality of someone or something that is seen as a stereotype in society. An example of this would be if a man had white hair and a walking stick, we would naturally assume that this was an old frail man, or if a man was wearing a suit and carrying a briefcase, then we would assume he was a wealthy business man. Whereas, not all old men have white hair and a walking stick and wealthy business men, don't always wear this, we have created quick and easy ways of signifying information about a person.

*good eg.*



Article.



An example of where representation is used is in the Big Bang Theory. They have used representation to create the different types of people. As you can see from the picture, they have the stereotypical 'geeks' as wearing glasses, studying science and constantly talking intellectually. This is so people are able to make quick

assumptions of what these people are like and what they are interested in, whereas, not all people that study science and wear glasses are like this. They have also got the stereotypical pretty girl that they all fancy, as being skinny with blonde hair, as this is what people generally associate with someone being pretty, and people find generally attractive, so they have used this to create representation for this character, so the audience know what she is like. She is also less smart than the others, implying she may be more laid-back, which may not always be the case. This is also representative of the audience because they are very much like the people that watch this programme so they will be able to relate to it as they may have similar humour or features. Penny provides the token of this programme because she is different to the others, so they are highlighting her as she stands out against the rest of them. She is also friends with them all which is not necessarily the case in society as she is popular, so they have used positive representation to convey that popular people are friends with 'geeks' also.

Other examples could include the Wonga advert. Wonga are advertising loans for everyone, however they have used elderly people in their advert. They have created an image of elderly people that people will recognise and know the image that is trying to be created. They have created the representation by giving them glasses, grey hair and falling asleep. This is obviously not what all old people are like but people would stereotypically think of old people as looking like this and this is the image they are trying to create.



This can either be positive or negative representation because some old people could be offended by the stereotype that has been created of them because as they are advertising loans, they could imply that all old people are likely to need a loan for some reason, or the image they are creating implies that they are frail, which is not the case for a lot of old people. Despite this, this may also be positive representation, as they are portrayed as being very happy, so they may just be using this representation so the audience will understand the image they are trying to create. It could also be beneficial for the company by using this representation as it conveys that these

Yes!

AOK(c).

people are happy with having a loan, so the audience may feel that they will be like this if they get one. Some old people are likely to understand that they have just exaggerated the image of elderly people so the audience understand the image are they are trying to get across.



The Only Way is Essex is another example of representation as people will now assume that everyone from Essex uses fake tan, has plastic surgery and generally quite false. This programme has created this stereotype of people from Essex because it is a reality TV show so these people are actually like this, even though a lot of people from here are not. The people in this programme show the extreme of what Essex people can be like, so now this image is what people assume as it is like it is being exaggerated. The media will now use this representation as they have created a certain image from this stereotype. This can be seen as positive because these people in the programme can appear to be very glamorous and wealthy which is what these people want to be conveyed as, so it is showing a fairly good image of what people in Essex may be like. Also the title of the programme saying 'The Only Way Is Essex' implies that this is how people should want life to be, so they are trying to convey it as being a good place that people will want to live. Despite this, it could also be negative representation as a lot of people from Essex are not actually fake, and may not want to be categorised like this due to where they live.

✓ good point - the representation is not entirely positive

### Stereotypes

Stereotypes are generalised images that people have created of a certain type of person, group or object. They can often portray negative or false images of what reality is actually like as they are often based on tradition or what the media has conveyed something to be like. Everyone interprets things differently so stereotypes are there to create a general image of something so everyone interprets them in the same way. Stereotypes and codes and conventions can often change as the media will often change people's interpretations of things or the ways groups dress, or act may change. Stereotypes are also used to create a certain image, so it is not only people. For example, the stereotypical image of a school would be to have classrooms with numerous amounts of desks and chairs behind them because that is what you expect to see.

Stereotypes can often be created by:

- Age
- Gender
- Behaviour
- Social class



AOK(1)

- Ethnicity
- Friendship groups
- What the media portrays
- What you normally see

Stereotypes can either be positive or negative, as not everyone who fits in with the stereotype may be like the interpretation of them. For example, if someone is wearing a tracksuit, they are not necessarily a chav and may have criminal intentions. As people build an image of a group or person from what they are wearing and their behaviour, people tend to generalise and assume everyone in this group is the same. Despite this, they can often be positive because it may send a good impression of what a person is like as their stereotype may be good. For example, business men would stereotypically be wearing a suit, have a briefcase and possibly wealthy.

An example of stereotyping is when fashion magazines use stereotypically fashionable attractive celebrities or models on the front of magazines to make them aesthetically pleasing to the audience. This is what the audience expect to see from fashion magazines, so it is the stereotypical front cover because they would not expect anything different. It also provides all the codes and conventions of a fashion magazine, for example, the masthead and tasters and teasers. These are the codes and conventions of a stereotypical magazine so this has created an audience expectation because they would not expect anything different. They have also used all the technical and symbolic codes to create this image that the audience will want to see. They have created this stereotype because it would attract the audience and appears aesthetically pleasing for them as it is what they want to see, as most people will desire to be like the models/celebrities on the front. It will also encourage people to buy the magazine because it appears like this. The person placed on the front of the magazine is generally portrayed to be very glamorous and wearing expensive clothing so it implies the target audience as they may be trying to attract an audience that generally have more money so they would be able to afford expensive clothing. This is also stereotyping because they are trying to attract a stereotypical audience as they may believe that people who can afford expensive clothing, will always want to be fashionable and wear what the celebrities do, when this is not necessarily the case for a lot of people. The price of the magazine is also generally quite expensive which backs up this point further because they may be targeting people that are of the higher class. This could be positive stereotyping because it is attractive to the audience, but also could be negative because people want to see normal people that have not been airbrushed on the front of the magazines because it would appear more realistic



Good point  
+ low key

Adx (c).

and also does not give them a false image to aspire to because they may not be able to look like they do.

In this magazine they have also used colours that are stereotypically associated with women as they are highlighting the type of audience they are trying to attract. They have also used colours which connote things that women will want to see, for example, the red on the page will connote love and passion, which is very feminine thing to talk about which is likely to be inside the magazine, so this is what they will want to see. The other colours used on the page, for example, what Gwen Stefani is wearing is black, which is stereotypically quite a glamorous colour which implies who the target audience may be as she is likely to be wearing something quite expensive, and the target audience may aspire to wear glamorous clothing.

You can immediately tell by looking at this magazine that their audience is women in their 20s and above because they have also used tasters and teasers such as the 'Cave-woman diet', which is more aimed at women that are older because they are more likely to be dieting. As this is a fashion magazine, they have also used stereotypical tasters and teasers such as, 'what to wear now' which is what the audience will want to see from the fashion magazine, so they are meeting the audience's expectations. The audience are likely to aspire to wear the latest fashions so they will want expect to get this from reading the magazine.

Knowledgeable links to target audience.



Another example of where a stereotype has been created is in Geordie Shore. The media has shown people an image of what some Geordie people are like, and now the audience will assume this to be a stereotype of what Geordie people are like, when most of them are not like this. This is negative stereotyping because these Geordies are portrayed in a bad way, as

they go and get drunk every night and behave in a very unpleasant way, so people may assume that a lot of Geordies are like this, when they are not. This is an exaggeration of how some Geordie people may act, so the media may also use representation to create this stereotype so people will interpret Geordies in this way. Audiences are likely to understand this stereotype and make quick assumptions about what they may be like. People would also not aspire to be like this so this is not what they necessarily want to see, they would only watch it because it may appear humorous for them.

Clear links to target audience.



A2444



Other examples of stereotypes could be Little Britain. They have used stereotypes here to create the majority of their characters so the audience can get an understanding of the comedy they are trying to get across to the audience. Little Britain take stereotyping to the extreme to make it appear humorous to the audience, for example, they have chosen to have one of the characters as being a chav, so they have dressed them in a tracksuit, overweight, and a generally humorous appearance, but the audience would know by the

representation they have used, that they are trying to create a stereotypical chav. They have also chosen to use a mentally disabled person and showing them as being funny and unemployed. This could appear to be negative stereotyping because it implies that all mentally disabled people are like this, when they are not. It could also appear to be negative as they have created a comedy programme around these stereotypes so they are implying that people laugh at them, which is likely to be offensive to a lot of people because they are discriminating. Despite this, this is positive stereotyping as people are likely to understand that the stereotypes have been heavily exaggerated so they will understand the comedic side to it. They have used a significant amount of stereotyping here as it is a comedy programme, so they are using all different types of people which conveys they are not discriminating, but it also makes it funny because they are taking it to the extreme.

### Semiotics

Clear links to the target audience.

Semiotics is the study of signs which creates meaning and also covers symbolic icons which we use in society. They are broken down into three distinct part;

- Icons – physical representation, e.g a drawing or an image of something
- Index – these refer to the cause and effect signs which we recognise in social circumstances. These are similar to connotations of something, for example, a skull and cross bones. Another example of this could be if you see a wet road then you know it has been raining recently.
- Symbolic – these are an arbitrary set of signs which refer to the languages or symbols which we have made up as a society but we've all agreed the meaning of, for example, we all know the item of furniture we sit at when at school is called a desk but there is no reason why we think



T = Have a media eg.

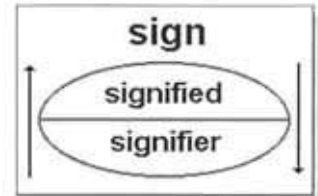
this, it is just what we have created in society.

Signs relate to what you think about when you see something, for example the connotation and denotation of them. An example of this could be when you see a pair of glasses, the denotation would be eyes, sight, vision, etc, but the connotations would be intelligence, geek, scientist, etc. It is signs and symbols that we have created in society so everyone has the same meaning and understanding of what something is.

Saussure created a two-part model of a sign. He thought that it was composed of 2 things:

**Signifier:** the label we put on a sign.

**Signified:** the mental association that we have when we hear or see a sign.



An example of Saussure's theory would be that if we see an open sign on a shop, that would be the signifier and signified would be that we know the shop is open for business.

Another example of semiotics would be the Apple logo. This is an icon that everyone recognises as it is a well known brand. The logo represents what the company is as this is their company name and it also represents the products so they have used symbolism so people will recognise it and know exactly what company it is linked to. It is symbolic as it something in society that we recognise and everyone knows it as being the Apple logo. It also has a good company reputation so if people see the logo they will know to trust it because this is the mental association that we have when we see this logo.



Another example of a semiotic is when we see film rating on DVDs. This is symbolic as when we see this, everyone in society knows that in this film there will only be adult content and people under 18 are not allowed to watch this. It has no actually logical meaning but we have created an understanding in society that this is what is meant when we see this sign.

Using Saussure's theory, the signifier here would be the number 18, and the signified would be that we know not to watch this film/programme unless you are over 18, so it is the mental association we have when we see this sign.

Seeing signs on the side of the road would also be an example of this. Because when we see a sign like this for example, we automatically know to do as the sign says, so in society we have agreed the meaning of this sign. The connotations of this would also mean that there is danger ahead, so we would know to slow down for our own safety. The writing saying 'slow down' would be the signifier and the signified would be that we know to act upon this sign, by slowing down.





AOK(1)

## Technical and Symbolic Codes

There are two different types of codes that are used in the media – technical and symbolic. Media codes are used to communicate non-verbal information to the audience, for example, who the target audience is and things that are likely to attract them. We are likely to be aware of these codes but not conscious of them because they will appear to be normal for us and what we expect to see. Technical codes are what equipment we use to create a certain image in the media, for example, the lighting, camera angles, font, etc. Symbolic codes reflect the non-verbal communications we use in everyday life. They link to what we see on the page and the reasons why the producers have used them to create a certain effect.



Here is an example of where the media have used technical and symbolic codes. One of the technical codes of this magazine would be the font that they have used for the masthead. They have used a very bold but simple font which appears quite classy to the audience. This is the type of image they are trying to convey as the magazine is quite expensive and generally aimed at an audience that are likely to be upper class that can afford to buy expensive things and will look for them. By using a classy font it is likely to attract their audience as expensive brands are generally known to be glamorous and what people aspire to be like so they are likely to be bought by people that are a higher social class. The colour of the font is the symbolic code. The colour of the masthead is often changed due to the colour scheme of the magazine so it attracts the audience and makes the

magazine look aesthetically pleasing. As there is a lot of competition within the fashion magazine industry, they have to make it bold so it stands out against the other magazines. The colours that are used generally imply who the target audience is as pink and red are stereotypically associated with women, so this is what they will expect to see. Vogue is also a very well known magazine, so the audience will have created an expectation of what they expect the magazine to be like.

The main image on the page is also a mid-shot and is conventional to a fashion magazine; this is the technical code. They have used this type of shot because the fashion magazine genre is fashion, so they are focusing on the beauty of the celebrity on the front and what she is wearing, instead of just the celebrity endorsement. What she is wearing is likely to link to the taster on the page, 'must have fall looks' as she is likely to be wearing the most fashionable clothing at that time and that is what the audience want to see. The colour red that they have used also connotes love and passion which could imply that Emma Watson may be talking about her love-life 'after Harry Potter'. She is also pulling quite a seductive face so this may imply this further, and this creates the mode of address because she is looking directly at the audience so she is making it more personal.

Great analysis - well done.

Article.

The tasters on the page are a technical code of the magazine. They are used to attract the audience as it gives them an insight into what the content of the magazine is. All the tasters on the page link to fashion and beauty so it is providing the audience with the content that they will expect to see. This is what the audience will want from a fashion magazine so by seeing this, it is likely to attract them to buy the magazine. Vogue has also been around a long time so the consumers are likely to be aware of the content already so they may buy the magazine without looking more into the tasters. The anchorage text on the page links to the main image so they will not only see the celebrity on the front; they will also see that there is an article about them inside which may attract them because they may particularly like that certain celebrity.

Good examples <sup>have</sup> + knowledge are used to show <sup>^</sup> a product is constructed to appeal to its target audience.

T= Analysis is thorough but doesn't consistently make detailed links to the target audience or consider alternative readings.

⑨ / 12 Band 2



Moderation report: AS Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 22.4.14

Unit being moderated:

Unit 1: 102

Unit 2:

Unit 3:

Original mark given: 15/16  
Moderated mark and comment: Agreed (15)  
Thoran exploration of a  
media company, how it  
operates + those involved in  
it. well chosen examples  
looked at in depth  
22/4/14.

Coursework Submission Document

Name :

Title of unit : 1.2

Deadline:

Date handed in:

Date returned:

Teacher Comment

Good explanation of the structure of the  
chronicle + film  
• include examples of the paper work of  
headlines/editors/photos/articles to show how  
they appeal to a local audience ✓ re presented 8/3/16

AOIS

Band 3 13/16 A

Student Comment:

[Empty box for student comment]

Teacher signature

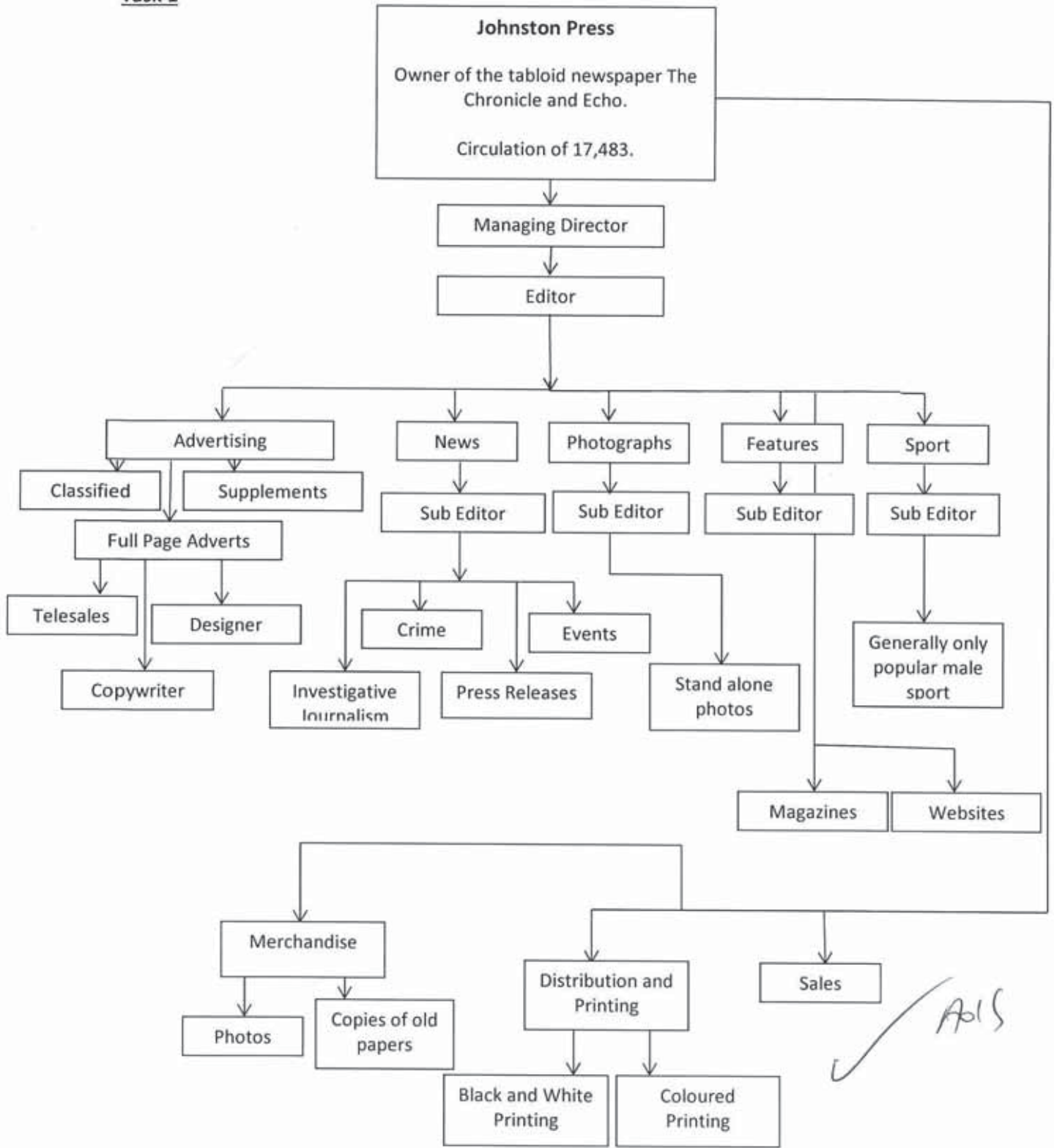
Student Signature

Detailed explanation of structure, pathways, roles  
and responsibilities. Band 3 15/16 AUB



Unit 1.2

Task 1



**Johnstons Press**  
Johnstons Press are the owners of the tabloid newspaper the Chronicle and Echo. They make the basic decisions for the newspaper, for example, where the paper is printed, how often the paper is printed, how much the paper costs and also what information is put online and if there is apps for the newspaper. Circulation of 17,483.

**Managing Director**  
The managing director (Richard Parkinson) is responsible for the budget of the newspaper and ensures that they stick to it at all times. They would also make major decisions on behalf of the whole company, for example, they would be responsible for moving the printing to Peterborough.

**Editor**  
The editor (David Summers) would be in charge of the content of the newspaper, so they would allocate the stories that will be published. They ensure that all the articles contain the correct content and the layout of the newspaper looks aesthetically pleasing and attracts the readers.

**Photo Editor:** This person will have a range of different photographers and will assign them each a brief for the articles inside the newspaper. This person will need to create and set deadlines.

**Advertising**  
The advertising editor (Stacey McFaul) is in charge of all the advertising that is placed in the Chronicle and Echo. 60% of the newspaper is advertisements so this is a vital part of the newspaper. They will be told how many pages they can use for advertising and they will be responsible for splitting it up into different areas, for example, the supplements, telesales and the design of the adverts. They would also be responsible for sending the telesales staff out to get advertising for the newspaper.

**Financial Manager:** Controls and manages finances and quotas. They would also monitor the staff within the department and the creation of planning schedules. They would also be given a budget and would be in charge of keeping to it.

*AO's*  
*should explain*

**News Editor:** The news reporter (Ian Gallagher) would source local stories for the newspaper and carry out primary and secondary research so they are able to write an accurate story.

**Features Editor:** The features editor (Anna Brosnan) would be in charge of sourcing the cover stories and other important content. As this paper is now weekly, her job will be harder as she has to choose the most vital articles.

**Sports Editor:** The Sports Editor (Jeremy Casey) will be in charge of ensuring the other journalists are writing the most up to date stories and will also decide which ones would be best for the newspaper.

**Photographer:** The photographers will work to a brief set by the photo editor. They will choose and adapt appropriate locations to compose and capture photographs to use in the newspaper.

As the newspaper contains 60% advertisements, this person's job is to contact companies in order to find companies that would like to advertise within the newspaper for an arranged cost.

The supplements inside the newspaper will often vary each week but the regular ones include:

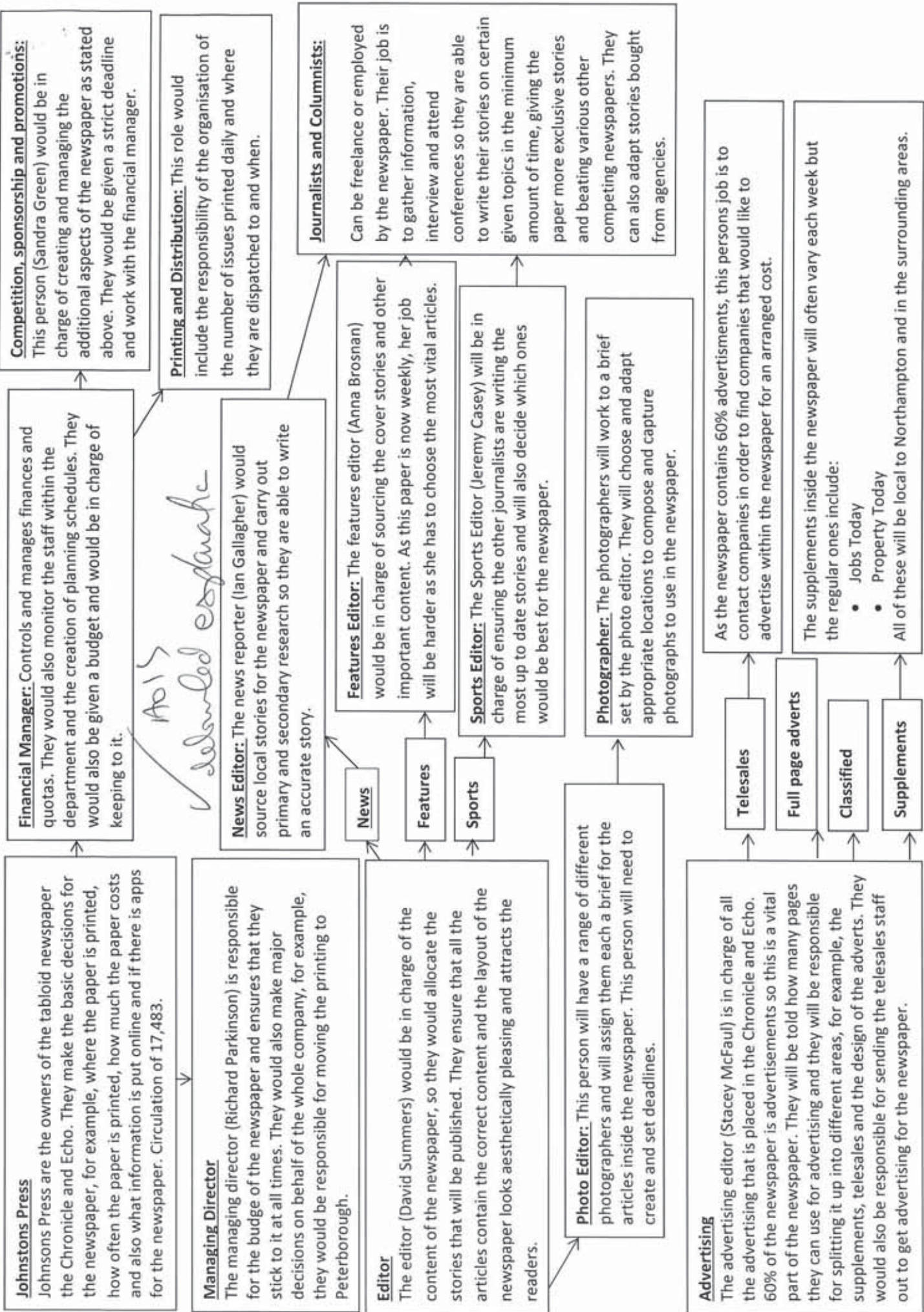
- Jobs Today
- Property Today

All of these will be local to Northampton and in the surrounding areas.

**Competition, sponsorship and promotions:**  
This person (Sandra Green) would be in charge of creating and managing the additional aspects of the newspaper as stated above. They would be given a strict deadline and work with the financial manager.

**Printing and Distribution:** This role would include the responsibility of the organisation of the number of issues printed daily and where they are dispatched to and when.

**Journalists and Columnists:**  
Can be freelance or employed by the newspaper. Their job is to gather information, interview and attend conferences so they are able to write their stories on certain given topics in the minimum amount of time, giving the paper more exclusive stories and beating various other competing newspapers. They can also adapt stories bought from agencies.





### Task 3

#### Editor:

Newspaper editors are in charge of deciding what the content of the newspaper is going to be and which articles they feel are best to go in the newspaper to suit the needs and wants of their target audience. The editor will have a space budget; this is the total number of pages that are printed, divided between advertising and news articles. They will assign the advertisements to the newspaper first as they are the main income of the newspaper as it takes up 60% of the newspaper. After they do this, they will then work out how much space they have and allocate the specific stories to the key editors. The cover stories are simply based on the editor's preference and professional judgement. They will choose the most 'Newsworthy' stories, which are the ones that offer the most information with the most urgency to the people. The Chronicle and Echo editor is now likely to have a harder job than previously because the paper is now being published weekly instead of daily, so they will have to ensure they are choosing the most important stories for the week.

The Editor will have numerous sub-editors that report to them, for example, news editor, sports editor, etc. They will provide the Editor with the articles and then the Editor will have the final say on what is published in the newspaper. They will also be in charge of ensuring the whole production process runs smoothly, so they will have to set certain deadlines for the sub-editors and ensure that they are sticking to it so everything is printed correctly and they are providing the readers with the best articles. They would also be in charge of recruiting staff and liaising with the production and advertising departments.

Being an editor is one of the highest jobs you can have within the industry so they could have much career development within the Chronicle and Echo, despite this, they could look for other jobs that could be the Editor for a national newspaper, instead of local. This would be career development as they would have a lot more articles to work with and a larger team of staff because they would have to write more articles and decide which ones are the best for readers nationally. The average salary for an editor for a local newspaper would be 16-25k.

#### Journalists:

Journalists gather all the information about current events so they are able to write a story on it. They will compile all the information needed to create the story and then edit the article to fit a specific news page or bulletin. Working for the Chronicle and Echo they have separate editors for each subject that needs to be written about, and there is generally weekly or daily journalists. As the newspaper is weekly, they will have to collate all the stories from the week, write them and then the editor decides which ones they think are the most important from the week. One of their main aims is to entice the readers to want

AD S

to read the article so it is important that they ensure that the stories they write are engaging.

Most journalists start working at their local or regional newspaper, for example the Chronicle and Echo. After a few years as a general reporter they are likely to move on to become a senior or chief reporter, or a specialist writer such as regional or topic specific writers. Other career development could include working on the page layout and headlines, for example being a sub-editor of the newspaper. Their career development would simply depend on their performance within their initial role, and the skills that they would learn will be relevant within other types of journalism so they would be able to easily adapt their skills.

Most journalists as initially it is a way of building up experience and contacts. There is also a high demand for freelance journalists, especially for feature writing. The average salary for a local newspaper journalist could be 12-25k.

### Trainee journalists

A trainee journalist is likely to shadow senior journalists for the first few weeks of the scheme. They are likely to work on a 12 month fixed term contract and have a regional salary of around £19,281. They will have to undertake many tasks, such as:

- To find and research news stories and programme items
- To prepare and present important local or national articles
- To prepare online and interactive stories
- To develop and maintain contacts and to respond professionally to enquiries from the public.
- To operate technical equipment for all media to required standards

Companies will train the journalists to become of a high standard so they are able to compete for opportunities against other journalists. They will be able to gain all the knowledge and skills they need to be successful in this industry.

ADS

### Part-time work

A part-time worker is someone that works fewer hours than someone full-time, there are no specific hours that someone part-time will work but it generally means either a few days a week or a few hours each day. The number of hours that they work is simply down to the needs of the job and the needs for the employer. They can increase the flexibility of worked hours, for example, in peak hours or times of the year, they can work more hours that may do normally. Part-time workers should get the same treatment as people working full time, for example, they must get the same pay rate, holidays, pension opportunities, training and career development and selection for promotion.

Part time workers within a newspaper are likely to be journalists and photographers. This is beneficial for the company as they are likely to save money as they do not need to pay this



person full-time, when they don't necessarily need them too or do not have any work for them. This is also beneficial for the employee as well as it gives them flexibility with their work so they are able to work just when the company needs them. They may also work for other companies at the same time so part-time work may be more convenient for them.

### Full-time work

There are two types of full time work, you can either work for the company full time permanently or you can work for the company full time temporarily. Permanent full time work is when you are permanently employed by the company so you are able to work there until you leave or get sacked. Full time temporary employment is when you are hired for the company full time but you are on a contract so you will only work there for a certain period of time. Full time temporary employment will often occur when a permanent member of staff goes on maternity leave, or long term sick leave and seasonal times when there is a busy period, for example, companies will often hire Christmas temporaries.

Full time work is often when you work over 30-40 hours per week. The majority of the staff working for the Chronicle and Echo are likely to be full time as the editors for the newspaper will be the same as they need to stick with the same house style and also because the newspaper is only local, they do not need a particularly large amount of staff. The staff will generally know everything about the paper so it is the most practical thing to have people working there full time permanently, instead of part time.

### Freelance

Freelance work is when you don't have a permanent place of work but you are contracted out by companies when they need work. They will often work for more than one employer and may work full or part time. They are not considered employees to a particular company because they are allowed to work for as many companies as they and are may only work for a company for a short period of time, depending on how long they are needed. Freelancers will often become freelancers before they start off self-employed.

Newspapers such as the Chronicle and Echo would have freelance photographers and journalists as well as permanent ones, as they may need certain other staff to report certain stories. The freelance workers will write articles for the newspaper and they will buy the articles of this person if they like it. This also works for the paparazzi, newspapers will often buy their photos or information off them. A career opportunity for a freelancer could be that they could become self employed. Their average salary will depend on how much they work and what companies they work for.

Ads

### Photographer

A news photographer is a professional who accompanies journalists on assignments in order to take photos or videos related to the story. The photographer may also go out on their

own for certain projects that do not require the journalist to be there as well, some photographs will even work freelance. Once the photo has been taken the photographer is responsible for processing them and making them ready to print. News photographers must stick to strict ethical standards as some things may not be allowed to be shown.

The main job of a news photographer involves getting the correct photo to go along with the article. The idea of the photographer is to tell the story to the reader with the most compelling pictures possible. The news photographer should push for which image they believe is the best, despite this, the ultimate choice is down to the editor.

The Chronicle and Echo use freelance workers for their newspaper as they do not need a particularly large amount of photos taken for the paper. By doing this they are also able to get access to different photographers that may specialise in a certain photography, for example, someone may be able to capture sports photography better than someone who is able to capture nature photography, so they are able to choose the best person for each section of the newspaper. As they employ freelance photographers their salary will vary.

#### **Sub-editors:**

A sub-editor will specify in a certain part of the newspaper, for example, the Chronicle and Echo has a sports editor, news editor and a features editor, etc. This person will go over every article that has been written for their section before it finally goes to the editor who will have the final say in what articles will go inside the newspaper. They will look for inconsistencies of facts, spelling errors, grammatical errors and also possible libel problems, so when each article is sent to the editor it is completely ready to be printed.

Other responsibilities of a sub-editor would be ensuring that the article that has been written fits the publication style of the newspaper, so they would check that it is presented in a way that fits in with the rest of the newspaper. Newspapers will often have certain rules that the sub-editors have to stick to, for example, the date should be formatted in the same way, certain preferred ways of spelling things and if numbers should be written in letters or numbers. Each page of the newspaper should stick to these rules and this is what the sub editor is there to ensure it happens. They would also need to ensure that their journalists are meeting their deadlines, this is vital as, for example the Chronicle and Echo is published every week so the articles will have to be written in time because they want to be ahead of their competition.

#### **Advertising Editor**

The advertising editor is in charge of placing the adverts inside the newspaper and organising the staff to find the adverts. This is a vital part of the Chronicle and Echo as 60% of the newspaper is made up of adverts. The advertising editor would have a team of people made up of someone in charge of the supplements, someone in charge of the telesales and someone to find the classified and full page adverts. All these people would report back to

ADS



the editor, ensuring they have stuck to the deadline that they have been given, and the advertising editor would choose the layout of the adverts. Once they have done this, the newspaper would be sent to the editor for the final say.

### **Printing and Distribution**

The Chronicle and Echo was originally printed in Northampton, however Johnstons Press have now changed it so the printing of the newspaper is now done in Peterborough. Due to this, the newspaper is now printed on a weekly basis, instead of daily. Johnstons Press will have changed this as it would be less expensive for the company to print somewhere, despite this, they are now only able to sell the paper weekly because they would not be able to distribute the newspaper quick enough to provide readers with that days news.



**Appendix 1: Examples of how the newspaper appeals to the audience**

By **Steph Weaver**  
 editor@northantsnews.co.uk

Published on the  
**14** March  
 2014  
 07:40

Gangs of children aged as young as 10 have been throwing objects at cars travelling along the A45.

Police said there had been four incidents in the past month, with the latest taking place on the A45 near Earls Barton at about 9pm on Sunday.

The victim, who was travelling towards Wellingborough with her husband, said: "We didn't see anything on the bridge and before we knew it, there was this piece of concrete hurtling towards us.

"It hit the bonnet first and then ricocheted over. It dented and scratched the bonnet, it's damaged the wipers and damaged the screen.

"We were very shocked and the noise was incredible. We were so shocked and there are so many bridges along that stretch." She reported the incident to police, but added: "I don't think there's an awful lot the police can do. It's mindless and they don't appreciate what they have done.

"It's only because it's such a robust car, like a BMW, that there wasn't more damage."

Police went out to the bridge near the Mill Lane brideway afterwards, but the youths had fled.

They were also called out the day before for two similar incidents on the A45 at Riverside, near Northampton, and one on the A45 near Stanwick on February 16. Police went out on each occasion after motorists reported children aged between 10 and 14 were throwing objects at cars.

A spokesman for Northamptonshire Police said: "Throwing objects from bridges on to vehicles

Tweet  
 8-1  
 Share  
 Print this

As you can see from this article it has been written by one of the editors from Northants News.

The article also contains many different quotations of what the local people have said as they have witnessed what is going on, which makes the mode of address very personal as the readers will feel that because people local to them have witnessed this, it makes it more eye-opening for them as they may feel it will happen to them. They

*Abis*

have also used specific place/street names as the local people are likely to know where these places are. This article is going to attract the reader's attention as it is specifically happening in their local area, they are likely to be wary of it and concerned so they will want to know more.

Here is another example of an article from the Chronicle and Echo website. Journalists and Editors have made the headline particularly large as this is something that is likely to attract their local audience as it is something that they need to be aware of and possibly quite concerned about. The street is also one of the main streets in their local town so it is likely to appeal to them to read it as it somewhere where they are likely to go. They have also included a picture which is going to attract the readers further as they are likely to recognise the street and the policemen in the picture, makes it more eye-opening for the readers. They are likely to want to know more about this article so they are likely to read further.

**Northampton's Bridge Street third worst road in UK for theft and robbery**

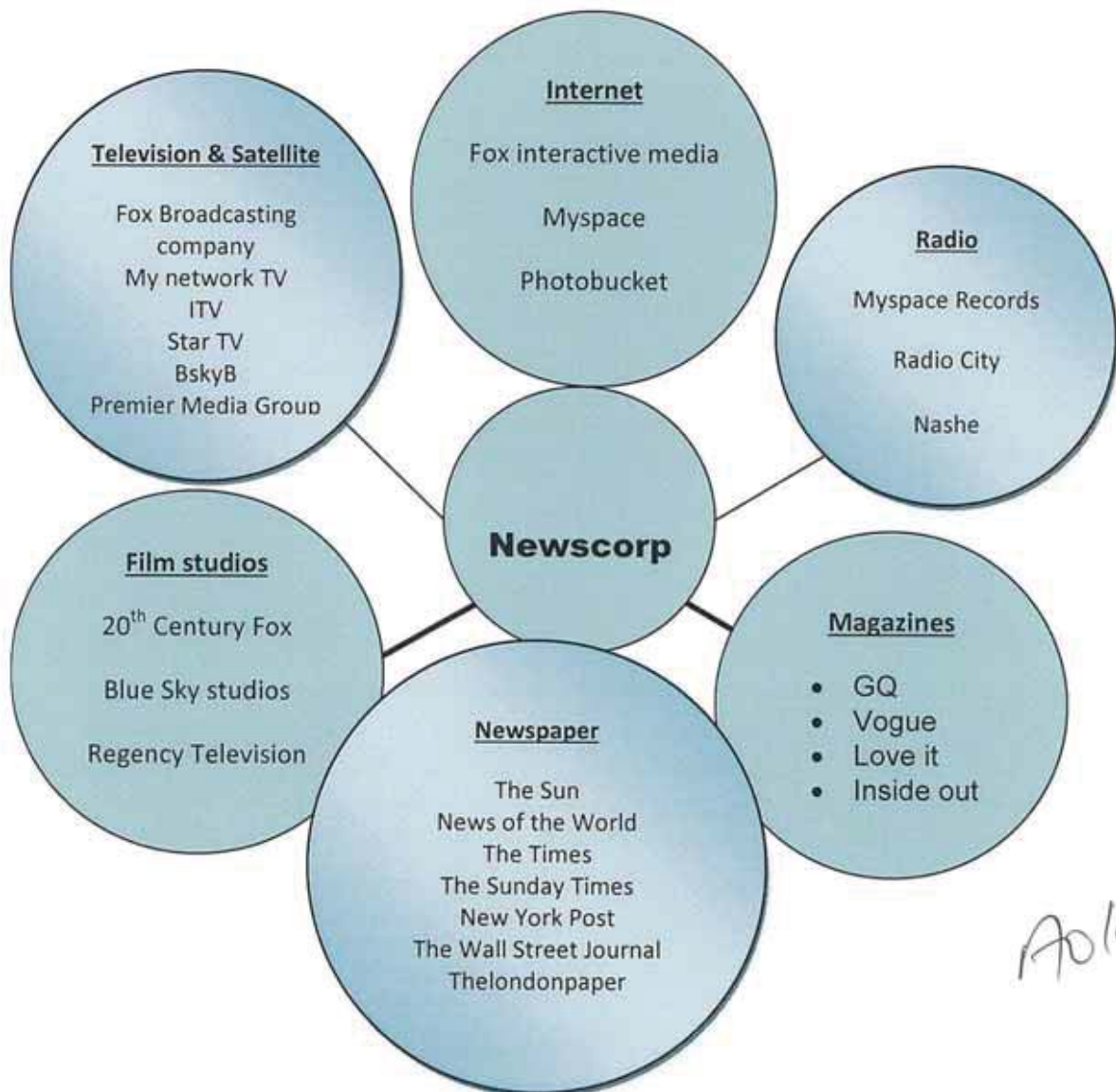


*Abis*



### Task 3 – Newscorp

Media ownership is term that is used where progressively fewer people or organisations have control over increasing shares of the mass media. Newscorp is an example of a conglomerate, which is the second largest media group in the world in terms of revenue. Newscorp is an American multinational mass media corporation which was created in 1979 by Rupert Murdoch. Newscorp are one of the largest conglomerates in the world. They own a number of different large corporations which engage in entirely different businesses. They own a number of different large corporations which engage in entirely different businesses.



### Horizontal Integration

Horizontal integration is a type of ownership and control. This type of ownership is usually used by large businesses that sell the same kind of product in a number of different markets, for example, if a company just sold newspapers. It is often used when a company takes over or is merged together with another company in the same market. Usually the company being merged together will mainly be at the same stage of production as the other firm. *ABC*

An example of horizontal integration would be within NewsCorp. Rupert Murdoch created NewsCorp in 1979 when his father died and left Rupert the inheritance. With the inheritance he started to buy newspapers in Australia, which then turned into a multi-national company. Rupert Murdoch continued to buy different newspapers in different countries, including the UK. Murdoch then started to buy newspapers in the UK, for example, The Sun, The Times, News of the World and went on further to buy many different media companies, for example, film studios and magazines. This is an example of horizontal integration as he owns different businesses in different markets that are at the same stage of production.

The advantage of horizontal integration in Rupert Murdoch's case is that he can produce newspapers and sell them for a cheaper price which is beneficial to the consumers and they will be more inclined to buy them. He can do this because he will have high advertising power, which means he will benefit from the newspapers being cheaper as the newspapers are not costly the company to produce. *ABC*

### Vertical Integration

Vertical integration is where there is a common owner of a selection of businesses, but they produce different products. It is the combination in one company of 2 or more stages of production normally operated by separate firms. An example of this within NewsCorp would be that Rupert Murdoch owns many companies of different types, for example, he owns magazines companies, TV companies, magazine companies, etc.

The advantages of this are that the company can benefit from cross promotion. This means that can create a product with one company and then advertise the product with a different you own, which allows you to access your target audience further. For example, if they advertised one of their internet sites and radio stations, in one of their magazines. This will also benefit them because they will not have advertising costs, because it is all done within one company. An example of this would be Apple, they have design and software is all created by themselves, instead of by other companies, so by doing this they are also setting the pace for other companies because often other companies will be involved in the production process. *ABC*



## Conglomerates

A conglomerate is where there are two or more corporations owned by the same person, that are separate businesses in different markets. Conglomerates are usually multi-national companies, for example NewsCorp owns large businesses in all different countries and has shares in different businesses.

Advantages of conglomerates would be that if one of the companies that NewsCorp owned took a down turn, there will still be many other companies that can subsidise this. So, for example, if The Sun newspaper was unsuccessful and was taken off the market, then it would not mean that NewsCorp had to close down, because there are plenty of other businesses keeping the company successful. A conglomerate creates an internal market if the external market is not developed enough. An example of this would be if someone owned a newspaper company and a television station, then they can internally promote each other so they help each other's development.

Conglomerates are very successful companies but despite this, they can appear to be biased, as you are only getting a couple of people's views on so many large companies, you may not reach out to other people all around the world. They are all simply owned by one company so the way the business is managed and handled may not be what is best for all the companies, so it doesn't have the chance to be something better than it already is. For example, the phone hacking scandal that happened with the News of the World, meant that all of the newspapers owned by NewsCorp had to be investigated, because they are all run by Rupert Murdoch. AD/C

The disadvantages of a conglomerate would be that there would need to be extra layers of management so the company would run inefficiently, so this would increase costs. They would need management and staff for every company that they own, so NewsCorp would have thousands of people working for them because they are a very large company. They can also trade at discounted prices to the individual market of their business. Another disadvantage of a conglomerate would be that there will be complex accounts, which makes it harder for managers and investors to analyse.

Conglomerates will often have a good affect on the audience because as it is a very large and successful company, they are likely to trust it because they will understand their success. They may also feel like they are getting good quality products out the companies that are owned because they know that they are part of a large organisation so they will be able to afford to create good quality products for the consumers.

## Synergy

This is where there is cross promotion of companies. It is where companies advertise their own products or companies in their own media. NewsCorp are a company that do this, as they own newspapers, HarperCollins bookmakers and

many other things, they can advertise each others products in their products so they are able to reach different target audiences. For example, if HarperCollins publish a new book, the Sun newspaper will promote it for them so they are able to advertise to different types of audiences which will potentially increase sales. After this, they can then make the book into a film with 20<sup>th</sup> Century Fox, and once again the Sun can promote the film with a good review.

✓  
AOLC

### Size and Scope

Size and scope is the success of the business and how many people it reaches, for example, the Sun newspaper has 7 million readers, 20<sup>th</sup> Century Fox has made 3 out of the 6 largest selling films in the world and Harpercollins sells the most popular book in the world, the Bible. This allows the companies then sell their products for a cheaper price because they are so large scale and successful and they will benefit from the economic scale, so they can buy large amounts of resources for a cheaper price. This will also increase the rate of sales because it allows the company to sell their products for a cheaper price. It will also make the company more competitive on the market.

There are many advantages to size and scope of Newscorp. Firstly, they can use cross promotion to ensure that their products are popular within the market and promoted within each other. It also means that they are hitting a wider target audience and they are not just reaching out to a niche market. However, there is also disadvantages to this because Newscorp is an organisation and owns all the companies, it means that only certain people's views are expressed, meaning that their products may not appeal to everyone.

✓  
AOLC

Yes could also include

- pay per view / subscription
- generic branding
- cheap inputs
- scheduling



Additional comments:

A thorough and well presented portfolio.  
Thorough production skills evidenced and skills have been developed with clear and convincing

Edexcel AS GCE in Media: Communication and Production  
(Single Award) (8771)

Unit assessment record

Unit 2: Skills for Media Production

Candidate name
Centre name
Date of assessment

Candidate number
Centre number

'22/4/13

Assignments contributing to this unit

No.	Title
1	Skill 1
2	Skill 2

Internal standardiser's primary comments:

Internal standardiser's signature:

Date:

**Edexcel AS GCE in Media: Communication and Production (8771)**

**Unit 2: Skills for Media Production**

Assessment criteria and evidence

Assessment criteria and evidence	Mark range	Mark range	Mark range	Mark given
(b) AO2 Can identify different types of research methods. Has employed a limited range of techniques and procedures.  Comments/evidence/locations/justification for mark awarded: <i>clear understanding of the different types of research techniques including an understanding of the differing purposes of these methods. Has employed a range of techniques and procedures.</i>	0-6	7-9	10-12	9
(b) AO2 Employs limited research skills to gather some information for the content of a proposed media production. Produces a limited investigation into a media product. Is likely to require support and guidance at all stages.  Comments/evidence/locations/justification for mark awarded: <i>Employs competent research skills to gather a considerable amount of relevant information for the content of a proposed media production. Produces an effective investigation into a media product. Is likely to require only limited support and guidance.</i>	0-8	9-13	14-18	15
(c) AO2 Shows some understanding in limited areas of production equipment and technology. Is generally able to operate it within the limits of that understanding. Is likely to require support and guidance at all stages.  Comments/evidence/locations/justification for mark awarded: <i>Shows a thorough understanding of production equipment and technology, including an understanding of advantages and disadvantages of different versions of that equipment and technology. Is able to operate it with confidence and proficiency. Is likely to work with increasing independence.</i>	0-6	7-9	10-12	10
(d) AO2 Has, throughout the period of the course, made progress in improving skills levels. Has developed skills in a limited range of techniques.  Comments/evidence/locations/justification for mark awarded: <i>Has, throughout the period of the course, made extensive progress in improving skills levels. Has developed skills in a substantial range of techniques, using them with confidence and creativity.</i>	0-8	9-13	14-18	16

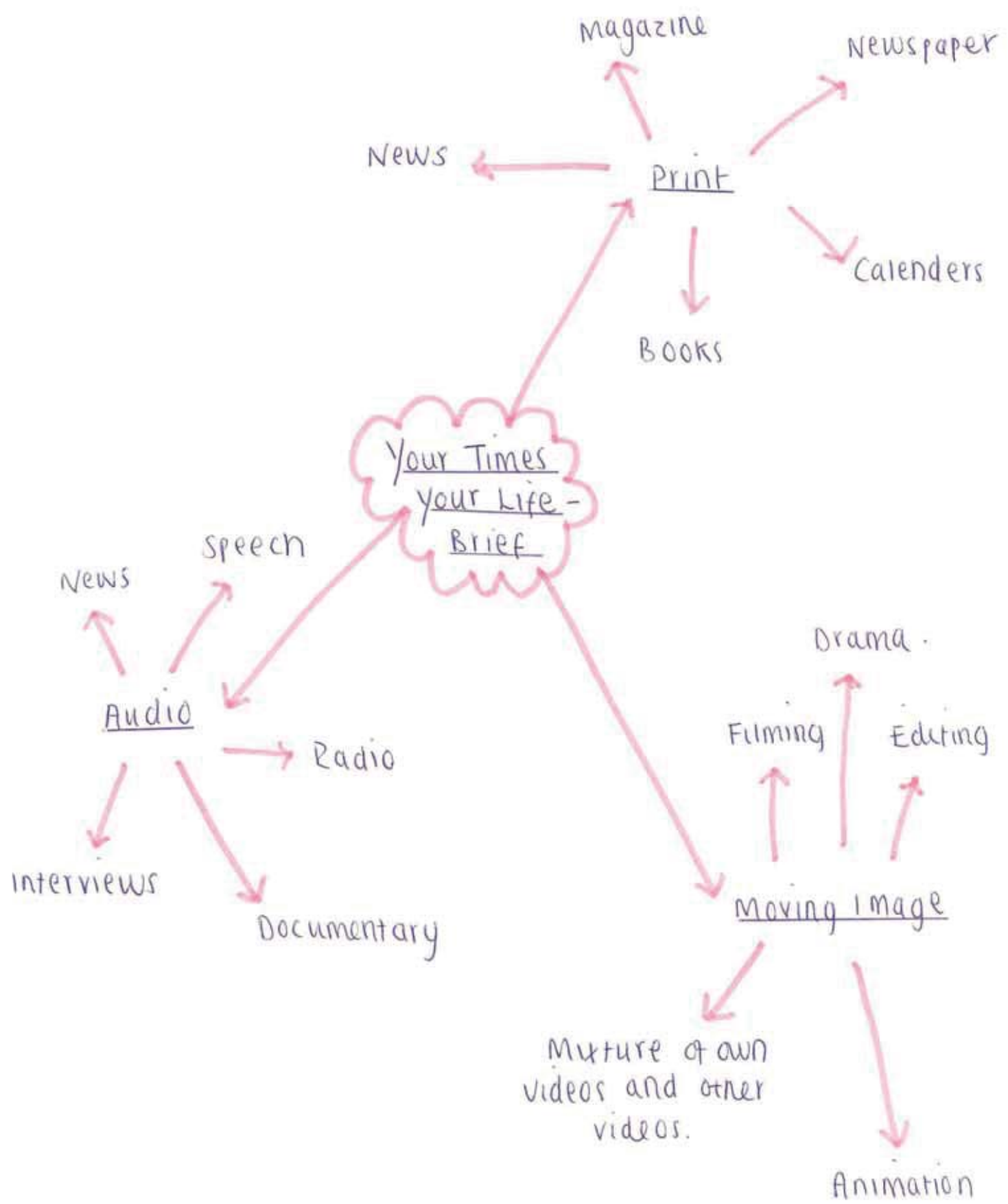
Date of unit assessment: 7/5/14

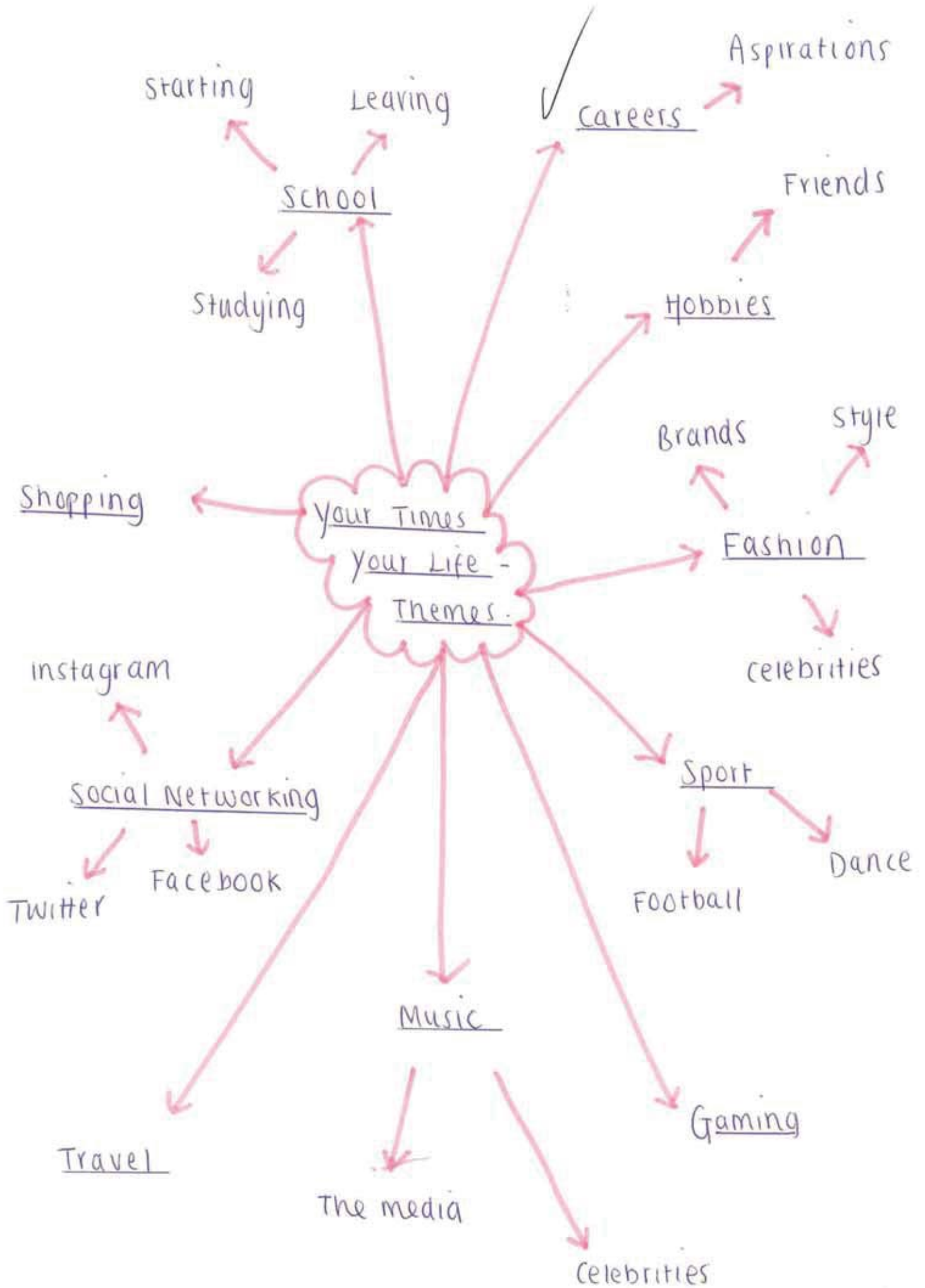
Total marks available for this unit: 60

Total mark for student for this unit (transcribe this mark on to OPTEMS): 50



✓ ABC  
5







camera angles.

Lighting ✓

suit the genre.

photography

Layout and Design

Your Times  
Your Life -  
Skills

time management

planning

photo editing

Layout

own-pictures

photos from the internet

**Action Plan**

Action	How	When	Achieved	Contingency	Notes
Write Action Plan	Create a table outlining the different things I will need to do for my Unit 2.	11/2/14		Look into different parts of the unit.	Make sure I am always organised and stick to the dates.
Produce a Skills Audit	Create a table stating what my current levels of skills are.	14/2/14		Research.	Decide on which skill I would like to develop the most, and ensure that I am constantly trying to develop it.
Analysis of Research Methods	Strengths and Weaknesses of secondary research.	24/2/14		Use the internet to find out which will be the most effective ways of completing my secondary research.	Look at secondary research on the internet and analyse the effectiveness of it.
My own Research Methods	Research into the making of my media product.	3/3/14		Use the internet to look into the content of my magazine – Youth Culture.	Look at what my target audience are interested in and look at current e-magazines.
Existing Products	Research other e-magazines as I am not currently aware of any. Look into how they are made and the content of them. Also, ensure I look at the layout and design of the magazines so I am aware of how to do it for mine.	12/3/14		Ask teacher.	Study at least 2 magazines and look at their design and layout so I am able to create the most professional magazine possible.
Analysis of equipment available	Compare strengths and weaknesses of my equipment compared to what professionals use.	14/3/14		Use the internet, or ask people already in this profession.	Ensure I look at the analysis between professional equipment and my own as there will be some differences.

✓ M025 detailed planning



ACES

Research	Look more into how I am going to do my final product and explore different layouts.	18/3/14		Use the internet.	Ensure I know how to develop my skill.
Take photos for my magazine	Get all equipment ready to take my photos and edit them.	14/3/14		Use the Photoshop skills I have from my previous skills development.	Make sure I use my Photoshop skills, so I can make my photos look professional.
Layout	Start the layout of my magazine, drawing sketches for each page.	18/3/14		Use the examples that I edited to get an understanding.	Make sure my layout is aesthetically pleasing and will appeal to the consumer.
Context	Add in the context of my magazine, ensuring it has a high literacy level.	21/3/14		Look at existing magazines for ideas and also my secondary and primary research.	Make sure the content is related to the magazine and easy to read.
Photos	Add in my photos once I have edited them.	26/3/14		Ask the teacher.	Make sure they look good on my layout.
Design	Ensure my design and layout is the way I want it, make final improvements and adjustments ensuring I have developed my skill fully.	30/3/14		Relook over my work, could ask teacher and class members for their view as the genre is youth culture.	Look over my final piece of work and make any adjustments.
Evaluation	How have my skills improved over the process of my creating my product.	5/4/14		Ask teacher.	Look at how I have improved my skills.
Evaluation skills audit	Show my improvements in creativity and technical skills throughout my creating of my magazine.	8/4/14		Ask teacher, look at previous skills audit.	Make sure I have looked at all aspects of my work stating what is good and how I can improve.

✓ debriefed  
planning

Skills Audit

<u>SKILL</u>	<u>LEVEL</u>	<u>EVIDENCE</u>	<u>HOW I WILL IMPROVE</u>
Research	Advanced	In GCSE media I researched different audiences for magazines and what genres were popular. Also, in my previous skills development I had to do a lot of primary and secondary research.	I will have to do market research for my product before I create it so I know who my target audience is and know the demographics of my audience.
Layout and Design	Intermediate	In GCSE media I created a magazine with the stereotypical codes and conventions, so I aware of what worked for different target audiences.	Use new software and experiment with the different layouts and features to ensure my magazine looks as professional as possible.
Planning	Intermediate	Previous skills development.	Use a range of different planning techniques to see which is the most effective so I am always know what I need to do to meet the deadlines for my final product.
Editing	Advanced	My previous skills development was photography and editing so I have used a range of different programmes to edit the photos, such as Photoshop and online editors.	I will use a range of different editors that I have used in the past to ensure my photos look as professional as possible.
Photography	Advanced	The skill that I developed previously was photography so I have had a lot of practice, varying different angles, etc, to create photos that look professional and aesthetically pleasing.	Use a range of different camera techniques to create the best photos as possible to they look appealing to the consumer.
Time Management	Advanced	I have had deadlines to meet in the past for my coursework subjects.	Ensure I complete everything on time, so I need to plan my time effectively.

ADS ✓



## Strengths and Weaknesses of secondary research

One of the main ways of researching is secondary research. This is when you research current sources of information, for example, from the internet, books, companies, etc.

### Secondary Research

There are many advantages and disadvantages of secondary research. One of the advantages of this is that the information is very easy to access, as you are able to use the internet and books to find out as much information as possible. There are many websites available online that you are able to find out information about companies or media products, for example you are able to look into companies sales figures that may be your competitors, etc. There is also so much information online that you are able to access so you are able to carry out numerous amounts of different types of secondary research. It is also does not have to be very time consuming as you are able to find out information quickly and easily, and it can be carried out in your own time. You are also able to find out internal information on products and business', such as their target audiences intentions and what they would like to see. This is very useful when you are trying to research your target audience as you are able to find out their expectation and what you feel would be necessary for your product or business. The use of secondary research generally does not cost anything, so businesses and researchers have been able to access information for little or no cost that can be extremely useful to them. ✓

AS20

Despite the many advantages, there are also disadvantages. An example of a disadvantage would be that the internet and other sources may have unreliable information on it, for example, Wikipedia, which everyone is able to update. This could lead to you having unreliable results and potentially could lead to an unsuccessful product or business. The information may not be of the best quality as it may have been sourced from lots of different places; therefore the information may be mixed. The information that you research may also be outdated as the majority of the time information does not deleted from the internet and books still contain the same information. Also, depending on how much information you need to find out, it may take a lot of time to find all the correct information you need. This could be due to their being lots of different information online that may be different and unnecessary. Also, some secondary research costs to get access to, for example, finding out internal business information.

Books are good sources of secondary research as you know they will be genuine and reliable sources of information. However, you are not able to update books so some of the data and research you find may be out of date so you have to ensure you check the publishing date so you can get accurate information. ✓

The internet is a good source of research as it has such a diverse range of information and the majority of research you need to will be found on the internet. It is also easy to access and is mainly kept up to date. However, for popular websites such as, Wikipedia, anyone can publish the information so sometimes it may be unreliable. It can also not provide you with direct opinions, unlike questionnaires, etc.

If you are researching adverts or television programs, it is important that you look at the ones that have been successful, or if you look at ones that have failed, you need to understand why they have. By looking at showing times, the channel and programs around them, you are also able to get an idea of the target audience. Despite this it could take a long time to carry out this research and it is hard to show your examples in your analysis. This is the same for radio research.

The overall advantages of secondary research are that it's not as time consuming as you don't have to rely on others. You must find the information and results myself and I am not able to rely on other people to provide me with the information, so I am not let down or given false results. You are also able to find internal information on products/businesses when you are analysing. It also allows you to find information, like statistics, so you can find potential gaps in the market which helps you decide on your product.

However, the disadvantages are that they can often be reliable sources, or the information found may be out of date or irrelevant. The information you research may also be from an unsuccessful company so you are analysing something that would not work.

Depending on the types of secondary research you do, it can also be quite costly. If you have to buy several magazines to analyse, it could cost a lot and it also may be quite time consuming because you have to look at a wide range to make your research worthwhile.

Adza.



good questionnaire  
design  
AOL5

Gender: male

Age: 18



This questionnaire is about an e-magazine with the genre of youth culture.  
Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

- Social Networking
- Travelling
- Sport
- Socialising with friends
- Fashion
- Celebrities
- Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

- Yes
- No

3. What would you expect to see in a magazine with this genre?

school, sports, music

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

- Yes
- No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

- Celebrities
- Models
- Ordinary People

6. How often would you want this magazine to be released?

- Weekly
- Monthly
- Bimonthly

7. What adverts would you like to see in the magazine?

Specific clothing shops

Sports

Social networking

Hair

Fitness

Other

If so, please specify \_\_\_\_\_

Finally, please make a few comments about what irritates you the most about magazines in general and why?

not always good for target  
audience

Thank you for taking part in my questionnaire.



Gender: male

Age: 14

This questionnaire is about an e-magazine with the genre of youth culture. Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

Social Networking

Travelling

Sport

Socialising with friends

Fashion

Celebrities

Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

Yes

No

3. What would you expect to see in a magazine with this genre?

sport, music, celebrities  
.....  
.....  
.....

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

Yes

No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

Celebrities

Models

Ordinary People

6. How often would you want this magazine to be released?

Weekly

Monthly

Bimonthly

7. What adverts would you like to see in the magazine?

Specific clothing shops  Sports  Social networking

Hair  Fitness  Other  If so, please specify \_\_\_\_\_

Finally, please make a few comments about what irritates you the most about magazines in general and why?

don't know.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for taking part in my questionnaire.



Gender: male

Age: 17

This questionnaire is about an e-magazine with the genre of youth culture. Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

Social Networking

Travelling

Sport

Socialising with friends

Fashion

Celebrities

Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

Yes

No

3. What would you expect to see in a magazine with this genre?

SPORT, MUSIC.....  
.....  
.....

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

Yes

No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

Celebrities

Models

Ordinary People

6. How often would you want this magazine to be released?

Weekly

Monthly

Bimonthly

7. What adverts would you like to see in the magazine?

Specific clothing shops

Sports

Social networking

Hair

Fitness

Other

If so, please specify \_\_\_\_\_

Finally, please make a few comments about what irritates you the most about magazines in general and why?

adverts take up a lot of magazine

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you for taking part in my questionnaire.

Gender: *female*

Age: *17*

This questionnaire is about an e-magazine with the genre of youth culture.  
Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

Social Networking

Travelling

Sport

Socialising with friends

Fashion

Celebrities

Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

Yes

No

3. What would you expect to see in a magazine with this genre?

*Pages to do with what young people like to read, about interests and celebrity gossip.*

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

Yes

No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

Celebrities

Models

Ordinary People

6. How often would you want this magazine to be released?

Weekly

Monthly

Bimonthly



7. What adverts would you like to see in the magazine?

Specific clothing shops  Sports  Social networking

Hair  Fitness  Other  If so, please specify \_\_\_\_\_

Finally, please make a few comments about what irritates you the most about magazines in general and why?

too many adverts about none interesting  
things. Also celebrities looking fake.

Thank you for taking part in my questionnaire.

Gender: female

Age: 17

This questionnaire is about an e-magazine with the genre of youth culture.  
Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

- Social Networking       Travelling   
Sport       Socialising with friends   
Fashion   
Celebrities   
Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

- Yes   
No

3. What would you expect to see in a magazine with this genre?

..... Interesting topics that would .....  
..... appeal to youths .....  
.....

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

- Yes       No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

- Celebrities       Models       Ordinary People

6. How often would you want this magazine to be released?

- Weekly       Monthly       Bimonthly

7. What adverts would you like to see in the magazine?

Specific clothing shops  Sports  Social networking

Hair  Fitness  Other  If so, please specify \_\_\_\_\_

Finally, please make a few comments about what irritates you the most about magazines in general and why?

When celebs  
have been photoshoped far too  
much -

Thank you for taking part in my questionnaire.



Gender: female

Age: 17

This questionnaire is about an e-magazine with the genre of youth culture.  
Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

Social Networking

Travelling

Sport

Socialising with friends

Fashion

Celebrities

Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

Yes

No

3. What would you expect to see in a magazine with this genre?

interests for most youth ages  
.....  
.....  
.....

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

Yes

No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

Celebrities

Models

Ordinary People

6. How often would you want this magazine to be released?

Weekly

Monthly

Bimonthly

7. What adverts would you like to see in the magazine?

Specific clothing shops  Sports  Social networking   
Hair  Fitness  Other  If so, please specify \_\_\_\_\_

Finally, please make a few comments about what irritates you the most about magazines in general and why?

advertisement

Thank you for taking part in my questionnaire.

Gender: ~~Female~~ <sup>female</sup>

Age: 18

This questionnaire is about an e-magazine with the genre of youth culture. Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

Social Networking

Travelling

Sport

Socialising with friends

Fashion

Celebrities

Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

Yes

No

3. What would you expect to see in a magazine with this genre?

social networks, celebrities, sport

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

Yes

No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

Celebrities

Models

Ordinary People

6. How often would you want this magazine to be released?

Weekly

Monthly

Bimonthly



7. What adverts would you like to see in the magazine?

Specific clothing shops  Sports  Social networking

Hair  Fitness  Other  If so, please specify \_\_\_\_\_

Finally, please make a few comments about what irritates you the most about magazines in general and why?

too many adverts.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for taking part in my questionnaire.

Gender: *Female*

Age: *16*

This questionnaire is about an e-magazine with the genre of youth culture.  
Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

- Social Networking       Travelling   
Sport       Socialising with friends   
Fashion   
Celebrities   
Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

- Yes   
No

3. What would you expect to see in a magazine with this genre?

*social networking + celebrity*  
*gossip*

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

- Yes       No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

- Celebrities       Models       Ordinary People

6. How often would you want this magazine to be released?

- Weekly       Monthly       Bimonthly

7. What adverts would you like to see in the magazine?

Specific clothing shops  Sports  Social networking

Hair  Fitness  Other  If so, please specify \_\_\_\_\_

Finally, please make a few comments about what irritates you the most about magazines in general and why?

TOO many adverts (not specific  
to target audience)

\_\_\_\_\_  
\_\_\_\_\_

Thank you for taking part in my questionnaire.



Gender: *Female*

Age: *17*

This questionnaire is about an e-magazine with the genre of youth culture.  
Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

- Social Networking       Travelling   
Sport       Socialising with friends   
Fashion   
Celebrities   
Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

- Yes   
No

3. What would you expect to see in a magazine with this genre?

*Social networking, celebrity gossip,*  
*school*

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

- Yes       No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

- Celebrities       Models       Ordinary People

6. How often would you want this magazine to be released?

- Weekly       Monthly       Bimonthly

7. What adverts would you like to see in the magazine?

Specific clothing shops

Sports

Social networking

Hair

Fitness

Other

If so, please specify \_\_\_\_\_

Finally, please make a few comments about what irritates you the most about magazines in general and why?

To many irrelevant adverts.

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Thank you for taking part in my questionnaire.

Gender: Female

Age: 16

This questionnaire is about an e-magazine with the genre of youth culture.  
Please tick the appropriate box that applies to you..

1. What are your hobbies and interests?

- Social Networking       Travelling   
Sport       Socialising with friends   
Fashion   
Celebrities   
Gaming

2. Do you think there is a gap in the market for magazines with the genre of youth culture?

- Yes   
No

3. What would you expect to see in a magazine with this genre?

celebrity news  
fashion blogs  
advertisement for highstreet brands (eg topshop)

4. Would you prefer to look at an e-magazine, rather than buy a print magazine?

- Yes       No

5. Would you prefer to have celebrities, models or ordinary people inside the magazine?

- Celebrities       Models       Ordinary People

6. How often would you want this magazine to be released?

- Weekly       Monthly       Bimonthly





7. What adverts would you like to see in the magazine?

Specific clothing shops  Sports  Social networking

Hair  Fitness  Other  If so, please specify \_\_\_\_\_

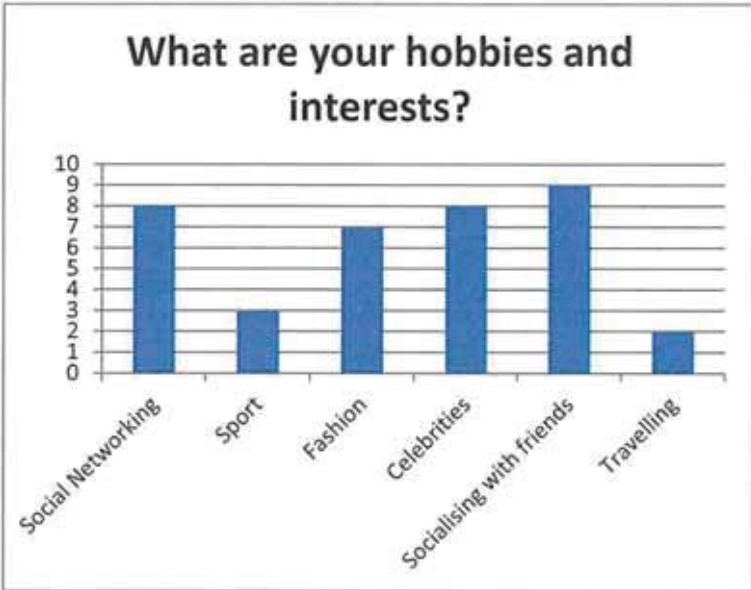
Finally, please make a few comments about what irritates you the most about magazines in general and why?

Adverts for designer brands because  
they are not available for students  
and youths as we cannot afford  
them.

Thank you for taking part in my questionnaire.

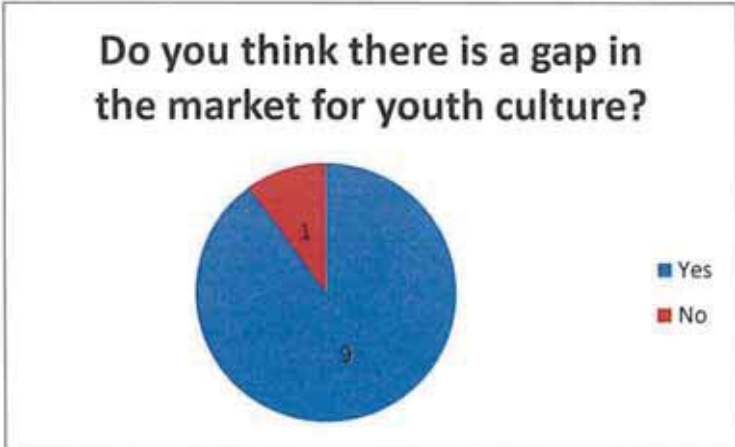
✓ AOL  
B

Questionnaire results



From this you are able to see that the most popular hobby is socialising with friends. This links to the genre of youth culture as youth culture involves what peers think of each other and how young people follow what other people do in order to do what they feel is right in society. The second most popular hobby is social networking. This is a very important as nowadays the majority of my target

audience is likely to be involved in some form of social networking and a lot of what they do will involve this. I am going to incorporate this into my magazine as I will have a twitter and Facebook page linked to my e-magazine and also I will include this by linking it to celebrities and things they have done via social networking. My target audience is likely to relate to this as this is what they are doing already. Celebrities is also another thing that I am going to incorporate into my magazine, as you can see my target audience is interested in this as this can be suitable for all ages and also both genders. By doing this I am allowing for larger targeting as this is what the whole of my target audience will be interested in. I will also link celebrities with fashion as a lot of people in my target audience are going to desire to have similar style to what celebrities have as this is often the latest fashions.



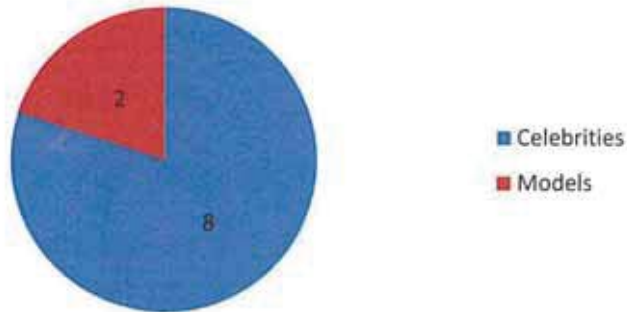
From this you are able to see that my target audience believe there is a gap in the market for media products with the genre of youth culture. Due to this, I have decided to create a print version of an e-magazine as I think that there are no general magazines around that are specifically targeting people of

this age; the majority usually have a specific genre, such as fashion or music. I think because I am going to make the magazine general to both male and female teenagers, I think there will be a gap in the market for this and also my target audience think so to which is

✓ A025

important. Due to this I think my target audience are likely to be enticed to buy this magazine as it provides them with lots of different content.

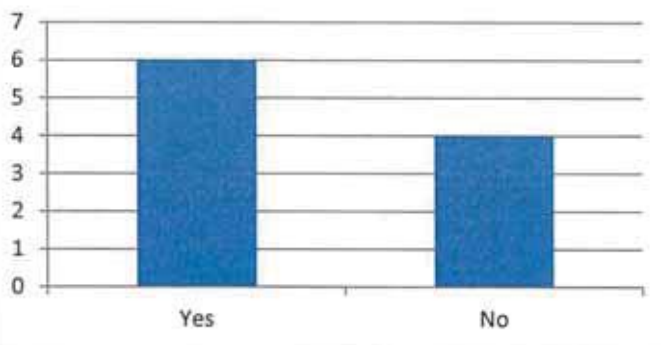
### Would you prefer to have celebrities, models or ordinary people inside the magazine?



After doing my questionnaires I found out that the majority of my target audience would like to see celebrities inside the magazine. As my target audience is 12-18 year olds this is likely to be due to them desiring to be like the celebrities, therefore wanting to see them throughout the magazine. Linking to my

first graph also, one of the main interests was celebrities, therefore portraying that this is clearly a main interest for my target audience and this is one of the main things that is likely to persuade the target audience to buy the magazine. I am also going to incorporate the photos of celebrities into other parts of the content therefore making it interesting and aesthetically pleasing for the target audience.

### Would you rather look at an e-magazine, rather than a print magazine?



From this you can see that e-magazines are becoming more popular as 6 out of 10 people said they would prefer to look at an e-magazine. This is good for the target audience as looking at e-magazine does not cost anything, so as the target audience are between 12-18, they may not be able to afford to buy magazines as they are generally quite expensive. This conveys that they may be more persuaded to look at an e-magazine as they do

not have to pay for it. They may also prefer to look at something online as nowadays a lot of people's lives revolves around technology and they always have access to it which is what the target audience may be looking for as they may have to travel, etc.



## Analysis of e-magazines



Here is an example of an e-magazine.

This magazine contains the stereotypical codes and conventions of an e-magazine, for example, the navigation tools, hyperlinks, scroll bars and a masthead. From this you are able to see that the layout of this e-

QWC  
MCS  
MC

magazine has some of the conventional features of a magazine, for example, the masthead, cover photos, the date and an insight into what is going to be inside the magazine. Despite this, there are unconventional features of the magazine that are included due to it being an e-magazine. As this e-magazine has the genre of fashion it is only likely to interest a certain audience, young adult girls. The images and text on the page immediately links to the target audience as women are likely to recognise these brands and the models on the front are purely based on fashion, which is something that men would not be attracted to.

QWC

E-magazines still use the stereotypically media theories, for example, AIDA. Firstly this magazine creates action through the navigation tools on the side of the page, these acts as the tasters that are on the page as readers are able to navigate to the different areas of the magazine. As they are able to see the different features of the magazine immediately, they are able to decide whether they want to read further if something on the magazine interests them, which is likely for the target audience. The main taster on the page is also the main article on the page which is 'Milan Fashion Week' so the reader is immediately aware that the rest of the magazine is likely to be based around this. This article is also an unconventional feature of the magazine as they have used two main images on the page to attract the readers attention, so they are able to get a further inside into 'Milan Fashion Week' compared to what they would on a print magazine. Secondly, interest would also be created through the tasters and main image of the page, this is due to the main taster as the target audience is likely to desire to have all the latest fashions so by looking further into this article, they may feel they will be able to see this.

Media Theory AIDA

TA

Throughout this e-magazine they have also used celebrity endorsement and have used brands that the target audience are likely to recognise and desire to have. For example, on the front page they have clearly highlighted the designer brands that both these models are wearing, this is likely to attract the reader's attention as they will probably desire to have wear these brands as they are the latest fashions and are seen at Milan Fashion Week. This also links to the hypodermic needle as the target audience are being told these are the latest fashions and they are immediately going to believe it because Vogue is known for being one of the leading fashion magazines and the audience will trust this.

ACS

They have used celebrity endorsement further here as they have used the Oscars as an opportunity to portray the latest fashions to the target audience. This is something that they are likely to be interested in as celebrities are



known for wearing their best outfits at the Oscars so the target audience will want to see what they're wearing as they are likely to desire to be like this and also wear similar things to what they are. The use of this celebrity endorsement will also allow for larger targeting as even people that are not interested in fashion particularly are going to be interested in the Oscars as it is related to films. The sub-heading they have also used is going to relate to the target audience as parties are what they are likely to be interested in so they will want to see celebrity ones also, this would also link to youth culture as this is the type of thing that teenagers are interested in and will want to read about. The strapline here is also 'see fashion's most celebrated personalities here', this implies that by reading this article, you are going to find out more about the celebrities and their personalities which is likely to interest the target audience as they will probably desire to be like them and live the celebrity lifestyle that they do.

QWC

The model's outfits also show maturity, femininity and class. This is shown through the material, style and colour. The colour scheme that they have used will immediately make the reader think of elegance, grace and femininity, which the target audience is likely to aspire to be. The photography and layout and design also clearly convey that they have taken extra time and care into the magazine and they have particularly chosen models and

analysis



outfits for the front cover that is likely to attract the audience. This also conveys that females take pride in their appearance.



**SUBSCRIBE NOW**

10 issues for only £19.99 + FREE Bliss eye gel, RRP £42

They have also used Maslow's hierarchy here as the option to 'SUBSCRIBE NOW' is also placed on every page, which is allowing the reader to feel part of something. For example, it implies that if they subscribe they will feel part of the magazine and feel like they are being constantly updated on the latest fashion which they are likely to want. They are also offering a 'Free' gift which is going to interest the target audience as everyone will desire to have a free

gift which is expensive. They have also stated it in capital letters to attract the reader's attention so they are tempted to subscribe due to the free gift. 'SUBSCRIBE NOW' is also an imperative so the reader will feel like they have to do it and also may feel that if they do they are going to be able to keep up with the latest fashions which is what they will aspire to do.

The main colour scheme of the magazine is black and white. These colours are quite bland however it suits the magazine well as it allows the different images on the page to stand out which are the most important features, so they do not draw the reader's attention away from the main focal points. They are also contrasting colours so the black text clearly stands out on the page against the white background. This also makes it easier for the readers to read as it is clear on the page, which is what they will want to see as the target audience are likely to have full-time jobs so they may only have time to read in the evening when they are likely to be tired. Black and white are also seen as very professional colours so it looks stylish on the page which links to the magazine genre as the target audience will want to see an aesthetically pleasing page that is linked to fashion.

The links on the side of the page act as the tasters on the page as it gives the reader an insight into what is inside the magazine. They also act as the contents page of this magazine as it shows the reader how to access the different pages and what is on each page of the magazine. This highlights uses and gratifications as the reader has the choice whether to carry on reading the magazine or not, which is what they will want to see. The tasters on the page are also displayed with images so it makes it more aesthetically pleasing and interesting for the reader.

debut analysis

Medic  
They  
R2  
5

R2



## Analysis of e-magazines



Here is another example of a fashion e-magazine. Glamour offer the magazine in both print form and have also bought out an online version

of the magazine so people are able to access it easier and it also allows for larger targeting. Similarly to the Vogue e-magazine, it contains the stereotypical codes and conventions of a magazine, for example, bold masthead and tasters about what is inside the magazine. Despite this, as it is an online version, there are many features that are different to the stereotypical print magazine, for example, no barcode, no contents page, etc. As this is a fashion e-magazine, it is likely to only interest a certain audience, being women aged 18-40. The images and text on the page will immediately make the audience aware of this, as they have used specific clothing items and they are also likely to recognise the brands and people's names on the front, which is something that would not attract men to the magazine. Although this is a large age range, the magazine offers content for everyone, as they have celebrity news and also hair and beauty tips which can apply to any women. Offering a varied content therefore allows for larger targeting as more people are likely to be interested in the magazine.

An unconventional feature of this magazine is that it does not have a stereotypical front cover as it does not have any models or celebrity endorsement to try and entice the reader to look at the magazine. Despite this, they have used clothing items and also tasters on the page, such as celebrity gossip to try and attract the reader to the magazine. They have used a bold title for main article on the page which is 'GORGEOUS SPRING DRESSES', this is likely to attract the reader as they will think that by reading the latest fashions magazines, they are likely to keep up to date with the changing fashions which is what they are likely to desire to do. By making the content stand out and clear on the page it is likely to draw the reader in and they may prepared to spend a reasonable amount on the magazine. Also, the use of the word 'gorgeous' is likely to attract them as this is what all women will want to feel, so they may feel that by reading this they are going to achieve this. The dresses that they have also used clearly convey the spring/summer season which will clearly make the reader aware of what month issue this is and also they will know the colours that are in fashion for spring which is what they will want to see.

Furthermore, another taster on the page includes 'NEWS AND OPINIONS'. This is likely to attract the audience as it is providing the reader with information and gossip about celebrities which the target audience is likely to be interested in. The information provided also has a time underneath of when the news was posted which will make the reader feel like they are constantly up to date with the latest news about what is going on which is what they may want. This almost acts a contents page as the reader has the option to look further into the article, so they have a range of different things that they can choose to read, just like they would in a print magazine. This is the uses and gratifications media theory as the reader will feel like they are not pressured into looking into any articles and they have the choice what they want to read about. They have also offered a range of different articles that is likely to suit all ages, for example, ones about Simon Cowell and also about Rihanna, therefore conveying that they are aware of what everyone will be looking for and interested in.

ABC  
QWC  
MLang



Glamour has also used Maslow's hierarchy as they have incorporated a deal for the reader and telling them to 'SUBSCRIBE', which is placed on every page of the magazine. This links to Maslow as it allows the reader to feel part of something as they will feel they are able to be constantly updated on the latest fashion and news which is what the reader is likely to want. As they are also offering a deal ('12 issues for £12 + FREE access to digital editions') they are likely to be more persuaded to subscribe as they will be getting something free, which everyone will desire to have. They also have the option to look online and also a print version of the magazine so it is suiting the needs of everyone, as different people may prefer different things. They have stated this in capital letters to attract the reader's attention and have also placed it on each page under the masthead so the reader will be constantly aware of it and are likely to see it straight away which may encourage them to read further. The button to subscribe is also black which is contrasting to the mise en scene, therefore making it stand out more.

QWC

Similarly to the Vogue magazine, the main colour scheme of this magazine is black and white. Although these colours are quite bland, they are contrasting therefore making the important text stand out and also the colourful images on the page, so it does not draw the reader's attention away from the main focus points. Black and white are also seen as quite professional and mature colours, so the reader may think that these colours reflect their magazine as they will want it to be neat and professional so it is aesthetically pleasing. They also look stylish on the page as they are simple which links to the genre of the magazine as it is fashion. White also connotes purity and femininity which is what the target audience will aspire to be so they may feel that by reading the magazine they will be able to be like this.

TA

The masthead of the magazine 'GLAMOUR' has been placed in bold black writing so it immediately stands out to the reader, therefore making it the denotation of the page. It is also contrasts to the mise en scene so it clearly stands out as the main text on the page. As

QWC



e-magazines are fairly new compared to print magazines, they have clearly put the title at the top and in the middle of the page so the audience is likely to recognise the font and also name of the magazine straight away so they are aware that it is Glamour magazine, whereas in a print magazine they may have part of the title covered as the audience is already likely to know the stereotypical layout and features of the magazine without having to look at the masthead to much. The name of the magazine being Glamour is also likely to attract the reader as the target audience may desire to lead a glamorous lifestyle and they may feel that by reading this magazine, they will be able to do this.

The internal links on the page act as the contents page of the magazine as it gives the reader an insight into what the magazine has to offer. It also gives them the option to look into the different things on the magazine, so they will feel like they have a choice. They have used generic links for the magazine underneath the masthead which they will offer every month and then they also offer specific links to the latest articles that they are providing above the reader. As they have placed it above the masthead and below the masthead, it is one of the first things that you notice on the magazine, so the reader may be immediately persuaded to look further into the magazine. They have offered a range of different things so they are clearly aware of their target audience and are trying to offer things for everyone, such as 'Detox Tips' and 'Sexiest Men', so this may appeal to 2 different age groups.

QWC

They have also used the media technique AIDA throughout the magazine which is very effective. Awareness is simply made through the magazine being available in both shops and online so everyone will have access to it in various different places. Also by highlighting the content of the magazine it makes the reader aware of what they will be expecting. Interest is shown through the way that the editors have clearly chosen specific words that they think are going to attract the reader to look further into the magazine, such as 'NEW TREND ALERT', as this is what they will be looking for. Desire is also shown through uses and gratifications as it lets the reader have the choice whether they want to read further on through the magazine as they may desire to be like/have what they see in the magazine. Finally, the magazine needs to ensure that the magazine is persuasive enough to make the reader want to take action and read on or subscribe. If all of the codes and conventions have been covered the viewers have either bought the magazine or will regret not doing so.

QWC



At the top of the magazine they also offer the option to follow the magazine on various social networking sites. This is effective as the majority of the target audience is likely to be on a social networking site as they have become increasingly popular over the years. Particularly for the younger generation they will be able to relate to this as it may allow them access to the magazine via their phones, etc. This also allows for larger targeting as there are millions of people who use social networking sites so they will be able to advertise and also make their

QWC

followers constantly aware of the latest fashions and news which is what they will want.



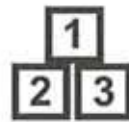
## Comparison between professional equipment



One of the main industry standards software that is used for publishing and layout and design is Quark. It is the world's most widely used professional page-layout software and is used by designers and also large publishing

houses. It enables publishing to create professional designs and layouts to ensure that it suits the needs of the consumer and is aesthetically pleasing for the target audience. Professionals are able to produce a variety of layouts from single page flyers to large multimedia projects, such as magazines, newspapers and catalogues. There are many different features that are available to professionals that enable them to create the best layout possible using this software.

With this software you are able to synchronise pictures so all pages may contain the same pictures, background or information. This means that professionals are able to keep the same house style throughout documents and also prevents inconsistency throughout their products which is vital for it to look professional. There are also design and typography features which ensures that all work is up to industry standards. Professionals will often create the articles and pictures and then edit them, and then finally place them onto a Quark document.



Easy to Use



Powerful Design Tools



Integration with other Applications



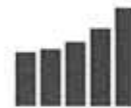
Digital Publishing



Precision Typography



Layout Automation



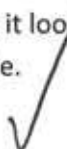
Reliable Print Output



Photoshop is also seen as industry standard software when creating media products like magazines. Professionals will often use this initially when they are editing their photos to make them look as aesthetically pleasing for the audience as possible. This will make the magazine look professional as they are able to edit and put effects on photos to enhance them, clear up imperfections in photos, remove and change backgrounds and merge photos together. This is an effective software to use as it is easy and is one of the leading editing software for photography as it has the most features.

ARC

Professionals will also have access to professional camera equipment to enhance the layout and design of their media products. For example, for a fashion magazine, one of the main features that is likely to attract the audience are the photography images in on the front cover or inside the magazine. This is a vital part of media products as they have to incorporate the photos into the layout of the magazine to ensure it looks as aesthetically pleasing to the readers as possible.



## Research of Youth Culture

Youth culture refers to the way in which teenagers live their lives. Youth culture can be seen as two different elements. The first element refers to culture which can be defined as the symbolic systems and processes that people share within society. The second element is youth, which makes the culture specific to adolescents and differs at least partially to the older generation and also other cultures. Youth culture became particularly popular when it became more popular for adolescents to gather together as teenagers wanted to fit into society and wanted to follow what everyone else of their generation was doing.

YOUTH  
CULTURE ✓

Youth culture can be perceived in many different ways, both as good or bad thing. Youth Culture can pertain to interests, styles, behaviours, music, beliefs, vocabulary, clothes and sport. The concept behind youth culture is that adolescents are a subculture with norms, mores, behaviours and values that differ from the main culture of the older generation within society, giving them what many believe is a distinct culture of their own. This can be seen as a good and bad thing, as it can sometimes be seen as "conflict with those of the adult world". However, in my magazine I am going to portray the good side of youth culture, being young people's interests and captivate them into learning new things and having new interests.

[http://en.wikipedia.org/wiki/Youth\\_culture](http://en.wikipedia.org/wiki/Youth_culture) ✓

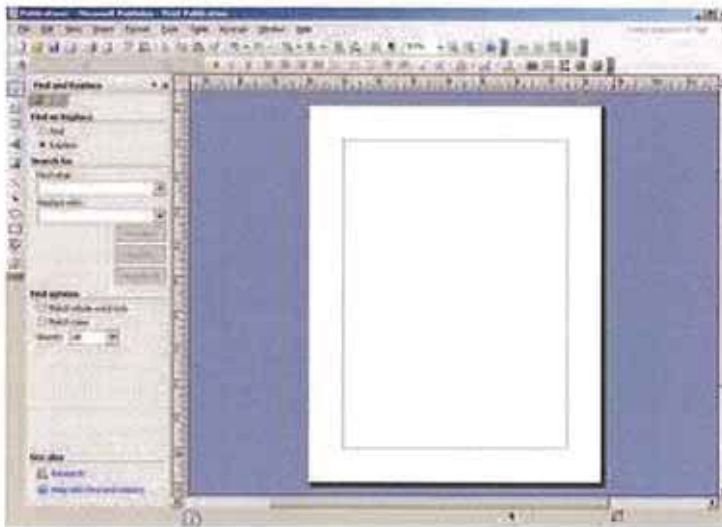
BOCC

Examples of youth culture could be:

- Teenagers wearing band t-shirts as they are following are certain music group.
- Hairstyles that exhibit lack of conformity such as brightly coloured hair, spiked hair, etc.
- Certain interests or hobbies that is stereotypically associated with the younger generation.
- A change in clothing, for example, wanting all expensive brands as this is what peers are doing.
- A change in the types of media that adolescents prefer, for example, magazines over books.



## Equipment I will use

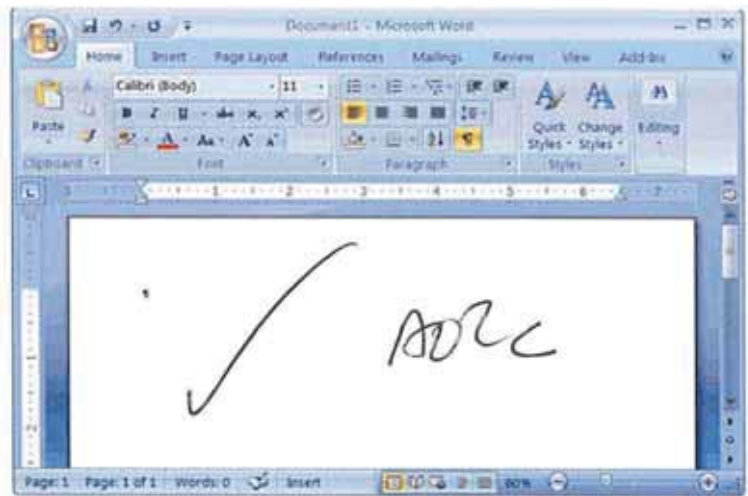


One of the main software I will have access too to create my magazine will be Microsoft Publisher. As the skill that I am developing is layout and design, it is vital to ensure that my magazine looks aesthetically pleasing to the reader so they are encouraged to look further into the magazine and are immediately attracted to it. The codes and conventions of an e-magazine are different to the stereotypical print magazines that you see in shops, so as e-magazines are fairly new, people may

ADRC

feel a bit apprehensive to look read them at first, so I need to ensure that the layout is clear and what the reader will want to see so they are persuaded to read them again. Microsoft Publisher will enable me to vary the layout of the magazine and moves things around easier on the page, this will be helpful when creating the magazine as I will need to look into different designs to ensure I choose the most suitable one. I will be able to design and create the different codes and conventions of an e-magazine using this software as I will need to create internal and external links and also decide the basic things of my e-magazine such as the colour scheme and masthead, etc. It also allows you to publish your work and will give me a better guideline on how to create a print version of an e-magazine as it has features that professionals are likely to use. This is the most likely software that I will use to create my e-magazine as it has a wider variety of features to ensure my magazine looks as aesthetically pleasing as possible.

Software that I will also have access to is Microsoft Word. This software will enable me to crop and edit the photos that I will use for my e-magazine and also give a simple A4 layout so I am able to create the base of my magazine. I will also be able to create backgrounds on this software and also use different fonts to make the magazine look attractive to the reader, this will be helpful when creating the masthead of my magazine and also the different fonts for each section of the e-magazine. I will be able to edit some features on the magazine using this software and then also copy and paste items to and from it so I am ensuring I use the most suitable software at all times so I ensure it looks as professional as possible. As I am developing my layout and design skills, I will be able to use this software to create a basic design of my magazine so it will provide the base of my magazine and will enable me to edit the different features of my magazine.







✓ All  
Photoshop is also editing software that I will use when creating my magazine. This is not going to be particularly helpful when developing my skill but it will ensure that the layout and design of the magazine is overall aesthetically pleasing to the reader. This will enable me to edit and create some of my photos to ensure they suit the house style of the magazine and also they fit in with the layout. It will also make the magazine look very professional as this is often what professional editors will use when creating their products. It is vital that the magazine looks professional so it will encourage readers to use e-magazines

more often as they are fairly new and may prefer to have a print magazine, so it will encourage them to use them again.

## Professional Practitioners - layout

Before I designed the layout of my magazine, I looked into some current e-magazines so I would be able to see the layout of them so I would ensure I would be meeting the needs of the target audience and also so it would be suitable for my magazine.



Here is an example of an e-magazine layout. As you can see this uses some conventional features of a magazine, for example the masthead is bold and clearly stands out to the reader so it is one of the first things that they notice on the page. They have also used white which is contrasting to the background of the magazine, so it clearly stands out. They have placed it on the left hand side as people generally read from left to right so

this is going to be the first thing they see when they look at the magazine. As e-magazines are fairly new, they need this to stand out as the readers are likely to recognise the masthead of this magazine. I am going to place the masthead of my magazine at the top of the page for these reasons.

The layout they have used is very effective as they have clearly stated the main articles on the page that are likely to attract the reader to look further into the magazine. They have used the words 'Today's Hot Stories', as this implies that these are going to be really interesting and they must read them. Also the reader will feel that they are able to find out the latest information here before anywhere else as it is specific to the day, so this obviously very recent gossip or stories. This is a conventional feature of a magazine as they have clearly got a couple of main articles inside the magazine so they act as the tasters of the magazine, and also the title provides the denotation of the page as this is what stands out to the reader immediately. As I am creating a print version of an e-magazine, I will be able to provide tasters on the page but will not have the external links for the reader to access.



The layout they have used is also very clear so it is easy for the reader to

understand and use which is what they will want to see. They have used specific internal links which acts as the contents page of the magazine so they have the option as to what they want to read. People are also likely to read magazines after a long day so they will use them to relax, so an easy layout is what they will want and expect from a magazine.



Here is another example of an e-magazine layout. Similarly to the previous magazine, they have placed the masthead at the top left hand side of the page so this is the first thing that the reader will see. They have also placed it in white so it contrasts the background of the magazine so this is one of the main features of the page and will immediately

stand out to the reader so they will recognise it. This seems to be a conventional feature of e-magazines so I am going to use this when I create my own magazine.

The layout they have used is similar to the previous one as they have placed the main stories in the middle of page so it clearly stands out on the page. They have also used images on the page to support the articles which makes it aesthetically pleasing to the reader and also the reader may recognise the people, so they may be attracted to look at the magazine. They have also selected various main articles so the reader has the choice which ones they want to look at which allows for larger targeting as different people may be looking for different things from this magazine. These also act as the tasters of this magazine, as they selected main articles that are going to attract the reader to look at the magazine. As this is a conventional feature of an e-magazine, I am also going to use this so I am meeting the needs of the readers as this is what they will expect to see.

They have also used internal links that act as the contents page of the magazine as they have selected certain main topics that they will use every day for the magazine. They have done this so the reader will always know what to expect and they have various different options as to what they can read or look at. As this is a magazine set to a specific sport, it is likely to have a fairly small target audience so by offering different things throughout the magazine, it allows for larger targeting as there are more things to read about.

From looking at these layouts I am able to see the conventional and unconventional features of magazines and how to differ when they are online. I am going to use the stereotypical features so I will ensure to meet the needs of the target audience as this is what they will want and expect to see from an e-magazine.

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## Project Brief



### Product

My product is a youth culture magazine, focusing on elements such as, fashion, social networking, celebrities and sport. The target audience for my magazine is adults 12-18 years.

### Skill

The skill that I am developing is layout and design. I am going to use a range of different software, such as Microsoft Publisher, Microsoft Word and Photoshop. By using a range of different software it enables me to develop my skill to my best ability and see which software is the best to create the best design. I have carried out a range of secondary research to enable me to get an understanding of the basic layouts of an e-magazine, by doing I am able to ensure my magazine will suit the target audience and entice them to buy the magazine. As I have done previous work creating magazine, I have already used layout and design at a beginner's level, therefore, by doing this, I am hoping to develop my skill as much as possible.

### Aim

I am aiming to create a youth culture magazine that is going to be aimed at both men and women aged from 12-18 years. I am will create a front cover and a 2 page spread so I can clearly convey how I want the magazine to look overall. As the genre of my magazine is youth culture, it is aimed at both men and women as this genre involves both genders. Due this, I am going incorporate a range of different things in my magazine, such as, sport, fashion, social networking and celebrities. As I am including a range of different things, I am allowing for larger targeting as it is likely to interest more people as they may be particularly interested by all of these things. After I carried out my primary research it was evident that people prefer to see celebrities on the front of magazines so due to this I am going to use a celebrity photo on the internet so it will attract the target audience as much as possible. This will also make the magazine look professional as current magazines generally use celebrity endorsement to entice the reader. Also, as my magazine is a print version of an e-magazine, some of the codes and conventions are different, therefore meaning that I may include a few different celebrities as this is what general e-magazines look like. My magazine will also use a specific colour scheme that will not be gender specific so it will attract the whole of the target audience and is obvious that it does not suit a certain person. Throughout the magazine there will be small advertisements as after doing my primary research the target audience said that they would like to see some clothing, sport and fitness advertisements so I will incorporate this into the magazine briefly to suit the needs of the target audience. Despite this, I will not include to many adverts, as this is the main thing that came up in the questionnaires that annoyed people in magazines.

**Risk Assessment**

Risk	Level of Risk	Likelihood	Should I continue?	Notes
Clear working area	Medium	Medium	Yes	I need to ensure that I keep the area clear, so ensure all wires and other items are not on the floor.
Overheating equipment	High	Medium	Yes	I need to ensure I do not over use equipment as it may overheat and lead to work being lost.
People falling over equipment	Medium	Medium	Yes	Ensure everyone is aware of the equipment being used and ensure everyone is being safe in the working area.
Printing errors	Medium	Low	Yes	Need to ensure the printer I use is reliable so it does not break as this could lead to the process being very time consuming.
Distraction in the house	Low	Medium	Yes	Ensure I am focused when doing my work so I do not make any errors in my work, for example, grammar.
Illness	Medium	Medium	Yes	Have to catch up with work as soon as possible and do other work in the meantime.

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# front cover...

A02  
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magazine image / logo - colourful

masthead: bold black text so suitable for both genders.

internal links to different pages within the magazine black text.



Black subscribe button

title of article - purple underlined.

3 main celebrity articles, image relating to article headline - internal links to full article - black text - bold.

second article in black text

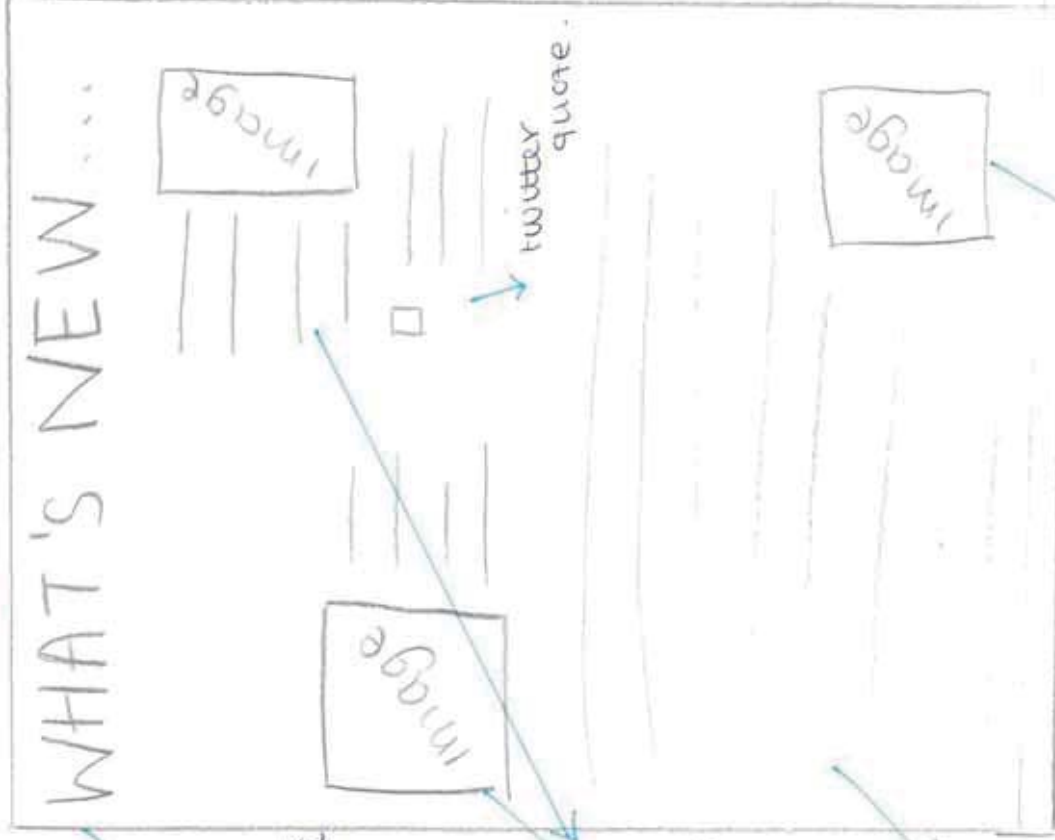
3 images of celebrities arrows give the option to look at more.

celebrity name linking to image - black text.



# 2 page Spread ...

masthead -  
black text -  
bold  
title



masthead in  
black graphic  
writing

Small article  
and image -  
sport and  
celebrities

School  
related  
article -  
black text



Selfie  
article  
black  
text

arrow  
changing  
images

photo of movie  
scene

## Experimenting with different designs

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# YOUR TIMES, YOUR LIFE

Here is one of the fonts and colours that I experimented with. The font is Accent SF. I decided not to choose this font as I thought that it could make the magazine look a bit unprofessional. I also do not think that using red would be very effective as it does not contrast with the background so it would not stand out as much on the page, which is what I would want it to do. Despite this, I thought that red would be quite appropriate for target audience as it suits both genders and also appears quite informal. Red also connotes gossip so the target audience are likely to have an idea of the genre of the magazine. It is also quite a round font which could appear quite friendly to the audience, which is what they will want to see.

# YOUR TIMES, YOUR LIFE

The font here is Adamsky Outline SF. I quite liked this font as it appears quite informal to the audience which would suit the genre of the magazine as it is youth culture. I chose to place it in black as it would contrast the background and as the font is not very bold, it would need to stand out as much as possible. Despite this, some parts of the text are faded which does not make it very clear to the audience and may not stand out very much as it is not very bold, which the masthead needs to be. As the font also appears quite computer generated, some may not be aware of the genre of the magazine and may be encouraged to pick the magazine up.

# your times, your life

Here is another font that I experimented with which I selected from the website [www.fontspace.com](http://www.fontspace.com). I thought this font appeared quite youthful and fun which is what I want my magazine to portray as my target audience is both genders between 12-18. I think it would attract the audience as it also appears quite informal so it is likely to grab the attention of a younger audience because it does not look boring. The colour that I used however could appear quite gender specific as blue is stereotypically associated with men. This is one of the factors that stopped me from using this as I want the magazine to stand out to both genders. I also decided against this as I thought it would look too busy on the page along with the rest of the images and text.

AP3

### Evidence of layout development

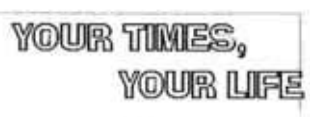


The first thing I decided to do was create the masthead of my product as this would be one of the first things that the reader would see on the page so it was important to ensure it looks aesthetically pleasing. I tried out various different logos and decided that this would be the

best one for my product due to the colours included and also the image itself. I also tried



out various different fonts for the masthead which you are able to see below. I decided to go with the font above as I thought it would attract the reader's attention the most as it is clear and bold so will



stand out compared to other magazines. I also edited the internal links on the page as I originally had the links placed down the left hand side of the page. I decided to edit this as I believed it looked to

much like a website and I would also be able to fit more images and tasters on the page if I moved it, so it gave me the opportunity to attract readers further. The subscribe option is also placed at the top so it is one of the first things that the reader can see.

The second thing that I placed on the page was the first taster of my magazine. I chose this as I thought it was very current and also suitable for both genders. To ensure that it fit the page, I cropped the image so it fit 3/4 of the width of the page so I was able to show the social



networking link. Despite this, before I cropped it, the image was originally placed out over the full width of the page (as shown on the left) with the social networking link underneath.

However, I decided to change this as it did not allow me enough room for all the tasters on the page as it took up too much space. After doing this, I then added in the title of the

taster. I varied the font of the title but once again went with something that is bold and is likely to attract the reader. I also changed the colour so it did not make the page look boring and made it stand out more as it looks more interesting.

**HOLLYWOOD STYLE SELFIES**



ABC



The final part of my front page was also showing the varying genre, of fashion and social networking, as well as the first part, celebrities. I did some research into some celebrity quotes so I would be able to incorporate it into the

magazine, and I thought this one was quite appropriate for the target audience as they are likely to be at the stage of their life where they are deciding what they want to do as a career and in the future. The photos that I included on 'THIS WEEK'S BEST DRESSED' were also originally placed on the right hand side of the page, but it restricted me with the amount of space that I would have for other articles. After changing this, I decided to add arrows onto the side of the images so it shows there are more images available.



For my double page spread I used Microsoft Publisher so I changed my page so it would be a double master page, so I was able to place the image over both pages so it looked like one whole article. After doing this, I selected which image of Taylor Swift I would like to use and set the

background of it as transparent so it would have the same background as the rest of the pages. I placed the image mainly on the left hand page as I wanted it to be the focal point of the article, but made sure part of the image was on the right page so people would know it is one whole article. I then added the background to the pages which was chosen based on the colours of her outfit so it would create the house style of the page. I then added the text to the page. I wanted to



place her name to the left of her as people read from left to right so this is the first thing that they would see on the page. I tried it out with various different fonts but chose this one as it appears quite feminine. I also added the twitter logo and her twitter account below her

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name so people would immediately see this also. What she is wearing is also placed at the bottom in small letters as I did not want it to a main feature of the article but would be there for people to know.



I then wrote the main article on the right hand side of the page. I decided to place the first letter of the article in a bold large font as I thought it looked professional and also a lot of current magazines do this already. I also decided to make 2 columns for the writing so it looks more interesting and aesthetically pleasing for the readers. The quote that I have placed in the middle of the article is also for this reason and I have seen it often used in

magazines nowadays. I think this becomes the focal point of the article and it likely to grab the attention of the readers as it is about her love life. I think the overall layout of this page looks very professional and something that you would see in a magazine containing a double page spread. I ensured that I edited everything so it suited the layout that I planned for this page and also so it included the main codes and conventions and suited the genre.



# YOUR TIMES,

SUBSCRIBE



# YOUR LIFE

NEWS WHAT'S HOT CELEBRITIES SHOPPING SPORT FASHION

## HOLLYWOOD STYLE SELFIES



870,000 retweets,  
210,000 favourites

## THIS WEEK'S BEST DRESSED



Taylor Swift



Vanessa White



Fearne Cotton



**"It's important to love what you do; how do you find motivation to be successful doing something you dislike?" - Pharrell Williams**



# Taylor Swift



@OfficialTaylorSwift

Taylor wears:

Dress - *Miu Miu*

Jewellery - *Chanel*





**S**ince the age of 14, when she persuaded her finance executive parents to move from suburban Pennsylvania to

Nashville to pursue her Country-singing dreams, she's been musically blessed. Her second album, 2008's *Fearless*, won her Best Country Album at the 52nd Grammy Awards in January 2010, and also crowned her the youngest-ever winner of the Album of the Year, aged just 20. This was also just four months after she was handed the Best Video gong at the VMAs, where an interloping Kanye West stormed

on the stage, snatched the microphone and declared that Beyoncé was the more deserving winner. In just a few months, Taylor's fame skyrocketed and the world couldn't be happier!

Rather unfairly, she's also known in tabloid quarters as a serial dater, due to her dating Jake Gyllenhaal, Taylor Lautner, Conor Kennedy and Harry Styles (but who can blame her). At the Golden Globes this year, Tina Fey made fun of her, stating: "Taylor Swift, you stay away from Michael J Fox's son!". But does this reputation bother her?

has to say about you, like 'Yeah, but I hear she's crazy' or 'Yeah, but I hear she's been on a lot of dates', people can never be fully satisfied with your success. Nowadays, I can't go for lunch with my guys friends because people will say we're dating, it's a tricky one!"

But why should she? In 2013, Taylor Swift is the most successful young pop star on earth - 12 record-breaking entries in the just-released *Guinness World Records 2014*, including fastest-selling single in digital history for *Never Ever Getting Back Together* - she's been

the face of CoverGirl, is a 'brand ambassador' for Diet Coke and Forbes estimated that she earned \$57 million between June 2012 - June 2013 alone.

She reads no internet entertainment news whatsoever, or blogs, and bans herself from Google alerts.

"You can be obsessed with bad things people say and the good things, either way you're obsessed with yourself and I'm not—you can become unhinged so easily," she says. "Vanity can apply to both insecurity and ego-tism, so I distance myself because I feel everything." - Gemma Jones

“ I’m not going to say I’m never going to date anyone high profile again but, it’s just less chaos! ”



## Focus group to test my product



Once I had created my product, I decided to test it to see whether it meets the needs of my target audience and also what they think are the pros and cons of my magazine. I am going to use both girls and boys between the age of 13-18 as they are in my target audience and will also be the people viewing my magazine.

### People I interviewed:

Ellie Jones: aged 18, employed

Harry Winters: aged 14, full-time education

Lucy Davies: aged 16, full-time education

### Front cover:

**EJ:** I think the range of different articles on the front act as tasters to the magazine, and look very appealing to the target audience. It also really suits the audience as they have used social networking references, which is what the audience will want to see as this is their interest.

**HW:** I also think that the tasters on the page are very suited to the audience and is what the audience will want to see so they are likely to look further into the magazine.

**LD:** I think the masthead looks really good on the page and really stands out which is good so the audience will recognise it, it is also a conventional feature so this is what they will expect. The colours used are also not gender specific which is good as both men and women will be attracted to it and understand that it is aimed at both genders. The tasters are also what both genders will be interested in.

### Double page spread:

**EJ:** I think having the article over both pages really works as it makes it more detailed and also aesthetically pleasing for the audience. By using Taylor Swift also it can be seen as appropriate to both genders because she is similar age range and a lot of young people will desire to be as successful as her at this age. The colour scheme is also not gender specific meaning it is likely to attract everyone.

**HW:** I also think that using Taylor Swift is good use of celebrity endorsement as the target audience is likely to recognise her immediately and may be interested in reading the magazine further. Placing the article on one page and the image on the other is also really effective as conveys that this is the main article and looks aesthetically pleasing.

**LD:** The links to social networking is once again very good here as this is what the audience will want to see and relate to. Also stating the clothes she is wearing is good as it links to fashion and this is what the target audience will be interested in. Despite this, the clothes she is wearing would not be affordable for the readers which could be seen as a disadvantage. The article overall looks very effective and informative.



Final Skills Audit

Skills	Skill level at beginning	Skill level at the end	How I have improved
Questionnaires	Advanced – I have created a lot of media questionnaires in the past at this level.	Advanced - I have conducted a good range of open and closed questions as I have carried out questionnaires and a focus group. I then analysed them to gather my results so they are clear.	I have produced focus groups and also questionnaires and ensured I had a range of different open and closed questionnaires so I gathered the correct information that was as detailed as possible.
Research	Advanced – I have researched different magazine audiences in the past for previous units, and analysed my research.	Advanced – I have conducted a good range of both primary and secondary research in this unit.	I have done primary research and also researched existing magazines to see how they are produced. I have also looked at the different media theories involved in making these. I looked into how professionals work and how I will work.
Planning	Intermediate - when doing previous unit, I carried out a range of different planning techniques to ensure I met deadlines.	Advanced – I have tried to plan as much as possible, but sometimes things don't go to plan, therefore affecting your timings.	I have planned the whole outline of my project, breaking it down and setting myself deadlines for each part of the product. I produced a production schedule and created a time plan. I stuck to the plan as much as possible allowing time for any contingencies.
Photography	Advanced – As the previous skill I was developing was photography, I have had a lot of practice developing the skill.	Advanced – I had to consider different aspects of photography and different effects I could use on the cameras, so I have experimented with the zoom, camera angles, shutter speeds, etc.	As I did not use photography when creating my magazine, I was not able to develop any further, however, I have edited photographs for this magazine.

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Layout and design	Intermediate – I have created a magazine in the past so I have experimented with different layouts and designs.	Advanced – I researched how other magazines were laid out so I could get the best layout and design possible. I ensured there is a good balance between the amount of writing and also pictures.	I used Publisher and Word to make my magazine, as I thought these were the best software to use as they are easy and good for using both images and text.
Use of ICT	Intermediate - after creating my previous magazine, I had a range of different skills that I was able to use on the laptops and also Apple Macs.	Advanced – I have experimented a lot with different softwares, such as word and publisher, and also used the Apple Macs to ensure my product looks as good as possible.	I used the Apple Macs so I could use software such as Photoshop to enhance the development of my skill and also my magazine. I specifically improved my ICT skills on Publisher as I discovered all the different features you could use.
Editing	Intermediate – I have edited a lot of photos for my previous magazine and also edited layouts, however, I think I could edit designs further.	Advanced – I have used a range of different editing software so I feel I know have good knowledge on how to use them and create the different effects that I want.	I have carried out some editing on photos to ensure they looked as aesthetically pleasing as possible. I also did this to ensure they fit in with the layout of the magazine, for example, cropping and using the transparency tools.
Analysis	Advanced – I have had to analyse a lot of different media products in the past.	Advanced – I have had to carry out a range of different analysis, such as, questionnaire results, existing magazines, other photographers and also of my product.	I have analysed a range of difference things throughout this unit. I researched media theories that would enable me to conduct reliable analysis and also created graphs to back up my analysis.
Time Management	Intermediate – I am used to having deadlines set so I have to always stick to my plans.	Advanced – I have been able to stick to the due to previous deadlines and plans I set myself	I set myself deadlines which enabled me to ensure I was also using my time management correctly and ensured that I got all the work done on time.



## Magazine Evaluation

The magazine that I decided to create was a print version of an e-magazine with the genre of youth culture. I was originally unaware of what this genre contained as I was creating a magazine from the brief I was given. Due to this, I had to carry out some primary and secondary research so I was able to choose the content of my magazine and what I thought the target audience (being male and females aged 13-18) would be most interested in. I was also not aware of the main codes and conventions that e-magazines had so I had to look online at existing e-magazines. As my magazine was being aimed at both genders and young people with different interests, I had to ensure that I was able to provide the audience with content that a lot of people would be interested in so it would allow for larger targeting.

The aim of the brief was to create a front cover and a double page spread. As the genre of my magazine is youth culture I had to ensure that I created my front cover so it would immediately attract the whole target audience and be suitable for both men and women aged 13-18. I was able to do this by using a colour scheme that was not gender specific, for example, grey. By doing this it ensured that it did not particularly attract one gender and the audience were immediately made aware of who it was being aimed at. I was also able to do this by the fonts and images that I used, for example, I did not use curled fonts that could be seen as feminine and also I did not use a large amount of feminine or male images, such as cars or models, etc.

As the skill that I was developing was layout and design I had to ensure that I used the appropriate software so I was able to develop as much as possible and make my magazine look professional. After doing some research I decided that the best software to use would be Microsoft Publisher and Photoshop. Microsoft Publisher enabled me to create the main layout of my magazine and Photoshop allowed me to edit my photos so it would suitably fit the layout that I designed and also look as aesthetically pleasing as possible.

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As I was creating an e-magazine, the stereotypical codes and conventions are different to that of a normal print magazine. Despite this, some of them are similar so it would be recognisable to the audience and they would be able to identify it as a print version of an e-magazine. I have chosen to put the masthead in black so it would suit the entire target audience as black is not stereotypically associated with either gender. It also contrasts with the white background which makes it stand out and is likely to attract the attention of the readers. The font is also bold so it will stand out on the page, so it may start to become recognisable to the consumers if they want to read the magazine again. The logo of the magazine is also placed next to the masthead so this is one of the first things that

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the reader will see. This is effective as they will immediately see it and recognise the magazine, which will be quick and easy for them. The logo is also multi-coloured so it clearly conveys that the magazine is aimed at both genders; this links to the younger target audience also as bright colours are likely to attract them. The name of the magazine ('Your Times, Your Life') uses personal pronouns which makes the magazine seem personal to the reader which is what they will want to see as they will feel the magazine is being aimed at them. Also, as the content is celebrities, fashion, etc, they may feel that if they read the magazine they will be able to get the latest fashions and have the latest news on celebrities, which is what a lot of people this age will desire to have. I have chosen the masthead to be one of the main features of the page and clearly stand out so that the reader will be able to recognise it again and also this is a main code of an e-magazine.

The colour scheme of my magazine is mainly black and white and grey, with the exception of the images. I have chosen to do this so that it is suitable for both genders and the use of the contrasting colours allows the main features of the page stand out. Despite this, I have varied the colours used for the titles so it makes the page interesting and does not look boring to the consumer. I have also chosen to change the background of the front cover and double page spread so the colour scheme is varied so the magazine is aesthetically pleasing to the readers. The use of the black writing in contrast to the backgrounds also makes the magazine appear professional as it provides consistency throughout the magazine which is what the readers will want to see and expect. I have also placed the main article in black so it is clear that this is the main article of the magazine and will attract the audience. A convention of the magazine is also the pictures being related to the genre of youth culture. These pictures will generally be appealing to the target audience and they may aspire to be like the celebrities and fashion in the images.

A201

The content of my magazine is very appropriate for the target audience as I have incorporated social networking into the magazine, which is what the majority of the target audience will be able to relate to and also look for. This is effective as the readers may see something that they particularly like and will be able to follow this person on Twitter so they will be able to look into it further. The majority of the target audience will also use social networking so by making this one of the main features they will feel like they can relate to it and will also make it more personal if they are able to follow this person themselves as they will like they are closer to that celebrity.

As I have created an e-magazine I have not included one of the main codes of a print magazine, being the barcode and price, as this will be available online. Despite this, one of the main codes of an e-magazine is the option for a reader to subscribe to the magazine. I have placed this option at the top of the page next to the masthead so this is one of the first things that the readers will see. Giving them the option to subscribe is also an example of the media theory uses and gratifications as it gives the reader the option whether they want to subscribe or not, depending on whether they like the content or not. This is always



effective as it may make the reader intrigued but what is going to be in the other issues of this magazine.

The internal links at the top of the page also conveys uses and gratifications as it is giving the reader the different options on what to read inside the magazine. This acts as a contents page of the magazine as it conveys to the reader what the content is and what it will be every week. The hypodermic needle is also used on this page by providing images after each subheading on the page so the reader has a small insight into what the rest of the magazine will contain, for example, 'This week's best dressed' has three images underneath it but inside the magazine there will be a full article on this. This is important for the niche market as they will want to immediately know what is inside the magazine so they are able to decide whether they want to read further. This also provides the magazine with a clear and simple layout which is important as younger people may lose interest easily if the page is too busy and hard to read, therefore by making it clear, it will keep them interested and will be tempted to read further.

The mode of address of the magazine is also very suited to the target audience so they are likely to feel like they can relate to the magazine and will be immediately aware that the magazine is aimed at young people. For example, the use of the word 'selfie' and 'what's hot'. The readers are likely to be attracted by this as this will feel that the magazine is quite informal which is what they will expect and want to see. This is also effective as magazines are usually read when relaxing so they would not want to read anything that is too hard or tiring.



I created a double page spread on Taylor Swift. I have chosen to use this celebrity as she is of a similar age to the target audience so they may feel like they can relate to her and also they are likely to desire to be like her as she is so successful. I also felt that even though it could appear to be more suited to girls, men could be interested in it also as she

attractive and extremely successful. I have chosen to use a plain light grey mise en scene as I wanted all the information to clearly stand out on the page as the black writing clearly stands out against the light background. I decided to use this colour as it is not specific to either gender and also I wanted variation with the background colours so it does not appear

boring to the reader and also looks aesthetically pleasing. The font that I have used for the main article is quite feminine which I thought would be appropriate as her clothing also appears quite feminine and conveys to the reader that she is likely to be a girly girl which is what the target audience could be interested in and girls may desire to be like. It is also in large bold writing allowing it to be the denotation of the page which is what the readers will want to see immediately so they are able to decide whether they want to read the rest of the article.

I have placed a quote in bold text in the middle of the article so it appears as one of the main focal points of the page. I have particularly written this quote so it conveys that one of the main themes of the article is her love life, which is likely to attract the target audience as they may feel that they could get relationship advice, etc, which is what the older readers could be interested in. They may also be very interested in this also as a lot of young people will desire to be like celebrities and a lot of people desire to constantly know about celebrity lives.

I have also linked fashion and social networking into the article so it would also interest more people. I have stated at the bottom of the first page what she is wearing as a lot of girls this age will desire to look like her and she is likely to be wearing the latest fashions which are what they will want to see. The social networking link will also allow for larger targeting as the majority of young people nowadays have some link to social networking and they will feel that they will be able to get closer to this celebrity if they are able to follow them on Twitter which will make it more personal to them.

This article uses A.I.D.A firstly by simply allowing the readers to find out more about Taylor Swift's life and how to follow her on Twitter, etc. This is likely to apply to the market that I am trying to attract as they are likely to desire to want to know more about celebrity lifestyles and also they may feel like they can relate to her as she is a similar age to the target audience. Secondly my article creates interest through the embedded bold quotation that is placed in the middle of the article, this is likely to attract the audience as they will feel they will find out about her love life and may think that they will be able to get advice from it which is what the older readers may be interested in as they will be at the age that they may start having relationships also. Having a large image of Taylor Swift is also likely to interest the reader as she is attractive and looks aesthetically pleasing to the reader. They are also immediately made aware of whom the article is about so they will be able to decide whether they want to read the article or not. This also links to desire as they are likely to desire to be like as she is attractive and extremely successful for her age. Also the mode of address appears quite personal as she is looking directly at the reader, making it almost appear quite seductive, which relates to the article as it is about her love life. Action is the final part of A.I.D.A, this is a personal thing as it is up to the reader whether they want to take action and read the article, whether they like Taylor Swift or not. However, I think that

Asiel .



the target audience are likely to want to take action as this is the type of content they would be interested in as teenagers are very often interested in celebrity lifestyles.

Uses and gratifications technique is also conveyed here as it gives the reader the choice whether they want to purchase the product or not as the article does not force them. This is effective as they do not want to feel pressured into reading the magazine. I also think this is appropriate for this article as they may not necessarily like Taylor Swift, which they probably already have an opinion on. Despite this, they may be interested in the rest of the magazine, they so are able to choose whether they want to read further or not.

Overall, I think that my magazine suits the genre well and it meets the needs of the target audience, which I found out from my focus group. Despite this, I was unable to take any photos myself as I feel I was not able to take any professional looking photos that would particularly suit this genre. However, even though I was unable to do, I think my magazine looks professional and would appeal to my audience well and they are likely to be attracted to it. I also decided that I did not want to go by what I drew out in my sketches as after creating my layout I did not think that it looked professional enough so I decided to change them.

MSD.  
Full and detailed critical  
evaluation but i'm still concerned  
about the lack of original work  
re photos and the final product.

Moderation report: AS Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 03/05/2014.

Unit being moderated:

Unit 1:

Unit 2: 2-1: Skills Development.

Unit 3:

Original mark given:

28/30.

Moderated mark and comment:

Mark agreed.  
A creative + thorough unit of  
work which has been carefully  
+ thoroughly planned from start  
to finish.

3/05/14.

to Mark sheet under this one &

---

Coursework Submission Document

Name :

Title of unit : 201

Deadline:

Date handed in:

Date returned:

Teacher Comment

Thought, creative, well planned portfolio. All 5/6  
debated - all aspects of exam, plans 258/9  
and prediction. Considered use of Media language  
throughout and clear evidence of skill  
development throughout. 6/6  
2009 9/19

Student Comment:

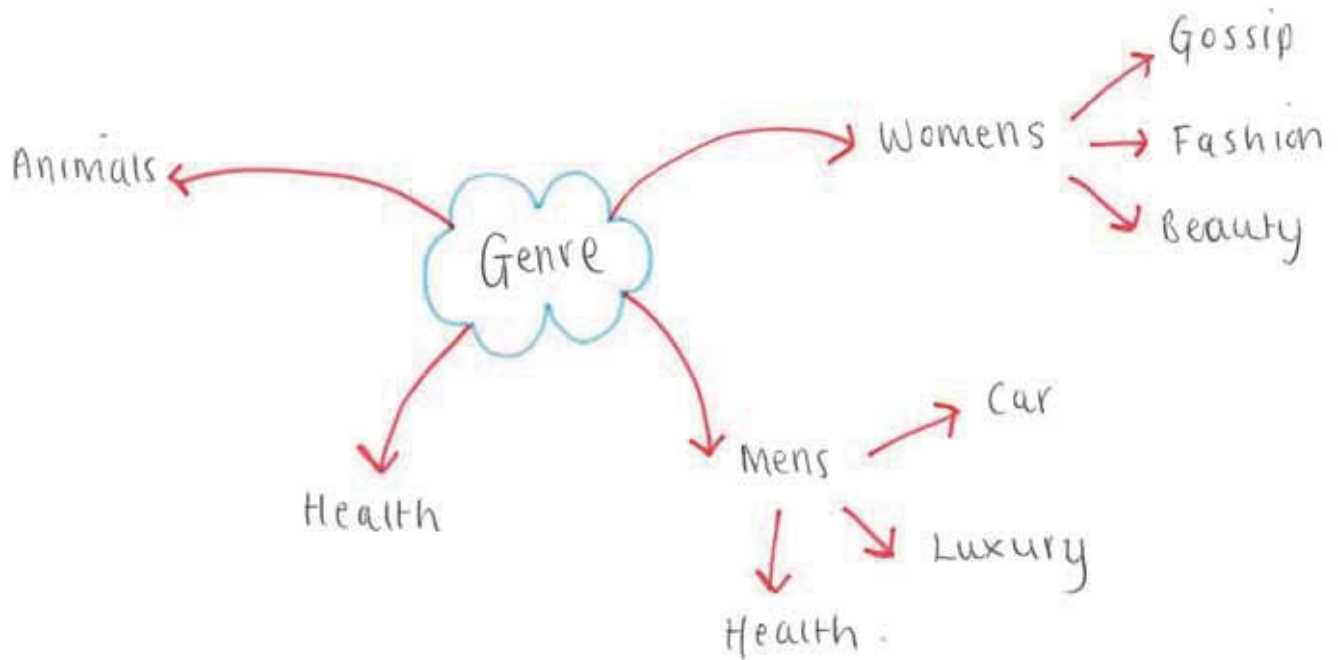
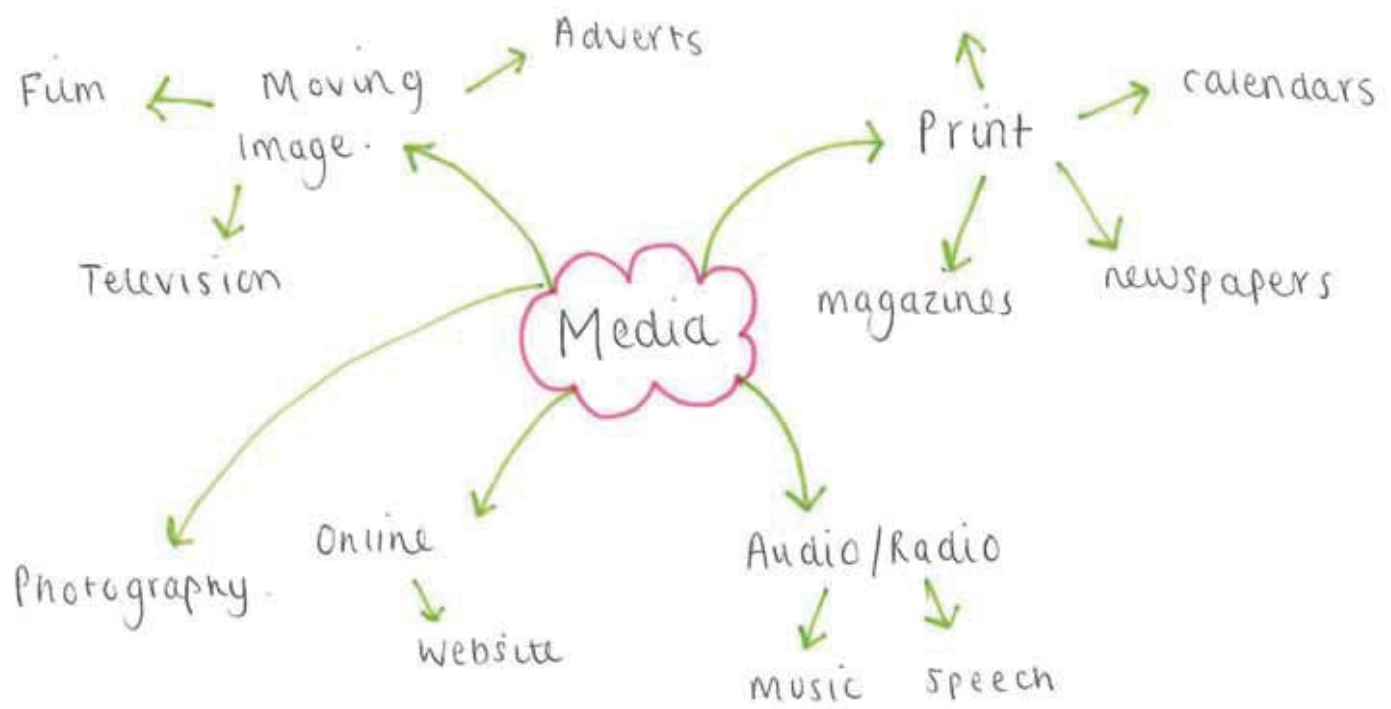
Band 3 28/30

17/3/12

Teacher signature

Student Signature





## Possible skills development

- Research
- Creativity
- Camera
- Planning
- Design

- Photography
- Time management
- Editing
- Layout
- Writing

- Organisation
- IT
- Production
- Recording
- Directing

Action	How	When	Achieved	Contingency	Notes
Write Action Plan	Create a table outlining the different things I will need to do for my Unit 2.	Week Ending 20/09/13		Look into different parts of the unit.	Make sure I am always organised and stick to the dates.
Produce a Skills Audit	Create a table stating what my current levels of skills are.	25/09/13		Research.	Decide on which skill I would like to develop the most, and ensure that I am constantly trying to develop it.
Analysis of Research Methods	Strengths and Weaknesses of different research methods.	3/10/13		Use the internet and ask others what are the ways of researching.	Look at questionnaires, internet and focus groups ensuring I look in detail at all the strengths and weaknesses.
My own Research Methods	Research into the making of my media product.	14/10/13		Use the internet and look at other magazines in shops.	Look at fashion magazines, and see how they are produced.
Existing Products	Research into other products, and compare what other magazines are like.	18/10/13		Ask teacher.	Study at least 2 magazines and look at their photography and see what features I can use in my own magazine.
Analysis of equipment available	Compare strengths and weaknesses of my equipment compared to what professionals use.	25/10/13		Use the internet, or ask people already in this profession.	Ensure I look at the analysis between professional equipment and my own as there will be some differences.

ASD

Research	Look more into how I am going to do my final product and the type of photos I want to take.	29/10/13		Use the internet or ask the teacher.	Ensure I know how to develop my skill.
Take photos for my magazine	Get all equipment ready to take my photos and edit them.	7/11/13		Research how to use photoshop.	Make sure I know how to use photoshop, so I can make my photos look professional.
Layout	Start the layout of my magazine, drawing sketches for each page.	15/11/13		Ask the teacher.	Make sure my layout is aesthetically pleasing and will appeal to the consumer.
Context	Add in the context of my magazine, ensuring it has a high literacy level.	21/11/13		Look at existing magazines for ideas.	Make sure the content is related to the magazine and easy to read.
Photos	Add in my photos once I have edited them.	26/11/13		Ask the teacher.	Make sure they look good on my layout.
Design	Ensure my design and layout is the way I want it, make final improvements and adjustments.	29/11/13		Relook over my work, could ask teacher for their view.	Look over my final piece of work and make any adjustments.
Evaluation	How have my skills improved over the process of my creating my product.	6/12/13		Ask teacher.	Look at how I have improved my skills.
Evaluation skills audit	Show my improvements in creativity and technical skills throughout my creating of my magazine.	12/12/13		Ask teacher, look at previous skills audit.	Make sure I have looked at all aspects of my work stating what is good and how I can improve.



**Skills Audit**

<b>SKILL</b>	<b>LEVEL</b>	<b>EVIDENCE</b>	<b>HOW I WILL IMPROVE</b>
Research	Intermediate	In GCSE media I researched different audiences for magazines and what genres were popular. Also, for the dual award I had to research different music organizations and conglomerates for my exam.	I will have to do market research for my product before I create it so I know who my target audience is and know the demographics of my audience.
Layout and Design	Intermediate	In GCSE media I created a magazine with the stereotypical codes and conventions, so I aware of what worked for different target audiences.	Use new software and experiment with the different layouts and features to ensure my magazine looks as professional as possible.
Planning	Beginner	None.	Use a range of different planning techniques to see which is the most effective so I am always knowing what I need to do to meet the deadlines for my final product.
Editing	Beginner	In GCSE media, I created a magazine and edited the photos that I used for my front cover and the article, using an online photo editor.	I will use Photoshop to edit my photos so I can improve them and use more effects.
Photography	Intermediate	For the products I have created in the past, I have taken pictures for my magazines and posters.	Use a range of different camera techniques to create the best photos as possible to they look appealing to the consumer.
Time Management	Intermediate	I have had deadlines to meet in the past for my coursework subjects.	Ensure I complete everything on time, so I need to plan my time effectively.

ABC

## Strengths and Weaknesses of primary and secondary research

There are two types of research: primary and secondary. Primary research consists of questionnaires, focus groups and interviews whereas secondary research entails looking on the internet, reading through books or articles, and finding statistical information.

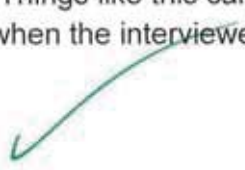
### **Primary Research**

Primary research takes many forms, the most common type is questionnaires. They are quick and easy to create and not very time consuming to fill out, especially if there is a suitable amount of questions. From the questionnaires, you are able to analyse your target audience's preferences and opinion on your product. The advantages of this are that the information is coming first hand from my target audience, so it is a reliable source of information and it has not been manipulated in any way unlike secondary research may have been. Questionnaires can also be anonymous, so people often feel they can give more honest results rather than what they feel is socially acceptable. They are also quick and easy so you are able to gain information needed, because you are able to ask open and closed questions. This allows you to gain statistics and opinions which will help you decide what you want to create. One of the main advantages is that you can tailor the research to your exact needs and find out all the details needed.

Despite the advantages of primary research, there are also disadvantages. One of these is that the questions asked on them may be too closed, so I may not get detailed and people may feel they cannot express their specific views. They may have a low response rate and I could find it hard to distribute my questionnaires to the correct audience as my target audience is large as it is teenage girls.

Other ways I could do primary research are, focus groups and interviews. There are two ways which you can do this, structured or unstructured. Structured interviews are useful as you will be asking exactly the same information to everyone, in exactly the same way. This means you will get reliable results because people can't answer different questions and distort the results. The advantages of unstructured interviews are that over structured ones ask specific questions so you may not get people's actual opinion because it is not an option for them. The advantages of both of them are that you can collect information from people, as well as building a rapport. These can be more reliable as you can see the people's reactions face to face and you have time to ask any other open questions so you can get the exact responses and feedback that you want/need. You are also able to go off on a tangent which may help you develop your work further and get more interesting results.

Despite the many advantages, there are also disadvantages. Things like this can be time consuming and it may take a lot of planning to find a time when the interviewees





are all available. It will also take up a lot of time to type up a transcript or the notes that you have gathered from the interview. You may also get more dominant people in the group so their opinion may come across stronger and other people's opinions may be overshadowed.

Focus groups are very useful if you already know your target audience and how to gain extra information from them. But they are very good for collecting detailed information and people's personal opinions, perceptions and viewpoints. They can save time compared to individual interviews with each person. They also provide a wider range of information. However, they are not very good at collecting general research because they can get out of hand and you may go off on a tangent because there can be disagreements in viewpoints. However, this can be overcome by ensuring there is not too many people in the group at each time.

### Secondary Research

The main type of secondary research is analysing existing products. Types of secondary research include; books, internet, television and radio.

Books are good sources of secondary research as you know they will be genuine and reliable sources of information. However, you are not able to update books so some of the data and research you find may be out of date so you have to ensure you check the publishing date so you can get accurate information.

The internet is a good source of research as it has such a diverse range of information and the majority of research you need to will be found on the internet. It is also easy to access and is mainly kept up to date. However, for popular websites such as, Wikipedia, anyone can publish the information so sometimes it may be unreliable. It can also not provide you with direct opinions, unlike questionnaires, etc.

If you are researching adverts or television programs, it is important that you look at the ones that have been successful, or if you look at ones that have failed, you need to understand why they have. By looking at showing times, the channel and programs around them, you are also able to get an idea of the target audience. Despite this it could take a long time to carry out this research and it is hard to show your examples in your analysis. This is the same for radio research.

The overall advantages of secondary research are that its not as time consuming as you don't have to rely on others. You must find the information and results myself and I am not able to rely on other people to provide me with the information, so I am not let down or given false results. You are also able to find internal information on products/businesses when you are analysing. It also allows you to find information, like statistics, so you can find potential gaps in the market which helps you decide on your product.

However, the disadvantages are that they can often be reliable sources, or the information found may be out of date or irrelevant. The information you research may



also be from an unsuccessful company so you are analysing something that would not work.

Depending on the types of secondary research you do, it can also be quite costly. If you have to buy several magazines to analyse, it could cost a lot and it also may be quite time consuming because you have to look at a wide range to make your research worthwhile. ✓

Good understanding of a range of different types of research.

Name:

Age: 16.

This questionnaire is about magazines with the genre of fashion.  
Please tick the appropriate box that applies to you..

1. When you see a magazine, what is the first thing that you notice on the magazine?

The masthead (title)

The main image on the front

The colour scheme

The freebie

The tasters (writing around the outside)

2. What would you like to see most in a fashion magazine?  
Rank order in preference, 1 being the highest..

The new trends 1

Celebrity outfits 2

Wedding fashion 7

How to get the best make-up 4

Accessories 5

Celebrity stories 6

Hair 3

Relationship help 8

3. Would you prefer the magazine to be in A4 or A5 size?

A4

A5

4. Would a freebie/competition encourage you more to buy the magazine?

Yes  No

5. Would you prefer to have celebrities, models or ordinary people on the front cover?

Celebrities  Models  Ordinary People

6. How much would you be prepared to pay for this genre of magazine?

£1+  £2+  £3+  £4+

7. How often would you want to buy to buy the magazine?

Weekly  Monthly  Bimonthly

8. What adverts would you like to see in the magazine?

Specific clothing shops  Perfume  Accessories   
Hair  Other  If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women  Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

\_\_\_\_\_ To many adverts .  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for taking part in my questionnaire.



Name:

Age: 18

This questionnaire is about magazines with the genre of fashion.  
Please tick the appropriate box that applies to you..

1. When you see a magazine, what is the first thing that you notice on the magazine?

The masthead (title)

The main image on the front

The colour scheme

The freebie

The tasters (writing around the outside)

2. What would you like to see most in a fashion magazine?  
Rank order in preference, 1 being the highest..

The new trends 1

Celebrity outfits 2

Wedding fashion 7

How to get the best make-up 5

Accessories 4

Celebrity stories 3

Hair 6

Relationship help 8

3. Would you prefer the magazine to be in A4 or A5 size?

A4

A5

4. Would a freebie/competition encourage you more to buy the magazine?

Yes

No

5. Would you prefer to have celebrities, models or ordinary people on the front cover?

Celebrities

Models

Ordinary People

6. How much would you be prepared to pay for this genre of magazine?

£1+

£2+

£3+

£4+

7. How often would you want to buy to buy the magazine?

Weekly

Monthly

Bimonthly

8. What adverts would you like to see in the magazine?

Specific clothing shops

Perfume

Accessories

Hair  Other  If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women

Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

More adverts than articles

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Thank you for taking part in my questionnaire.

Name: \_\_\_\_\_

Age: 21

This questionnaire is about magazines with the genre of fashion.  
Please tick the appropriate box that applies to you..

1. When you see a magazine, what is the first thing that you notice on the magazine?

The masthead (title)

The main image on the front

The colour scheme

The freebie

The tasters (writing around the outside)

2. What would you like to see most in a fashion magazine?  
Rank order in preference, 1 being the highest..

The new trends 2

Celebrity outfits 1

Wedding fashion 7

How to get the best make-up 4

Accessories 3

Celebrity stories 6

Hair 5

Relationship help 8

3. Would you prefer the magazine to be in A4 or A5 size?

A4

A5



4. Would a freebie/competition encourage you more to buy the magazine?

Yes  No

5. Would you prefer to have celebrities, models or ordinary people on the front cover?

Celebrities  Models  Ordinary People

6. How much would you be prepared to pay for this genre of magazine?

£1+  £2+  £3+  £4+

7. How often would you want to buy to buy the magazine?

Weekly  Monthly  Bimonthly

8. What adverts would you like to see in the magazine?

Specific clothing shops  Perfume  Accessories

Hair  Other  If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women  Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

Nothing  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for taking part in my questionnaire.

Name:

Age: 16

This questionnaire is about magazines with the genre of fashion.  
Please tick the appropriate box that applies to you..

1. When you see a magazine, what is the first thing that you notice on the magazine?

The masthead (title)

The main image on the front

The colour scheme

The freebie

The tasters (writing around the outside)

2. What would you like to see most in a fashion magazine?  
Rank order in preference, 1 being the highest..

The new trends 1

Celebrity outfits 3

Wedding fashion 8

How to get the best make-up 2

Accessories 6

Celebrity stories 1

Hair 5

Relationship help 4

3. Would you prefer the magazine to be in A4 or A5 size?

A4

A5

4. Would a freebie/competition encourage you more to buy the magazine?

Yes  No

5. Would you prefer to have celebrities, models or ordinary people on the front cover?

Celebrities  Models  Ordinary People

6. How much would you be prepared to pay for this genre of magazine?

£1+  £2+  £3+  £4+

7. How often would you want to buy to buy the magazine?

Weekly  Monthly  Bimonthly

8. What adverts would you like to see in the magazine?

Specific clothing shops  Perfume  Accessories   
Hair  Other  If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women  Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

advertisements per every page  
or non-celeb stories which  
arent funny/important.

Thank you for taking part in my questionnaire.



Name:

Age: 17

This questionnaire is about magazines with the genre of fashion.  
Please tick the appropriate box that applies to you..

1. When you see a magazine, what is the first thing that you notice on the magazine?

The masthead (title)

The main image on the front

The colour scheme

The freebie

The tasters (writing around the outside)

2. What would you like to see most in a fashion magazine?  
Rank order in preference, 1 being the highest..

The new trends 2

Celebrity outfits 1

Wedding fashion 7

How to get the best make-up 3

Accessories 5

Celebrity stories 4

Hair 6

Relationship help 8

3. Would you prefer the magazine to be in A4 or A5 size?

A4

A5

4. Would a freebie/competition encourage you more to buy the magazine?

Yes  No

5. Would you prefer to have celebrities, models or ordinary people on the front cover?

Celebrities  Models  Ordinary People

6. How much would you be prepared to pay for this genre of magazine?

£1+  £2+  £3+  £4+

7. How often would you want to buy to buy the magazine?

Weekly  Monthly  Bimonthly

8. What adverts would you like to see in the magazine?

Specific clothing shops  Perfume  Accessories

Hair  Other  If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women  Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

Too many adverts.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for taking part in my questionnaire.

Name:

Age: 32

This questionnaire is about magazines with the genre of fashion.  
Please tick the appropriate box that applies to you..

1. When you see a magazine, what is the first thing that you notice on the magazine?

The masthead (title)

The main image on the front

The colour scheme

The freebie

The tasters (writing around the outside)

2. What would you like to see most in a fashion magazine?  
Rank order in preference, 1 being the highest..

The new trends 1

Celebrity outfits 2

Wedding fashion 3

How to get the best make-up 4

Accessories 5

Celebrity stories 7

Hair 6

Relationship help 8

3. Would you prefer the magazine to be in A4 or A5 size?

A4

A5



4. Would a freebie/competition encourage you more to buy the magazine?

Yes

No

5. Would you prefer to have celebrities, models or ordinary people on the front cover?

Celebrities

Models

Ordinary People

6. How much would you be prepared to pay for this genre of magazine?

£1+

£2+

£3+

£4+

7. How often would you want to buy to buy the magazine?

Weekly

Monthly

Bimonthly

8. What adverts would you like to see in the magazine?

Specific clothing shops

Perfume

Accessories

Hair  Other  If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women

Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

Pointless adverts.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Thank you for taking part in my questionnaire.**

Name:

Age: 17

This questionnaire is about magazines with the genre of fashion.  
Please tick the appropriate box that applies to you..

1. When you see a magazine, what is the first thing that you notice on the magazine?

The masthead (title)

The main image on the front

The colour scheme

The freebie

The tasters (writing around the outside)

2. What would you like to see most in a fashion magazine?  
Rank order in preference, 1 being the highest..

The new trends 3

Celebrity outfits 2

Wedding fashion 7

How to get the best make-up 1

Accessories 4

Celebrity stories 0

Hair 5

Relationship help 8

3. Would you prefer the magazine to be in A4 or A5 size?

A4

A5

4. Would a freebie/competition encourage you more to buy the magazine?

Yes  No

5. Would you prefer to have celebrities, models or ordinary people on the front cover?

Celebrities  Models  Ordinary People

6. How much would you be prepared to pay for this genre of magazine?

£1+  £2+  £3+  £4+

7. How often would you want to buy to buy the magazine?

Weekly  Monthly  Bimonthly

8. What adverts would you like to see in the magazine?

Specific clothing shops  Perfume  Accessories   
Hair  Other  If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women  Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

\_\_\_\_\_ Lots of adverts .  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for taking part in my questionnaire.



Name:

Age: 16

This questionnaire is about magazines with the genre of fashion.  
Please tick the appropriate box that applies to you..

1. When you see a magazine, what is the first thing that you notice on the magazine?

The masthead (title)

The main image on the front

The colour scheme

The freebie

The tasters (writing around the outside)

2. What would you like to see most in a fashion magazine?  
Rank order in preference, 1 being the highest..

The new trends 3

Celebrity outfits 5

Wedding fashion 4

How to get the best make-up 7

Accessories 8

Celebrity stories 2

Hair 6

Relationship help 1

3. Would you prefer the magazine to be in A4 or A5 size?

A4

A5

4. Would a freebie/competition encourage you more to buy the magazine?

Yes

No

5. Would you prefer to have celebrities, models or ordinary people on the front cover?

Celebrities

Models

Ordinary People

6. How much would you be prepared to pay for this genre of magazine?

£1+

£2+

£3+

£4+

7. How often would you want to buy to buy the magazine?

Weekly

Monthly

Bimonthly

8. What adverts would you like to see in the magazine?

Specific clothing shops

Perfume

Accessories

Hair

Other

If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women

Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

None celebrity stories about regular people, who is not interested in.

Thank you for taking part in my questionnaire.

Appropriate question design.

Name:

Age: 16

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The main image on the front

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The freebie

The tasters (writing around the outside)

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Rank order in preference, 1 being the highest..

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A5



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Other

If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women

Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

The pages towards the back that contain lots  
of writing (small celeb news) <sup>(TV advertisement)</sup> would rather  
just have full page spread's throughout.

Thank you for taking part in my questionnaire.

Name:

Age: 50

This questionnaire is about magazines with the genre of fashion.  
Please tick the appropriate box that applies to you..

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The masthead (title)

The main image on the front

The colour scheme

The freebie

The tasters (writing around the outside)

2. What would you like to see most in a fashion magazine?  
Rank order in preference, 1 being the highest..

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A5

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Models

Ordinary People

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Accessories

Hair

Other

If so, please specify \_\_\_\_\_

9. Would you like the whole magazine to be based around women or would you like there to be some men related articles?

All women

Men related articles

Finally, please make a few comments about what irritates you the most about magazines in general and why?

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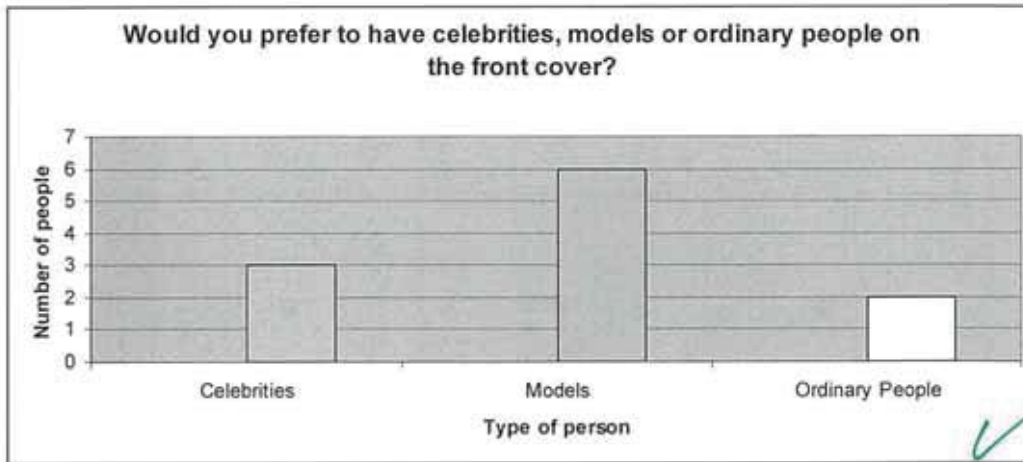
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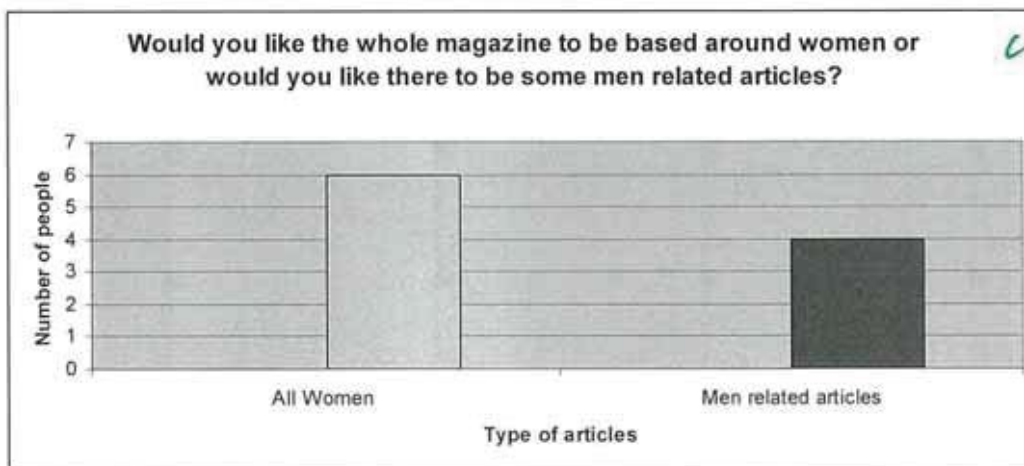
**Thank you for taking part in my questionnaire.**



**Results from my questionnaire on magazines with the genre of fashion**



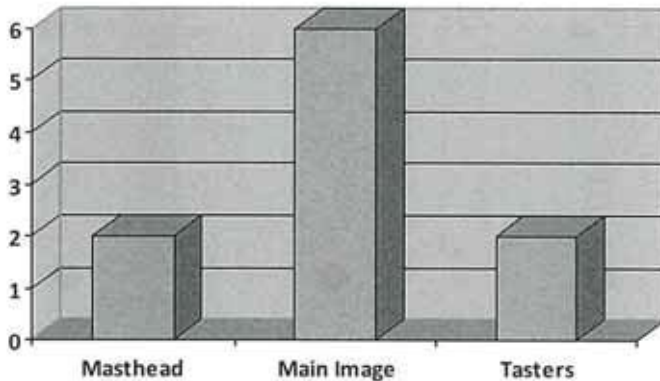
One of the questions on my questionnaire was 'would you prefer to have celebrities, models or ordinary people on the front cover'. The result of this was that people would most like to have models on the front cover. I think this is mainly due to the fact that models are stereotypically attractive so it would grab their attention. Also the majority of the target audience would aspire to look like a model so they may be persuaded to buy the magazine as they think it may help them to look like this. Although the majority of people wanted models on the front page, some people said they would like celebrities or ordinary. I think that people said they would like celebrities on the page because this implies that inside the magazine there will be an article about them. If they particularly like the celebrity on the front then would be persuaded to buy the magazine. This links in to Maslow's hierarchy of needs as it shows respect by others because the target audience will look up to them. For ordinary people, I think people would like to see this as it would show people that are actually similar to themselves instead of people that have been made to look perfect. The target audience will be interested in this as they can relate to the person.



Another question that I asked was about fashion magazine articles and whether people would like to have 'men related' articles or 'all women'. My results convey that the majority of people would like to have 'all women' related articles. I think this is due to

fashion magazines being aimed at women and stereotypically it would only be women reading them so they would not want/need to have 'men related articles'. However there was a minority of people that said they would also like to see 'men related' articles. I think this is due to the fact that it can give women ideas for presents or they may be interested in things or their partners, etc. After seeing these results I created an advert for my magazine that was just related to women.

**What is the first thing you notice on a magazine?**

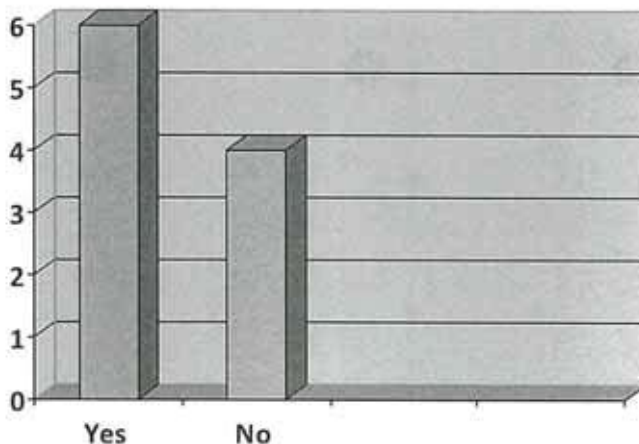


From this graph you are able to see that the first thing that consumers notice on a magazine is the main image that is presented on the front cover. As I am developing my photography, I need to ensure that the image I am taking for the front cover looks as aesthetically pleasing as possible and also appeals to the

consumers as much as possible. I will also need my photo to connote fashion as I want the consumers to notice that it is a fashion magazine as soon as they look at it. The masthead and tasters are also important features of the page, so I need to make this suit the target audience, by ensuring the colour scheme and articles relate to fashion and also using colours that are stereotypically associated with women.


**Would a freebie encourage you to buy the magazine?**

*Good presentation of data*



As you can see from these results, a freebie would encourage people to buy a magazine. From seeing these results I am going to include a freebie on my magazine, I will place this at the top so it is one of the first things that the reader will see so they will be encouraged to buy it.

These results convey that consumers must desire to have free gifts so they may be more encouraged to buy the magazine. I will just state on the front that there is a free gift inside so the consumer will have to read the magazine and hopefully see something like they and buy the magazine.




## Focus Group Questions

Date:

1. What are the common fashion magazines that you are aware of?
  - Vogue
  - Company
  - Instyle
  - Elle
2. What features of these magazines persuade you to buy them?
  - Free stuff
  - The main image
  - Tasters on the front cover
3. What are your favourite fashion or beauty brands? eg. Topshop, Maybelline, etc.
  - Topshop
  - Max Factor
  - Benefit
  - No. 7
  - River Island
4. What would you say makes a fashion magazine interesting?
  - Content
  - Horoscopes
  - different/varied fashions
  - different articles and adverts
5. What would you particularly like to see in fashion magazines?
  - newest fashions
  - ~~ex~~ celebrity fashion
  - make-up hair
6. Is there anything that you would like to improve about fashion magazines?
  - less adverts



## Focus Group Results



As other primary research I carried out a focus group so I was able to ask more open questions compared to my questionnaires. I decided I would make my focus group unstructured as I wanted people to give me their actual opinions so I was able to gather reliable results. I gathered together 8 different girls ranging from 16 – 20 so I was able to get a range of different opinions from a few different age ranges.

As you can see from the first question, people are aware of the main and most popular fashion magazines in the market; this conveys that I am going to have a lot of competition so I need to make my magazine stand out against others. I will also have to use my other secondary research to see what type of content is inside these magazines, so I am able to see what seem to be the most popular features.

For the second question you can see that people are clearly attracted to magazines if there are free gifts inside the magazine. From seeing these results, I think I should include a free gift in my magazine because this will entice people to look at my magazine and also may be encouraged to buy the magazine. The main image also seems to be an important feature of the magazine so I will have to ensure that the photography for my front cover looks professional so it will attract the consumers and make them feel encouraged to buy the magazine. The tasters on the front cover also seem to be an important feature so I will have to make sure they are current to what is going on in the fashion world and also make sure they stand out to the consumer to encourage them to buy it.

I thought I would ask what people's favourite brands are so I know the type of products and brands to advertise in the magazine. The brands that have been suggested are ones that seem to be very popular currently in the fashion industry and brands that I would advertise anyway. There has been a lot of make-up brands suggested which conveys that I should also advertise make-up and beauty brands, as well as clothing.

The content of the magazine seems to be the most interesting thing for the reader so I need to ensure that the articles and adverts are current and are what the consumers will want to see. Although my magazine is fashion related, from my focus group, I can see that people also think that horoscopes are an interesting feature. This is a very general thing so it will suit my audience as some people will find this interesting. I also need to vary my adverts and articles so it is not all the same information, also so it is an interesting read for consumers.

For the next one, I thought that an important question to ask would be what people particularly like to see inside in fashion magazines, so I ensure I include all the important features so I am meeting the needs of my consumers. As it is a fashion magazine, consumers would expect to see the latest fashions inside the magazine so I need to ensure that this is the main content of the magazine. People also like to see celebrity fashion inside magazines because celebrities are stereotypically known to be fashionable so consumers may desire to look like



them and wear the same clothes, so they will be interested in seeing what they are wearing. Hair and make-up is also something they would like to see as these are other elements of fashion.

I also wanted to see what people would like to improve about fashion magazines because I wanted to meet the needs of the consumers as much as possible. As the only thing that people said was less adverts, I need to ensure I only include adverts that are relevant to the consumers and what they will be interested in.

Good summary of data





## Magazine Analysis Gemma Jones

The magazine I have chosen is 'InStyle'. Fashion magazines. These only interest a certain market, teenage/ young adult girls. As the niche market is fairly large, they have made parts of the magazine, which will attract them, stand out. The use of the well known actress/model will attract the niche market as they are most likely to recognise her. A man would not be attracted to this magazine because of the content. The provocative picture may attract their attention but the text on the page will not, as it is clearly aimed at the reader.

The masthead 'InStyle' isn't the most obvious text on the page, but as it is at the top of the page people are most likely to recognise it first. The word 'SEXY' provides the connotation of the magazine as it jumps out to the reader to make them more interested in the magazine. Using words like this will attract the niche market as they may aspire to be this and they are led to believe that the magazine will help them be this. By making the content more obvious than the title it draws people in because they will immediately know what the magazine is about and would be willing to spend a reasonable amount of money on the magazine. It gives the reader a taster of what is inside. Therefore the uses and gratifications allows the reader to decide whether they want to purchase the magazine or not.

The use of celebrity endorsement is shown through the main picture on the page being 'Diane Kruger'. This provides the denotation of this magazine. As people will recognise her it will attract them as they may be interested in why she is on the magazine. As her name is also written on the page it conveys that she has a story in the magazine 'On fashion, Hollywood & being in love'. This shows that she is one of the main topics of this issue. The niche market may aspire to be like her as she is young, professional and pretty; aesthetically and intellectually. They reader may feel an affinity with her as she is all these things.

The colour scheme that has been used here is different shades of pink; pastel and bold. The bold colours have been used for the main subtitles to make them stand out and the pastel shades have been used for less



relevant information which doesn't stand out as much. Using these colours clearly conveys the niche market as pink is stereotypically associated with girls. This will automatically draw their attention to this magazine as these colours are the colours that the niche market will be looking for. As they have used a bold colour it automatically stands out on the page against the white background. Linking to Maslow's Hierarchy of Needs, the model's outfit does not match the colour scheme but it still uses a pastel shade which links in with the rest of the page. The model has clearly chosen her outfit to match the different colour shades on the page. This shows creativity. Putting the model in a different colour makes her stand out on the page against the classic white background.

Abc  
↳  
They  
QWC

The model's outfit shows maturity, femininity and class. This is shown through the material and the colour. The colour scheme will immediately make the reader think of elegance, grace and femininity. The design shown on the model's dress shows that extra time and care has been taken in the magazine so the reader may think that this attitude will be taken throughout the magazine. Also this conveys that like most females, they take pride in their appearance.

analyse

The phrase 'NEW FASHION TRENDS' is the strapline of this magazine. This phrase implies that inside the magazine it is going to show you the latest fashion trends before anywhere else. The niche market will be very interested in the new fashions as they would aspire to be up to date with the trends.

A.I.D.A is a technique that has been used for this magazine. **Awareness** is the first part of AIDA. This is shown through the strapline and other text on the front cover, this makes the reader aware of the content of the magazine. **Interest** is the second part of A.I.D.A, celebrity endorsement makes the reader interested as they may be interested in the life of the celebrity on the front cover. On the cover it has the text 'DIANE KRUGER, On fashion, Hollywood and being in love'. This will immediately attract the niche market's attention as people would aspire to be able to talk about all these things, like she is. The phrase 'Whats SEXY now' will also interest the reader and people would want to know what is 'sexy now' and may aspire to be sexy.

They

The niche market will **desire** to have all the top trends and to look good. The editors have chosen to highlight this as this is what the niche market will want to see so they will desire to be up to date with all the new fashions.

**Action** is the final part of A.I.D.A, the uses and gratifications allow the reader to have the choice whether they would want to buy the magazine,

but after using all the codes and conventions it will persuade the reader enough to buy the magazine.

QWC  
ML

The mode of address uses personal pronouns such as 'your' and 'you'. They have used these to draw the reader in as it makes it personal to them and they will feel involved in the magazine. As the niche market is teenage girls it is appropriate that they have used informal language or slang. If you read a magazine cover which uses the pronoun 'you', you automatically feel like it is being aimed at you. When the magazine has a more personal approach, people believe that the magazine is perfect for them and will encourage them to buy it.

AD

At the top of the page it claims that the magazine is 'YOUR OWN PERSONAL STYLIST'. This makes the magazine very personal to the reader as they have used personal pronouns. People would be interested in this as it implies that inside the magazine there will be different styles for everyone. Most of the niche market would aspire to have their own personal fashion stylist so this would be the cheaper option as most people would not be able to afford one. This will make the reader immediately attracted to buying the magazine.

A code and convention of this page is that the price is in the top corner in small font, making it less noticeable. This is done so that it will not put the readers off, so they become attracted to the magazine and want to buy it, before they see the price. If they saw the price first and are not interested, they may not bother to read the rest of the front cover.

I chose to use fashion as my magazine genre because I love fashion and reading about the new trends and gossip. Even though the products inside the magazine are usually out of my price range, I find it interesting to look at all the different and unusual celebrity styles. Magazines like are very useful to the niche market as it is 'Your Own Personal Stylist' and a lot of people will get their fashion inspiration from magazines like this. The content is very interesting and as each issue there is a different celebrity to read about there is always new and exciting things to read about. The content fits the niche market perfectly.





## Magazine analysis

The second magazine that I have chosen is 'ELLE'. The genre of this magazine is also fashion and only interests a minority of people, teenage/young adult girls. The cover of the magazine automatically attracts the niche market through the bright, colourful fonts and the use of the well known actress/model Emma Watson. As Emma Watson is at the same age as the majority of the niche market they will be attracted to the cover as they may aspire to be like her as she is young, beautiful and very successful. Also she is very well educated and intelligent. The niche market would aspire to be

like this also, as they are young and may strive to be this successful. As most people would only know her from modelling and acting this will persuade them to buy the magazine as they may be interested in what her life is like outside of her profession. This conveys celebrity endorsement. Making 'EMMA WATSON' the main focus of this magazine it conveys that the magazine is classier than most gossip/fashion magazine and this will attract the niche market. The provocative picture may gain the attention of a man, but they would not be interested in looking any further into the magazine as the content that is conveyed is clearly for women/girls. The magazine is known for its use of pictures and modelling throughout, so this would appeal to the niche market who are interested in finding out about celebrity styles and the latest trends.

The masthead of the page is the title, 'ELLE'. Similarly to my other chosen magazine, this is not the most obvious text on the page but it is the thing that people are most likely to recognise first as they will be looking for it. The word 'NEW' is in the same colour as the title and stands out as it is in a large, bright font. This provides the denotation of this magazine. The word 'NEW' immediately attracts the attention of the niche market as it implies that they will get all the newest trends inside the magazine, before anyone else. Also showing this conveys that the content of the magazine of the magazine will mainly be based on fashion and this is what the niche market will be interested in. By making the content more obvious than the title it draws people in because they will immediately know what the magazine is about and would be willing to spend a reasonable amount of money on the magazine. Every young woman is concerned about looking aesthetically pleasing so they may feel that this magazine could help them be this. It gives the reader a taster of what is inside, therefore the uses and gratifications allows the reader to decide whether they want to purchase the magazine or not.

QWC  
MC

QWC  
MC

QWC



The word 'FREE!' immediately stands out as it is at the top of the page, next to the title. It has been put in the same bold, bright colour as the title because it will immediately attract the reader's attention because this is what people will be interested in as everyone likes the idea that you can get something for nothing! The writing below informs the reader that the free gift is a 'STYLISH MAN & PEDI, for every reader'. This is what the niche market will be interested in, especially as it is free. This will interest the reader as some readers that will be young cannot afford some products.

The colour scheme that has been used automatically sets the niche market. Similarly to my other chosen magazine, this colour has been chosen as pink is stereotypically associated with girls. As it is a bold, bright colour it stands out clearly against the white background. Also as there is black text on the page it matches the models outfit and also clearly stands out against the white background. This will automatically draw their attention to this magazine as these colours are the colours that the niche market will be looking for. The variation of fonts is used for details that are less relevant to the page. This conveys creativity. Also it shows the reader that there has been a lot of time and care taken to give the reader as much information as possible. This will imply that this attitude will be taken throughout the magazine. Linking to Maslow's Hierarchy of Needs, the model's top does not fit the colour scheme but it has been carefully chosen to make it stand out against everything else on the page: This conveys creativity.

The denotation of this magazine is Emma Watson. The way she is being portrayed on the page is conveying a masculine side to her as her pose is not very lady-like. As most people would recognise her from her role in 'Harry Potter' they would automatically assume that she is a shy, innocent girl like her character. Her clothing, pose and make-up immediately conveys a rebellious side and people will be interested in this as they will be interested in what her life is like and her personality. As her top is glittery it also shows femininity and this provides a contrast to the page.

Using the technique A.I.D.A in this magazine is very effective. **Awareness** is conveyed by the magazine simply being on the shelves and using bold, bright fonts to attract their attention. Also by highlighting the content of the magazine makes the reader aware of what they can expect when reading the magazine. **Interest** is shown through the way the editors have picked out words that the niche market will be attracted to and have highlighted them to gain their interest. An example of this is the word 'TRENDS'. This will immediately attract the niche markets attention as this what they would be looking for. Also celebrity endorsement will get them interested as they may want to read about the life of the celebrity on the front cover and aspire to be like them. **Desire** is the third part of A.I.D.A, this helps to encourage the reader to buy the magazine. The uses and gratifications let the reader decide whether they want to buy the magazine or not. Making 'Emma Watson' the main feature of the magazine is appropriate for the niche market as they may feel they can relate to her as she

Appl

deliberate  
choices

and  
They

is at a similar age. Also as she is famous and beautiful they may desire her and this will encourage them to buy the magazine. The niche market will also desire to have the top trends and this is what the magazine highlights that it does, when it says 'THE NEW TRENDS'. The magazine has created enough persuasive to make the reader take **action** and buy it. The use of the catchy words and phrases convinces the reader to purchase it as they know what it is going to be like. If all the codes and conventions have been covered, the viewers have either brought the magazine or regret not buying it.

Similarly to my other chosen magazine, the mode of address uses personal pronouns, such as 'your'. They have used words like this to address the reader and make it personal to them. It makes it sound like the content is aimed at you so the magazine has a more personal approach. The informal language suits the niche market. This will interest them as they may be put off if the language is complicated and formal. They want to relax after a hard day at school/ work, so they would not be interested in anything too strenuous.

The price is displayed at the top of the page in small font. This makes it less noticeable to the reader. This is one of the codes and conventions of this page. The technique is used for many magazines so the reader does not get put off by the price and the content will get them interested first. If they saw the price first and they do not like it then they may not even bother to look at the content.

I think that this magazine attracts the attention of the reader similarly to 'InStyle' magazine. They have both used the same techniques to do this; celebrity endorsement, bold bright fonts and words that the niche market will be interested in. I personally find that the 'InStyle' magazine looks classier, more feminine and elegant. Both magazines highlight the fact in bold fonts that the content is full of the 'NEW TRENDS'. This is effective as they are highlighting the content that the niche market wants to see.

debutted a series of  
a range of products

AS28



## Comparison between professional equipment

APC



Professional publishers have many resources and facilities available to them to make their magazines look professional and aesthetically pleasing. Photo-shoots are vital to fashion magazines as they generally provide the denotation of the front cover and is one of the main things that attract a consumer to the magazine. They have access to the latest fashion items and often use celebrity endorsement on the front cover. Their magazines are going to be a lot better quality than something that we are going to produce because they have better quality technology and all the correct resources to be able to produce something that their



target audience are going to buy. In school we are only going to be able to produce photos using the people around us and for a fashion magazine, trying to dress the person in what you feel are the latest fashions and what your consumer will want to see. This may still appear to be aesthetically pleasing to your audience but you are unable to use features such as, celebrity endorsement. This will limit us slightly with what we are able to produce and how we can attract our audience as much a professional magazine could.

Professionals have access to professional studio lighting that can make the photos look a lot better and more aesthetically pleasing. When I take my photos I am going to be at a disadvantage as I will not be able to create the right lighting and lighting effects that professionals will be able to. I will be able to edit my photos using Adobe Photoshop, which is what professionals use but I will not have the initial lighting effects that professionals would have. This will cause my photos to look less aesthetically pleasing to the audience and also I will not be able to airbrush the model, like other magazines are able to. Despite this, when I edit my photos I will be able to create different effects so it looks attractive to the target audience.





**Adaptive Resolution**  
Designers no longer have to concern themselves with preview resolution settings and screen performance. Adaptive Resolution in QuarkXPress means the graphics are rendered in real time in the highest required resolution to match image zoom, crop and position. Text stays as text and vectors stay as vectors with no more low-resolution previews.

**Leading-Edge Technology**  
The Xanon graphics engine in QuarkXPress 10 has been engineered from the ground up to leverage the latest in processor technology. It utilizes the dedicated vector processors within each core of your hardware and supports multi-threading, SSE3 and Advanced Vector Extensions (AVX), so you can be confident in world-class graphics performance.

**Wow**  
Graphics look stunning in QuarkXPress 10 thanks to a native and deep understanding of image and vector files. Pan and zoom to see graphics come to life.

**Rich PDF**  
QuarkXPress 10 natively understands every aspect of placed PDFs within a layout. This includes fonts, vectors, colour spaces, layers, transparency, blends, and gradients. Rather than working with low-res PDF previews, PDFs are dynamically mapped to the Xanon object model and rendered in real-time.

**Advanced Image Control**  
Control layers, blend modes, colour channels and clipping paths for placed Photoshop, TIFF\* and PDF files all without leaving QuarkXPress using the new Advanced Image Control Palette.



Professionals are able to use software such as, Quark to create the magazines. In school we only have access to Microsoft Publisher and Microsoft Word to create the whole magazine. This will put us at a disadvantage because do not have the features that Quark does to make it look professional and

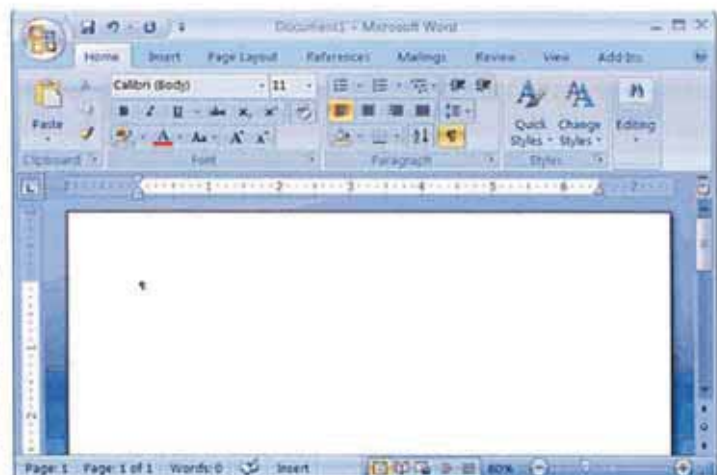
pleasing to the audience. As the main image provides the denotation of the front cover, we are able to use Photoshop to make it look aesthetically pleasing, however, for the rest of the magazines layout, we are unable to make it as professional as magazine companies would be able to.

### What equipment I will use



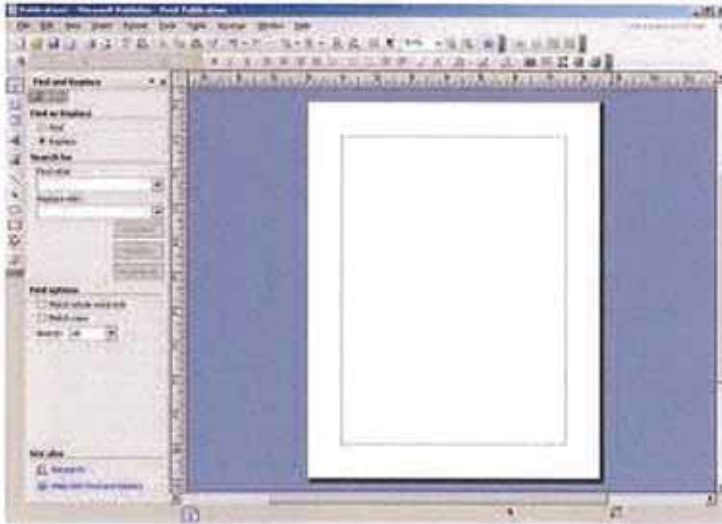
In school we have access to SLR professional cameras. This is going to help me with taking my pictures for my magazine as they are going to look clear and professional. Photography is also the skill that I am developing so it will help me further because I will be able to use equipment that is similar to what professionals use. I will able to experiment using the camera to see which type of shot I prefer the most and looks most effective on the front of my magazine.

One of the softwares I will have access to is Microsoft Word. I will be able to crop and edit my photos to make them look aesthetically pleasing for the consumers. I will also be able to add text to my photos and copy and paste parts of my magazines to and from this software. This will help me as I will be able to use



APL

additional software to edit my magazine and may even use this software to create my full magazine.



Microsoft Publisher is another resource that I will have access to when creating my product. This will allow me to do very similar things to Microsoft Word but it is easier to use when producing a magazine because it allows you to vary the layout of the page and also move things around on page easier. It also allows you to publish your work, and has features that professional publishers may



use when creating their magazines. This is the most likely software that I will use to create my magazine because it is easy to use for layout and design.

Photoshop is the most important software that I will have access to for my skill development. As I am developing my photography skills, this also includes editing the photos so they look aesthetically pleasing to the consumers. Professionals will also often use Photoshop so I will have access to some similar software that they have, so my final product has the opportunity to look very professional.



Photoshop will give me the opportunity to edit my photos and crop parts out to make it look more aesthetically pleasing and also, change the colours of parts of the image and change the way the image looks completely. As my skill being developed



is photography, I do not want to have to change the image to much as I want it to look as professional as I can when I initially take the photo.



## Research of current photographers

### Nick Knight

✓ *intensity direct  
of machine*

Nick Knight is one of the most current fashion photographers of this era, he has recently been described as 'changing the face of fashion photography'. He has shot photos for magazine projects and also catalogues for designers and brands, such as Alexander McQueen, Calvin Klein, Christian Dior, etc. As well as doing fashion photography, he also has also been approached to direct music videos, with one his most recent being Lady Gaga's, Born this Way video.

*AP20*



As you can see from his photography, he tends to generally use plain and simple backgrounds so the main image on the page stands out as being the main focus. Knight tends to come up with new and more creative ways of positioning the models that makes his work particularly stand out compared to others. He also mainly focuses on trying to capture the detail of what the model is wearing by using effective lighting and camera angles. As you can see from this image, he has used lighting to clearly convey the pattern and detail of the dress that this model is wearing, and then used different lighting on the front of the model, so it creates an almost silhouette effect, which puts extra emphasis on the clothing.

Here is another photograph taken by Nick Knight. As you can see he also uses contrasting and bold colours for the model's clothing, so it stands out and looks very aesthetically pleasing to the viewer. Knight has once again used a plain background so the colours of the clothing stand out and you can clearly see the detail of it. Despite their being a few different elements that make up 'fashion', he particularly focuses on the clothing aspect of it as you can tell from his photos. You can also see from this photo that he has cleverly edited this photo at the bottom to create the look he is wanting, and also makes the image look professional. He also mainly takes long-shots which backs up the point of him focusing on the clothing because then the viewer is able to see the full style that he is trying to create.





## Research for my photography



Before I took my photos, I researched some current magazines to see what type of poses and colours that are used on magazine front covers. I have chosen this magazine as I particularly liked the pose that this model is doing because by having her arms up, it highlights her jewellery as well as her dress and make-up which conveys the all the different elements of fashion.

I also particularly like the photo being a mid-shot as we are able to see the detail of what the model is wearing and also her hair and make-up as well which is what the consumer would also be interested in. I think that this image will also attract the consumer because you are able to see

the direct eye-contact that the model is making with the audience, which makes the magazine seem more personal to the reader and may attract them to the magazine.

The colour of her dress is also creating the colour scheme of the magazine so I think I will have to choose the outfits for the model before I decide the colour scheme. The clothing that the model wears also clearly conveys the season so I will also have to choose which season issue I want my magazine to be before I take the image and then choose the colour scheme.

Here is another example of a mid-shot. In this photo as well, she is also doing a similar pose to the previous one as she is putting her hands up so we are able to see all the detail of what she is wearing. As her outfit is different it is good that they have used a mid-shot because you are able to see the detail of it and also the detail of her make-up and hair. I think that this image will attract the consumers because it is different to what other magazines may choose to do, and also it portrays Lady Gaga's personality because she likes to be different.

The colour of her hair is also contrasting the other colours on the page which makes the image stand out compared to others. This is good as will attract the consumers to look at it and if they do this, they may see something they like and be encouraged to buy the magazine.



## Project Brief

### Product

A women's fashion magazine, focusing on all the different elements of fashions, so it appeals to my target audience.

### Skill

The skill that I am developing is photography. I am going to use an SLR camera so my photos are up to the highest standard as possible. I am also going to use photo editing software such as, Photoshop, Digital Photo Professional and ZoomBrowser DK. This is going to help me develop my skill further as I will be able to edit them so they look as professional as possible.

### Aim

I am aiming to create a magazine that is going to be aimed at women around 18-28, as there are currently not magazines out there that are trying to aim their magazines to such a broad age range. By doing this, I will be hitting different audiences which is allowing for larger targeting. After I did my research and questionnaires, it was evident that people prefer to see celebrities on the front of magazines, but as I am not going to have access to celebrities, I am going to use a photo and try to make it look as professional as possible and act like I am using celebrity endorsement. My magazine will also use a specific colour scheme that is associated with women, so that it looks effective and also eye-catching to the audience. My magazine is going to be A4 sized as my target audience said this is what they would prefer magazines to be as they are easier to read. I also found out that the main image on the front cover is the feature that my target audience notice the most when they look at magazines, so therefore I will have to take my photos so they particularly appeal to the target audience and look aesthetically pleasing. My magazine will include a range of different advertisements, such as perfume, clothing brands and make-up, however, I am just going to create one advert, which will be for perfume. By doing this I am showing different all the different elements that make up a fashion magazine. My magazine will cost £3.50 as in my questionnaires people said they would be willing to pay £2 - £3+, due to this, I have decided on this price because my magazine is going to include some quite expensive clothing, so I am trying to aim it at people that may be able to afford some expensive things. This is similar to magazines such as Vogue and Elle magazine that are currently extremely popular.

I am aiming to create a front cover, contents page, article and advert to clearly convey how I want my magazine to look and all the layout and design of my magazine.








Production Schedule

	<u>Where and When</u>	<u>Props</u>	<u>Mise en scene</u>	<u>Talent</u>	<u>Equipment</u>
<b>1</b>	Model's bedroom 12th March 2014	None.	Wallpaper – Brick effect	Rachel Smith	Digital SLR Tripod
<b>2</b>	Model's Bedroom 12th March 2014	None.	Wallpaper – Brick effect	Rachel Smith	Digital SLR Tripod
<b>3</b>	Garden 12th March 2014	Camera	Garden/Grass	Amy Collins	Digital SLR Tripod

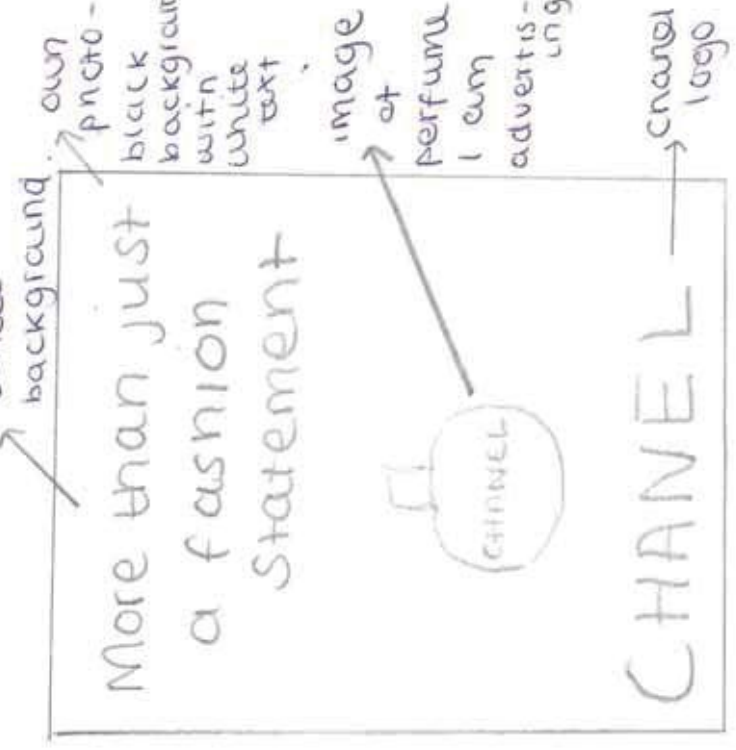
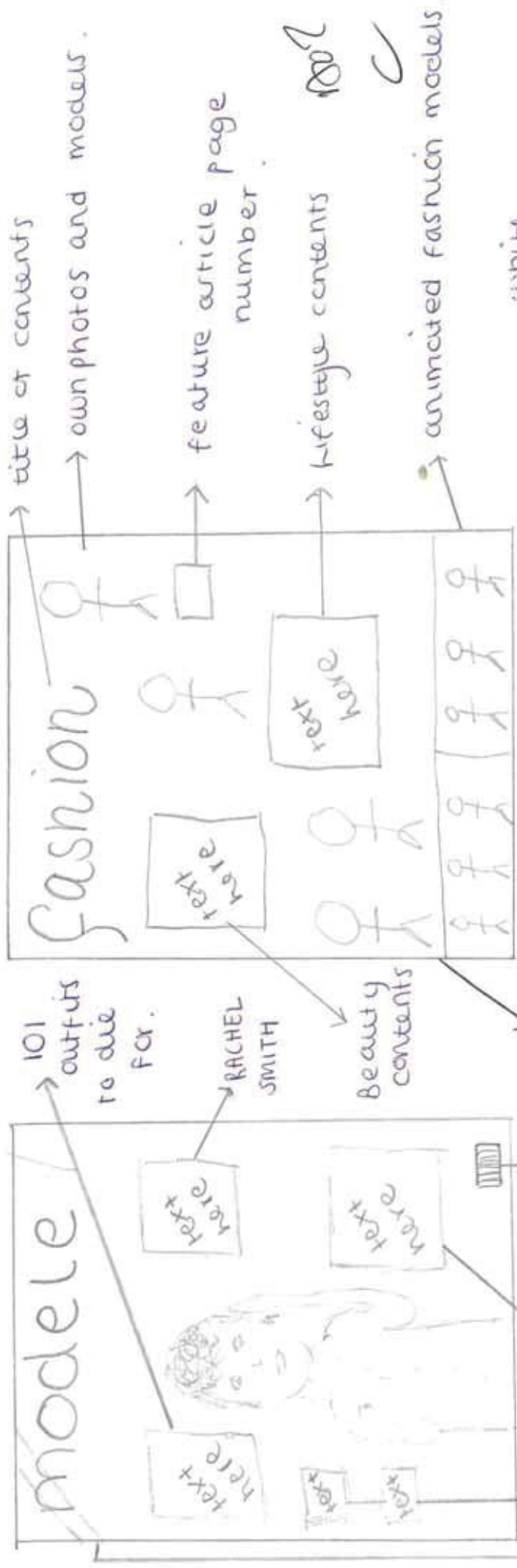
AS



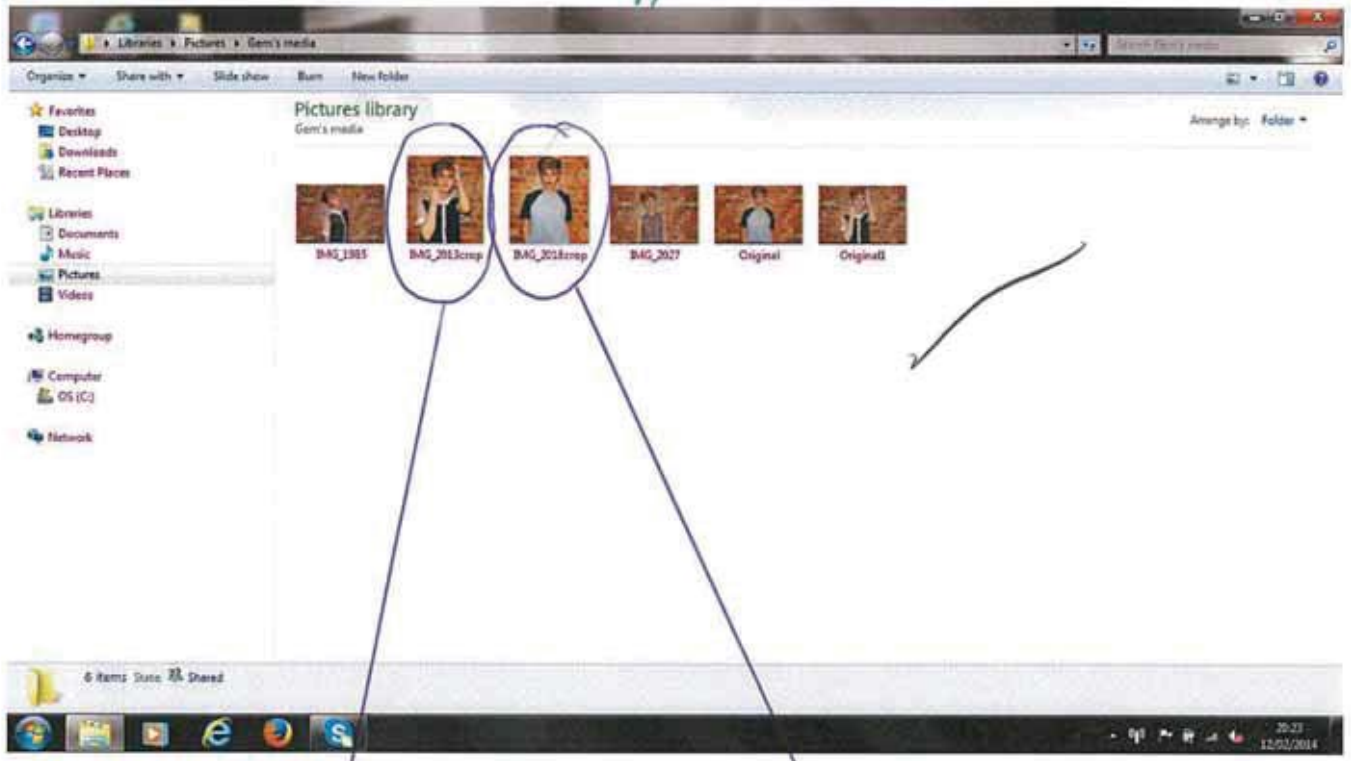
**Risk Assessment**

Risk	Level of Risk	Likelihood	Should I continue?	Notes
Clear working area 	Medium	Medium	Yes	I need to ensure that I keep the area clear, so ensure all wires and other items are not on the floor. Ensure I keep equipment somewhere safe. <span style="float: right;">AC</span>
Equipment being stolen	High	Low	Yes	
People falling over equipment	Medium	Medium	Yes	Ensure everyone is aware of the equipment being used and ensure everyone is being safe in the working area.
Injuries on set 	Medium	Low	Yes	Keep the set as safe as possible and use all equipment correctly.
Distraction in the house <i>Not a risk!</i>	Low	Medium	Yes	Ensure people are aware of when photos are being taken and close the door so there is no distractions.
Ensure the model has a break 	Low	Low	Yes	As it could be a long sessions, it is important to have a break as it may be tiring so she may not be able to perform as well.
Lighting being overheated 	Low	Low	Yes	Turn lights on and off to prevent overheating.
Illness 	Medium	Medium	Yes	Have to catch up with work as soon as possible and do other work in the meantime.

*Be clear about what's a risk + what isn't.*



APC



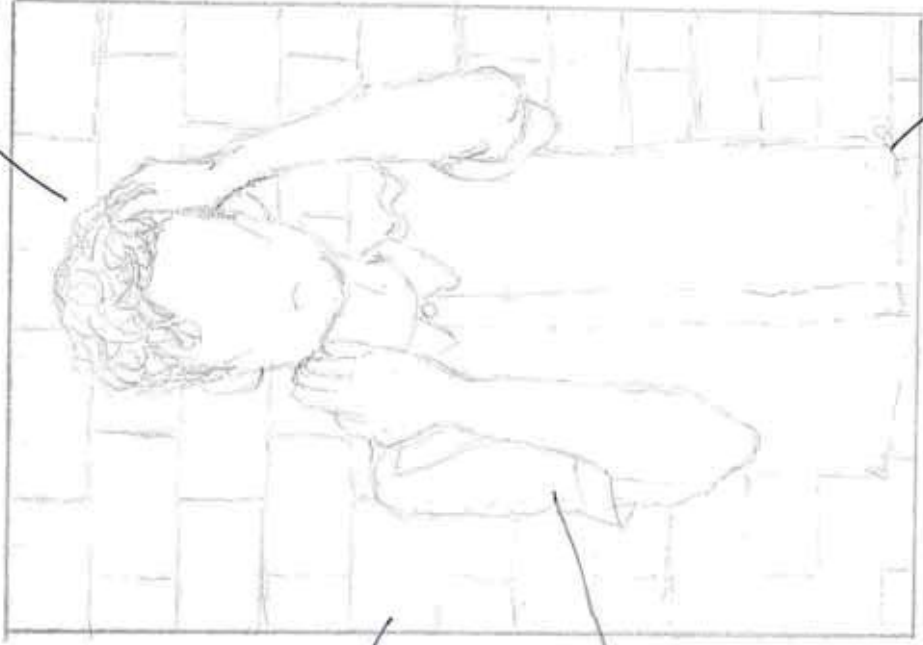
Here is a few of the photos I took for my magazine. I took a few pictures so I was able to test them for the layout of my magazine. This one that I have circled is the edited photo that I used for the front cover of my magazine.

This is another photo that I used on my magazine. I tested this for the front cover but I thought it looked best on the contents page of my magazine.



# Photo Sketches.

camera angle: medium shot



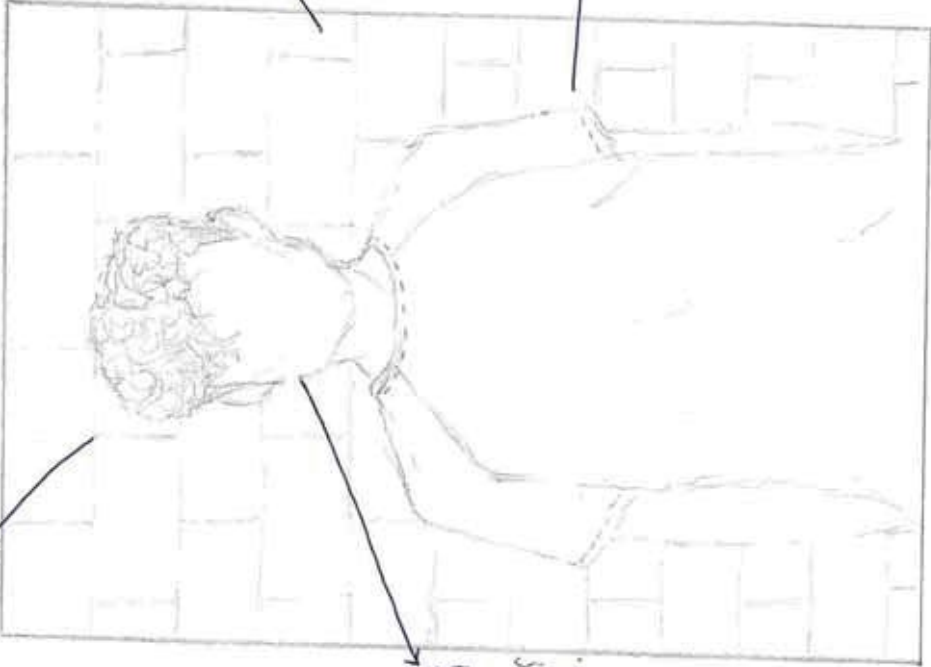
Mise en scene: brick wall.

model posed with hands by face

props: clothing

where: Rachel's house  
 when: 7/11/13  
 who: Rachel Smith  
 what: front cover image.

camera angle: medium shot



model posed with serious face.

Mise en scene: brick wall

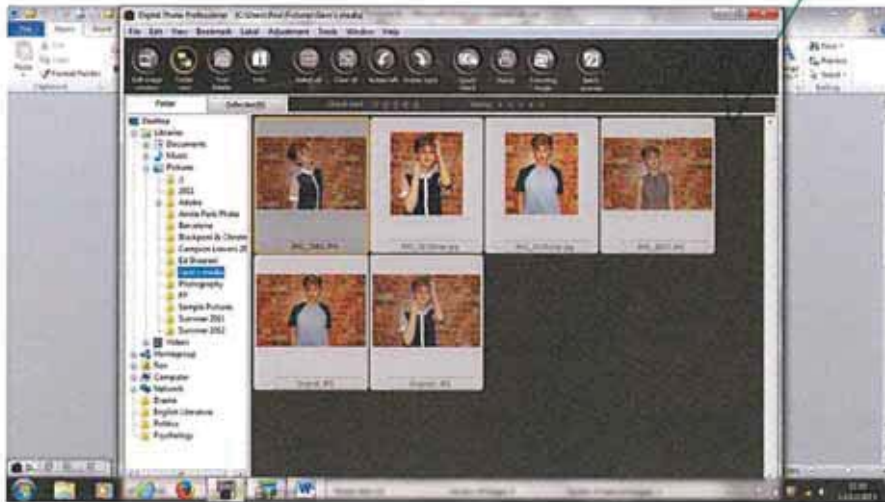
props: clothing

AP<sup>2</sup> C

where: Rachel's house  
 when: 7/11/13  
 who: Rachel Smith  
 what: contents page image

camera angle?  
 mise en scene?  
 props?  
 AP<sup>2</sup> C

## Photo Editing

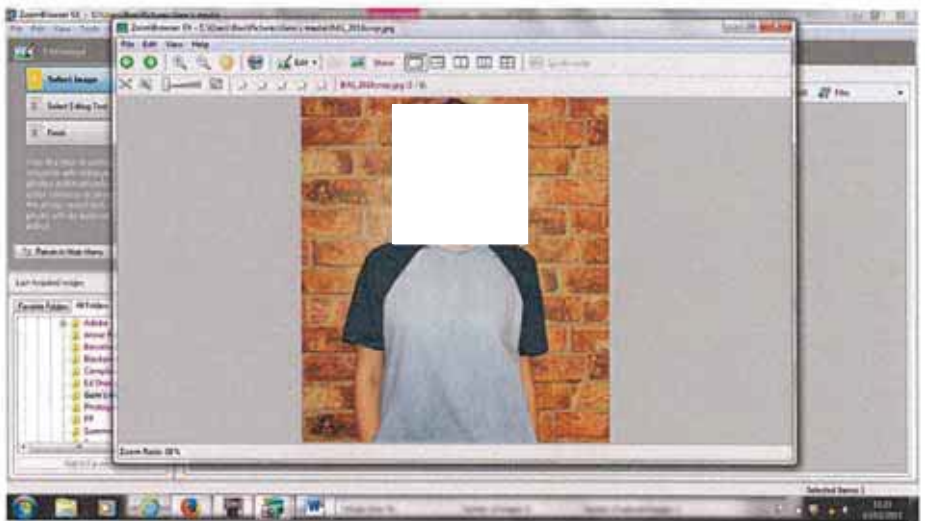


As I used my own laptop for my photo editing, I had access to other editing software, such as Digital Photo Professional and ZoomBrowserDK. This software is especially for editing and I am able to airbrush and add effects to the photos

*was this a positive influence on your work!*

that I have taken. As the skill I'm developing is photography, I wanted to edit the photographs that I'd taken as little as possible because I wanted to create the best effect I could from just simply taking the photo. I originally took a number of different images so I could decide which ones I thought would look best on my magazine front cover, and also on the other pages of my magazine. Above are the different images that I have taken and experimented with to try and create the most professional looking photograph for the main image on the front cover of my magazine.

After I had taken my photos, I chose two photos that I believed would be the best ones for my magazine front cover. Here is one of the images that I decided to edit. I chose this image as I thought it would be good to edit because I would be able to enhance the colours of the lipstick against the background and also the different shades of blue on her clothing. I feel that this made the image look very professional and also stood out because I am highlighting different features of the photo. By using this editing software I was able to airbrush the photo so I removed any blemishes or imperfections on the photo to make it look more professional. As I was able to use similar software to what professionals would use, I think that this makes my magazine look like current magazines that are on the market already,





APC

because they always make the models look perfect as they want them to look as aesthetically pleasing as possible.

*evidence of skill development*



The second software I used enabled me to change the brightness and contrast of the images, so they look aesthetically pleasing and also stand out against other magazines. This is the software that I used to highlight the different features of the image to make certain parts stand out. I was also able to crop the images so they would be the right size for my magazine. I think this was the most effective part of my editing as I think it made the photos look more professional and aesthetically pleasing. I think after editing my photos, they started to look like something you

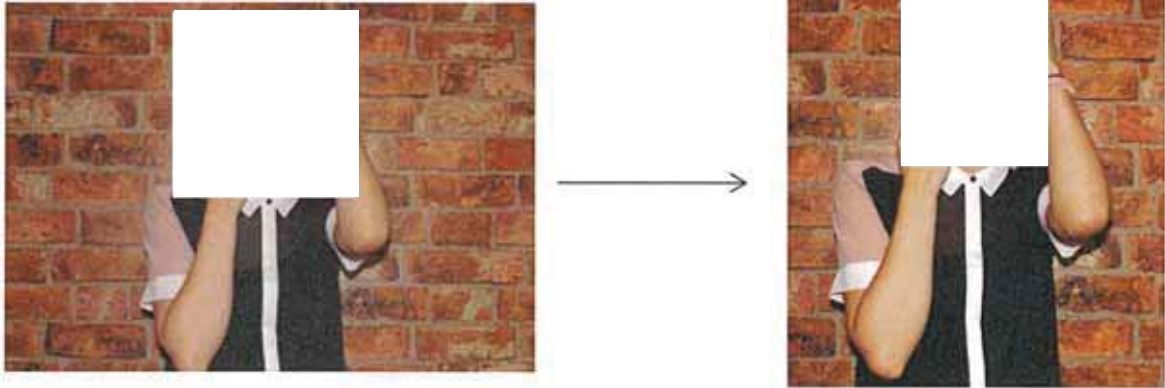
would expect to see on a fashion magazine, because there was emphasis on the clothing and also make-up in the photos.



The photo on the left is the original image that I took, and on the right is the photo once I had edited it. As you can see, I brightened the image because it originally looked quite dull, by doing this, it makes it stand out more against the background and also makes her skin look brighter and more appealing for a magazine front cover. The image has to look bright as it needs to stand out on the page and this is also the first thing that consumers will see, so they need to be attracted to by it. I then changed the contrast of the image so it emphasised some of her features, for example, the dark lipstick with dark eye make-up and also dark sleeves on her dress. I think that this highlights the fashion element of the photo as it conveys the different colours put together in the image so they all go together and also creates a



✓ P22  
colour scheme for the magazine. Finally, I cropped the image so it would fit on my magazine front cover.



Here is the second image that I chose to edit, the photo on the left is the unedited one and the photo on the right is after I have edited it. As you can see, I once again brightened the image to make it look clearer and more defined because the photo originally looked quite dull. I did not need to change the contrast of this picture very much because I decided for this image that I would use more pastel and natural colours, so they did not need to be emphasised. Despite this, as I brightened the image, it creates a contrast between her dark eye make-up and the pastel colours, which highlights the beauty of the image and different combinations of colours used in fashion. I also, cropped the image so it would fit the front cover of my magazine.

FREE GIFT INSIDE

# m o o d e l e

June 14

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FOR**

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# fashion



## BEAUTY

### BEAUTY CRUSH

32 - Get Kate Hudson's lush lips!

### FRAGRANCE

35 - Get the scents that you'll love!

### BEAUTY BUZZ

37 - Delicate nails and the hottest hair!



# 56

RACHEL  
SMITH

# 58

THE ART OF  
FASHION



## LIFESTYLE

### MENU

42 - Eat, Drink, Cook like the A-list!

### EXPLORE

45 - Explore London's shops and  
the best social scenes!

### TRAVEL

48 - First class travel news!





# 'GET THE L K FOR 2014'

Women's fashion is forever changing and evolving, each day, each year...

**F**ASHION experts are suggesting that 2014 is going to bring back a lot of the older styles that were once popular. At first they may not seem so appealing but in later months you will see them all over the place. In the fashion industry some trends with last just a mere second but others will make monumental history. It's just up to you how you wear it and what makes you look attractive.

One noticeable style that is already becoming popular is fringes on top of tights, tops, skirts, dresses and most women's clothing nowadays.

This was last fashionable during the 80's and is one of them fashions were it will look great on person and not so good on the next. Despite this, it's a great hit with all the popular high street and designer shops.



Fringe Dress, £280,  
Karen Millen



Coloured Jeans,  
£40, Topshop

## 'Fashion is a way of life, not just what you wear'

-Vivienne Westwood

## Hats off!

**Get ahead in the fashion world  
with a bespoke headpiece..**

Want a good tip for this season's top hat? Stephen Jones – whose celebrity clients include Vivienne Westwood and Dior – predicts black and white block hats with a classic shape. He says 'Think dramatic headpieces that make a statement without being too fluffy'. For more 'how to wear' tips and designs, visit

[www.stephenjonesmillinery.com](http://www.stephenjonesmillinery.com)



Contrast hat,  
£120,  
StephenJones



## Don't miss... MUSIC

**Tom Odell**

*Hold Me*

Following on from his 2012 record-breaking album *Long Way Down*, Tom Odell has come back with an amazing chart topping album, *Hold Me*. Modèle particularly loves track 3, *Grow Old With Me*.

**Also worth a listen...** Miley Cyrus, *Wrecking Ball*



22d

More than  
just a fashion  
statement



**CHANEL**



well designed product

Red

Skills	Skill level at beginning	Skill level at the end	How I have improved
Questionnaires	Intermediate - I have created a lot of media questionnaires in the past at GCSE.	Advanced - I have conducted a good range of open and closed questions as I have carried out questionnaires and a focus group. I then analysed them to gather my results so they are clear.	I have produced focus groups and also questionnaires and ensured I had a range of different open and closed questionnaires so I gathered the correct information that was as detailed as possible.
Research	Intermediate - I have researched different magazine audiences in the past for GCSE media.	Advanced - I have conducted a good range of both primary and secondary research in this unit.	I have done primary research and also researched existing magazines to see how they are produced. I have also looked at the different media theories involved in making these. I also looked into how professionals work and how I will work.
Planning	Beginner - I have not used a range of different planning methods before so I need to ensure I plan thoroughly.	Intermediate - I have tried to plan as much as possible, but sometimes things don't go to plan, therefore affecting your timings.	I have planned the whole outline of my project, breaking it down and setting myself deadlines for each part of the product. I produced a production schedule and created a time plan. I stuck the plan as much as possible allowing time for any contingencies.
Photography	Beginner - I have done a small amount of photography on the past but not at this level for a magazine that is trying to attract an audience.	Advanced - I had to consider different aspects of photography and different effects I could use on the cameras, so I have experimented with the zoom, camera angles, shutter speeds, etc.	When taking pictures for my magazine I had to ensure that they looked as professional as possible so they would appeal to my target audience. I also had to make sure I got all the lighting correct, because otherwise it would take a lot of editing to get them how I want them to look. I also had to ensure my camera was on the right setting.



Layout and design	Intermediate – I have created a magazine in the past so I have experimented with different layouts and designs.	Advanced – I researched how other magazines were laid out so I could get the best layout and design possible. I ensured there is a good balance between the amount of writing and also pictures.	I used Publisher and Word to make my magazine, as I thought these were the best software to use as they are easy and good for using both images and text.
Use of ICT	Intermediate – I did ICT at GCSE so I am aware of the basic features that I am able to use on laptops and computers. Despite this, I am not very clear on how to use the Apple Macs.	Advanced – I have experimented a lot with different softwares, such as word and publisher, and also used the Apple Macs to	I used the Apple Macs so I could use software such as Photoshop to enhance the development of my skill and also my magazine. I specifically improved my ICT skills on Publisher as I discovered all the different features you could use.
Editing	Beginner – despite me using photography in the past, I have not edited my photos using this software before.	Advanced – I have used a range of different editing software so I feel I know have good knowledge on how to use them and create the different effects that I want.	I did not originally know how to use Photoshop, and now I am able to use the basics of it to create the effects I wanted. I also used Digital Photo Professional which enabled me to change the contrast of the images and airbrush any parts of the photo that I did not want to make it look as professional as possible.
Analysis	Intermediate – I have had to analyse a lot of different media products in the past for GCSE media.	Advanced – I have had to carry out a range of different analysis, such as, questionnaire results, existing magazines, other photographers and also of my product.	I have analysed a range of difference things throughout this unit. I researched media theories that would enable me to conduct reliable analysis and also created graphs to back up my analysis.

ADD ✓

Time Management	Intermediate - I am used to having deadlines set so I have to always stick to my plans.	Intermediate - I have been able to stick to the deadlines I have made, but sometimes other factors affect my timing which led me to go off the plan and time plans I had set myself.	I set myself deadlines which enabled me to ensure I was also using my time management correctly and ensured that I got all the work done on time.
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clear evidence of skill development

npd

### Focus Group to test my product

Once I had created my product, I have decided to test it to see whether it meets the needs of my target audience and also what they think are the pros and cons of my magazine. I am going to use women aged 18-28 as this is who my target audience are, and this is who will be buying my magazine.

### People I interviewed:

Issy Jones: aged 17, unemployed

Mary Cooke: aged 19, part-time employment

Lorna Butler: aged 21, full-time employment

### Front Cover:

**IJ:** I think the colour scheme works really well as it is the summer issue, and you can immediately tell the magazine is for women. I also really like the image on the front as her pose is different so it stands out to the audience.

**MC:** I really like the main image on the front and also I think the black text on the page really stands out and highlights the main articles on the page which is what the reader wants to see. The page also has a good layout as all the information is clear and does not look overcrowded. I also really like how the colour scheme is the same as the colours of the model's clothing.

**LB:** The tasters on the page are really current to what is currently going on and what the reader will want to see so I think people would be attracted to the magazine. I also think the date and price are prominently positioned as this is important information that the reader will be looking for.

### Contents Page

**IJ:** I think the images on the contents page really convey the genre of fashion which is what the consumer will be looking for. I also think it is clear and the layout looks very creative but clear.

**MC:** I like the font that has been used as it looks feminine and the text is very clear and easy to read. The background being plain white also makes the writing stand out as the text colour contrasts this. The picture of the word 'FASHION' also conveys that the magazine is clearly focusing on fashion, as this is the genre.


**LB:** I like the layout of the page as it is clear and easy to read. I also like how that there are images related to the articles which shows what the main articles are in the magazine. The subtitles on the page make it very clear to the reader what the content and also format of the magazine will be.

### Perfume Advert

**IJ:** I think the layout looks really effective because it is very simple and clearly conveys what it is advertising. The photo/quote at the top always works really well because it implies that the perfume is more than just something you wear.

**MC:** I also think the layout works really well. As Chanel is a very well known brand it is good that the brand name is clear so it stands out and people will recognise it. The quote/photo at the top is also very effective.





**LB:** I like how the perfume bottle is positioned in the middle so people will know which bottle of perfume it is, as Chanel do a range of different perfumes, so it is clear to the reader which bottle it is.

**Article**

**IJ:** I really like how there is 3 different parts to the article, so it is not just telling you about fashion but it is telling you about the fashion lifestyle as well. It is also good that it is telling the reader about the latest fashions because this is what they will want to see.

**MC:** I really like the layout because it is not the stereotypically layout for a magazine articles so it conveys that the magazine is different which may portray the fashion in 2014 is going to be different. I like how it is giving the reader an idea of the fashion lifestyle as well, because people may desire to live this life.

**LB:** I like how there is a range of both designer and high street clothing being used as examples because it allows for larger targeting because people may be able to afford different things. The layout is also really creative. The eyes as the 'oo' in LOOK also looks really effective and very creative.

And

## Magazine Evaluation

mk

The genre I chose for my magazine was fashion. I decided to choose this genre as this is what I am most interested in and quite often purchase this myself. I went round local supermarkets to try and find out what the main codes and conventions of a fashion magazine are. After finding this out I decided that I was going to create a magazine suited for young female adults, focused on an age range of 18-28. This is a fairly wide audience so it will appeal to lots of people, and allows for larger targeting.

The aims of my magazine were to create a front cover, contents page, article related to my magazine and an advert. As the genre of my magazine was fashion I had to make my magazine as suited to women as possible so it would suit the niche market. I did this by using colours that are stereotypically feminine and womanly, such as; pink. This would attract the attention of the niche market as these are colours that they would be looking for when buying a magazine.

I had to use the appropriate software to create my magazine and for this I used Microsoft Word and Microsoft Publisher. To edit my pictures and writing I used Paint Shop Pro and FotoFlexer which enabled me to remove backgrounds and change the colours of the pictures. I chose to put my magazine in A4 based on my questionnaire results. The majority of people said that they prefer an A4 sized magazine because it is easier to read and more clear.

skill



My front cover (shown on the left) contains the main codes and conventions of magazine front cover. I have chosen a pastel colour for my masthead as it is a summer edition, so I wanted it to look bright and summery, so it was clear to the consumer, what season issue it is. As I have used pink as well, these colours are stereotypically associated with women so it will be immediately recognisable to the audience who the magazine is aimed at. The text is also bold so it stands out on the page, so it may start to become recognisable to consumers if they want to buy the magazine again. These colours also connote purity and summer, so they will. As the name of my magazine is 'modèle' it is quite clear to the reader that the genre of the magazine is fashion because fashion is the connotation of the word model. Also the connotation of the French term 'modèle' is sophistication and

c/c

glamour. This is appropriate for my magazine as the genre is fashion. Originally I chose to put the title behind the picture but I thought that because the picture is black and white the bold pink writing would stand out and attract the reader's attention. Although the masthead is very important, it should stand out so that the reader can remember for next time what it is called, if they are planning on purchasing the magazine again.

The front cover is also a code of my magazine. This is my own photo that I have used and then edited it using a range of different software's, such as Photoshop, Digital Photo Professional



ADD

and ZoomBrowser DK to make the image look more professional. I chose to take the picture as a mid-shot so I would be able to portray the different elements of fashion, such as the clothing, make-up and hair. I experimented with changing the image to have a white background but decided that it looked more professional when using this background, as although it is not completely plain, the model still stands out clearly and you still find yourself focusing on this. I thought the picture looked more effective like this as it shows the detail of the model but also has some background to make the image look more interesting. The close-up provides the denotation of the front cover as her facial expression conveys her opening her mouth slightly and looking directly at the audience. This makes the photo look almost seductive and it partly creates the mode of address because her looking directly at the reader, makes the magazine look more personal.

The colour scheme of my magazine is light pink, white and black. I have chosen this colour scheme as pink is stereotypically associated with women and black is very bold and will stand out. I have varied the shades of pink so that some parts of the front cover stand out more than others. This is also effective as it makes it interesting and does not look boring to the consumer. I have chosen to keep the background colour different as it provides a contrast to the other colours which makes the photo appear classy. Also as the majority of the tasters are in white writing, so they stand out against the background. I have also placed the main taster in black so it is clear that this is one of the main articles so it will attract the audience. A convention of my magazine is the picture being related to fashion, which is the genre. This picture will be generally attractive to the niche market and they may aspire to be like her as she is very pretty.

I have chosen the name 'modèle' as it means 'model' in French. I chose to change the word to French instead of English because Paris is stereotypically known for being the 'chic capital of the world'. Also the word 'modèle' sounds a lot more elegant compared to 'model'. This makes the magazine sound unique as it is in French but being sold in England. I chose to use this word as my magazine name as it relates to the genre of fashion. Also fashion magazines are historically known for containing beautiful women and using models to show off the latest fashions.

Good analysis

I have made sure that I have included the codes of having the price and barcode on the front cover. I have placed these at the bottom so they do not stand out to the audience and are not immediately put off by the price. I have included a freebie which is clearly conveyed on the front cover. I have chosen to just state that there is a freebie inside, instead of showing it on the front, so it will create interest and the reader will feel intrigued to know what is inside the magazine. I chose to do this as my questionnaire results conveyed that people would be more persuaded to buy the magazine if there was a freebie offered. As it states this next to the masthead it is something that the reader will immediately see. This will draw the consumer in as they think that they are getting something for nothing and the majority of people will naturally desire to have something free.

The strapline of my magazine is on the left hand side as this is the first thing we will read, as we read from left to right. This is one of the main features of my magazine so I want it to stand out to the consumer immediately. This is also what the niche market, who are interested in this genre, will be looking for. As I have used the words 'TO DIE FOR' this implies



APed

that the outfits in this magazine are going to be amazing and will be exactly what the niche market will be interested in. The niche market will aspire to have only the best outfits and that people would look at and would 'die for'. This hyperbole exposes the importance of looking good for young women.

I have also included other tasters on my front cover so the reader can decide whether they want to buy the magazine or not and what they should expect inside the magazine. For one of my tasters I have included the word 'exclusive' when it mentions a certain style of make-up. I have used underlined bold letters so it stands out. This will grab the reader's attention as the word 'exclusive' implies that you are only going to see an article in this magazine and nowhere else. This will encourage people to buy the magazine as they will feel like they are reading a unique article. Another taster that I have included when talking about 'RACHEL SMITH' is saying that she is talking about how to 'GET A BEACH-READY BODY'. This is what the niche market will be interested in as most young adults aspire to have the perfect body for going to the beach.

etc

The hypodermic needle technique is used in one of my tasters which is, 'GET A BEACH-READY BODY'. This taster instructs the reader to do something and it makes them feel like they have been given a direct instruction, so they must do it. This is effective as they will feel like they need to buy the magazine as they have been told to do something that is inside the magazine.

they



My contents page shows what is featured inside the magazine and which page each article is going to be on. I have incorporated a range of different images to give the reader an insight into types of things they will see in the magazine, and also, it makes it look more aesthetically pleasing as there is more visual things on the page which makes it interesting for the reader. I have chosen to make 2 particular articles stand out on this page as these are the 2 main features of the magazine and I want this to be clear to the reader. Also the page that these articles are going to be on is in a large bold font so it stands out against the rest of the page. As the articles are both fashion related, this is what the reader will be looking for and expecting inside the magazine, so if this immediately grabs their attention then they may be persuaded to buy the magazine. I have chosen to use pictures that are a medium-shot camera angle so the reader can see

what the model and celebrity are wearing, this is appropriate in my magazine as the genre is fashion.

I chose to use this font for the writing on the page as I thought it looked quite feminine but also easy to read. As I have varied all the other fonts on the page I think that it makes the page interesting and the more important pieces of information can stand out against others on the page. I thought that I would use black for the majority of writing because it stands out against the white background as it is a contrast, also peoples' eyes adjust to black and white

✓



Azed

the most so by using both these colours they will find it easy to read. This may persuade them to buy the magazine as they do not want something that is hard to read after a long stressful day, which is when most people would read a magazine. I chose to use these colours so that my colour scheme throughout the magazine is consistent.

Theory

My contents page uses A.I.D.A in many ways. Awareness the first part of A.I.D.A, is used on the contents page as it simply makes people aware what they are going to be reading about in this issue. The second point of A.I.D.A is interest, this is shown here through the pictures because this is what the consumers will want to see inside the magazine and they will be interested in what the content of the magazine is. The pictures that are used here are what the reader will be interested in as the genre is fashion. I have also used a picture of the model on the front of the contents page as it is one of the main features of the magazine. The consumer may aspire to be like her as she is a fashion icon so they will be encouraged to buy the magazine. Desire is the third part of A.I.D.A. This is shown through the reader simply desiring to be like the models shown throughout the magazine. The whole contents of my magazine may also create desire as all the articles inside are what the reader will be interested in and they will be reading about things they desire to have and desire to be like. This technique of desire will encourage action. Action is the third part of A.I.D.A. This is simply implied by the contents page provoking the action of reading through the pages that are available.

Theory

The uses and gratifications are shown on the contents page by giving the reader a choice whether to actually read the pages that are shown on the contents page, or to select one that they actually favour more. The hypodermic needle is used also on this page by giving information after each sub-heading on the page. This is important for the niche market because they would want to immediately know what is in the magazine. This also conveys a clear and simple layout which is important because this is what people expect from a magazine, as they want it to be easy to read.

There are various connotations within my contents page. Firstly the word 'beauty' is constantly repeated. This word creates the connotation of instant gratification which is what the niche market will be looking for. This is effective because then the reader will be aware of what they are expecting inside the magazine. My contents page also includes denotation, for example, the picture of the models will immediately make the reader think of fashion and the new trends. This is appropriate as the genre is fashion.

MC

**'GET THE LOOK FOR 2014'**

Women's fashion is faster changing and evolving, each day, each year...

**F**ASHION experts are suggesting that 2014 is going to bring back a lot of the older styles that were once popular. At first they may not seem as appealing but in later months you will see them all over the place. In the fashion industry some brands will, but just a more casual but others will make monumental history. It's just up to you how you wear it and what makes you look attractive.

One noticeable style that is already becoming popular is fringe on top of blouses, tops, skirts, dresses and most women's clothing nowadays. This was last fashionable during the 80's and is one of them fashions were it will look great on person and not so great on the road. Despite this, it's a great hit with all the popular high street and designer shops.

**Fringe Dress, £299, Zara, £120**

**'Fashion is a way of life, not just what you wear'**

—Vivienne Westwood

**Hats off!**

Get ahead in the fashion world with a beanie headpiece. Here's a good tip for the season's top hat Stephen Jones - whose celebrity clients include Victoria Beckham and Dior - predicts black and white block hats with a sleek shape. He says 'Think dramatic headpieces that make a statement without being too fluffy'. For more 'how to wear' tips and designs, visit [www.stephenjonesandjane.com](http://www.stephenjonesandjane.com)

**Current hit, £225, H&M**

**Don't miss... MUSIC**

**Tom Odell**  
Just the following on from his 2012 record-breaking album *Long Way Down*, Tom Odell has come back with an amazing chart-topping album, *Just Us*. Mobile particularly love track 3, *Grow Old With Me*.

**Alex Worth & Helen, H&M**  
Coral, *Attracting Bel*



The main part of my article is about the new trends and what to wear in 2014. I decided to base my article on this as my questionnaire results revealed that people would most likely to see articles about the new trends in a fashion magazine.

My article has plain white mise en scene as I wanted all the information on my page to stand out because there is a lot to take in. Also I wanted it to stand out to the target audience as this is what the target audience will be interested as they will aspire to 'GET THE LOOK FOR 2014'.



Ased

Also this is one of the main tasters of the front cover so this is what they will want to see straight away. I used a bold simple font so that it is easy to read and is bold on the page. On the word 'LOOK' I chose to put eyes as letters 'O' so that it would make the page interesting and unique. This is also effective on the page as people like to have an all round 'Good Look' and they will want people to look at them.

I have chosen to place quite a few pictures on the page as there is not just one article on the page. All the pictures that I have used are related to the articles on the page and shows people how to get the all round good look that they will aspire to have. The article not only just has pictures but is gives the reader information about where they can purchase the products that they are reading about and how much they will cost. I have chosen to use products from both high street and designer shops so it appeals to everyone; people who are willing to pay a lot and people who are not.

My article uses A.I.D.A firstly by simply telling them the new fashions so that they are aware of what to wear in 2014. This applies to the market that I am trying to interest as this is what they will want from a fashion magazine. Secondly, my article creates interest, this is down to the celebrity endorsement on the page. Having the celebrity on the page wearing the product that I am talking about in the article, it will interest the target audience as they will aspire to have the latest trends that the celebrities are wearing. Also all the products on the page will interest the target audience because this is what is in fashion at this time and for 2014. Desire is the third part of A.I.D.A, I have incorporated this in my article as the target audience will desire to have the best 'LOOK for 2014' and they will aspire to have the same trends as the celebrities. The quote that I have conveyed on the page is by 'Vivienne Westwood' as she is a fashion icon and extremely well known in the fashion industry, the target audience will desire to be as well known as her in the fashion industry. Action is the final part of A.I.D.A, this is a personal thing as it is up to them whether they want to take action and purchase the products on the page. However I think that my magazine would make the target audience want to take action and purchase the magazine as this is article is what they would be interested in.

They



On my advert I have once again used a plain white mise en scene to make it look professional make the information on the page stand out. It is important that the information is clear on the page otherwise the reader will obviously not want to purchase the product. I think that the page looks very elegant as the perfume bottle is very sleek and feminine and the writing is very bold and not too fancy. The statement picture at the top of the page is a picture that I have taken myself. I took this picture from another magazine so I took a picture of a picture. I thought that this statement would be appropriate for this page as it gives the reader the impression that this product is better than the rest and it doesn't just make you smell nice but it is more than that. The

me

colour scheme is the same as the rest of my magazine; white and black. I did this so it is consistent throughout my magazine and makes the magazine look more professional. Also if my magazine consists of the same colours the whole magazine will be cheaper to produce.



I have chosen to make my advert quite simple as I do not think this product necessarily needs lots of information as the product simply speaks for itself. The brand name 'CHANEL' is a very expensive well known brand that the target audience will aspire to have so when they see the brand name they will immediately be interested.

Uses and gratifications technique is conveyed here as it gives the reader the choice whether they want to purchase the product or not as it does not force them. This is effective as they do not want to feel pressured by the magazine. I also think that it is appropriate for this product as it is very expensive and some people may not be able to afford something of this price.

MK

A well produced portfolio. Creative magazine, well designed.

I would also like to see —

- sketches of photos
- thumbnail photos ✓
- Production schedule ✓

Band 2 23/30 AUT 13/1/14

Improvements made Sut —

- re do Risk Assessment
- label sketches

Re submitted  
30/4  
see print sheets  
for marks

Band 3 (25/30) AUT 3/3/14

Additional comment(s):

A Good portfolio which  
not would have been excellent  
if a job were original  
input had gone into the  
creative side of the production.

Internal standardiser's summary comments:

All work in this unit  
is completed to a  
high standard + is  
fit for purpose against  
the brief.

Internal standardiser's signature:

Date:

08/05/2014.

Edexcel AS GCE in Media: Communication and Production  
(Single Award) (8771)

Unit assessment record

### Unit 3: Media Production Brief

Candidate name	Candidate number
Centre name	Centre number
Date of assessment	22/4/14

Assignments contributing to this unit

No.	Title
1	Wolsey to a Brief

Edexcel AS GCE in Media: Communication and Production (8771)

Unit 3: Media Production Brief

Assessment criteria and evidence		Mark range	Mark range	Mark range	Mark given
(a)	Shows a limited understanding of pre-production, production and post-production techniques through documentation which is lacking in detail.	0-8	9-12	13-16	12
Comments/evidence locations/justification for mark awarded: <i>clear understanding of pre production technique</i>					
(b)	Demonstrates a limited range of production and technical skills which are applied to a media product which partially achieves its intentions.	0-10	11-15	16-20	14
Comments/evidence locations/justification for mark awarded: <i>Good mix of production skills evidenced</i>					
(c)	Produces a media product which partially addresses the brief and the intended audience.	0-8	9-12	13-16	14
Comments/evidence locations/justification for mark awarded: <i>media product demonstrates creativity, fully addresses the brief and successfully engages the intended audience</i>					
(d)	Provides a basic evaluation of own work and of the product's fitness for purpose.	0-4	5-6	7-8	7
Comments/evidence locations/justification for mark awarded: <i>media product is fit for purpose</i>					
Date of unit assessment: <i>6/5/14</i>				Total marks available for this unit	
Examiner's signature:				60	
Total mark for student for this unit (transcribe this mark on to OPTEMS)				47	



A03

# YOUR TIMES,

SUBSCRIBE



# YOUR LIFE

NEWS WHAT'S HOT CELEBRITIES SHOPPING SPORT FASHION

## HOLLYWOOD STYLE SELFIES



870,000 retweets,  
210,000 favourites

## THIS WEEK'S BEST DRESSED



Taylor Swift



Vanessa White



Fearne Cotton



**“It’s important to love what you do; how do you find motivation to be successful doing something you dislike?” - Pharrell Williams**

# Taylor Swift



@OfficialTaylorSwift

Taylor wears:

Dress - *Miu Miu*

Jewellery - *Chanel*





**S**ince the age of 14, when she persuaded her finance executive parents to move from suburban Pennsylvania to Nashville to pursue her Country-singing dreams, she's been musically blessed. Her second album, 2008's *Fearless*, won her Best Country Album at the 52nd Grammy Awards in January 2010, and also crowned her the youngest-ever winner of the Album of the Year, aged just 20. This was also just four months after she was handed the Best Video gong at the VMAs, where an interloping Kanye West stormed

on the stage, snatched the microphone and declared that Beyoncé was the more deserving winner. In just a few months, Taylor's fame skyrocketed and the world couldn't be happier!

Rather unfairly, she's also known in tabloid quarters as a serial dater, due to her dating Jake Gyllenhaal, Taylor Lautner, Conor Kennedy and Harry Styles (but who can blame her). At the Golden Globes this year, Tina Fey made fun of her, stating: "Taylor Swift, you stay away from Michael J Fox's son!". But does this reputation bother her?

has to say about you, like 'Yeah, but I hear she's crazy' or 'Yeah, but I hear she's been on a lot of dates', people can never be fully satisfied with your success. Nowadays, I can't go for lunch with my guys friends because people will say we're dating, it's a tricky one!"

But why should she? In 2013, Taylor Swift is the most successful young pop star on earth - 12 record-breaking entries in the just-released *Guinness World Records 2014*, including fastest-selling single in digital history for *Never Ever Getting Back Together* - she's been

“ **I'm not going to say I'm never going to date anyone high profile again but, it's just less chaos!** ”

the face of CoverGirl, is a 'brand ambassador' for Diet Coke and Forbes estimated that she earned \$57 million between June 2012 - June 2013 alone.

She reads no internet entertainment news whatsoever, or blogs, and bans herself from Google alerts.

"You can be obsessed with bad things people say and the good things, either way you're obsessed with yourself and I'm not—you can become unhinged so easily," she says. "Vanity can apply to both insecurity and ego-tism, so I distance myself because I feel everything." - Gemma Jones



## Edit Log



The first thing I decided to do was create the masthead of my product as this would be one of the first things that the reader would see on the page so it was important to ensure it looks aesthetically pleasing. I tried out various different logos and decided that this would be the

best one for my product due to the colours included and also the image itself. I also tried out various different fonts for the masthead which you are able to see below. I decided to go with the font above as I thought it would attract the reader's attention the most as it is clear and bold so will stand out compared to other magazines. I also edited the internal links on the page as I originally had the links placed down the left hand side of the page. I decided to edit this as I believed it looked to much like a website and I would also be able to fit more images and tasters on the page if I moved it, so it gave me the opportunity to attract readers further. The subscribe option is also placed at the top so it is one of the first things that the reader can see.

*ABC*  
**YOUR TIMES.**  
**YOUR LIFE**

**YOUR TIMES,**  
**YOUR LIFE**

The second thing that I placed on the page was the first taster of my magazine. I chose this as I thought it was very current and also suitable for both genders. To ensure that it fit the page, I cropped the image so it fit  $\frac{3}{4}$  of the width of the page so I was able to show the social



*ABC*  
870,000 ~~followers~~  
210,000 favourites



networking link. Despite this, before I cropped it, the image was originally placed out over the full width of the page (as shown on the left) with the social networking link underneath. However, I decided to change this as it did not allow me enough room for all the tasters on the page as it took up too much space. After doing this, I then added in the title of the

taster. I varied the font of the title but once again went with something that is bold and is likely to attract the reader. I also changed the colour so it did not make the page look boring and made it stand out more as it looks more interesting.

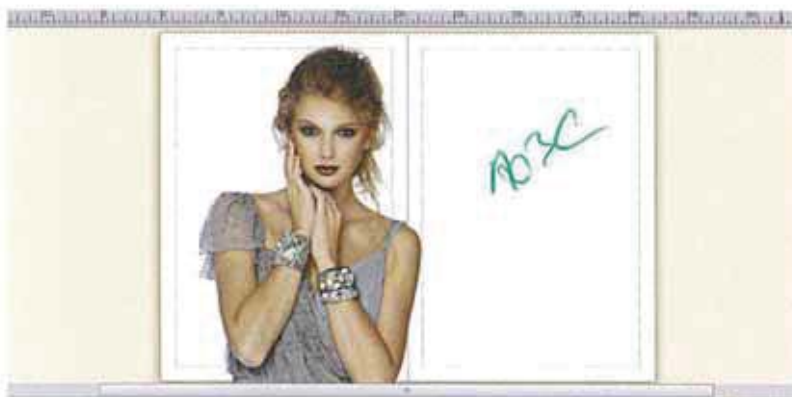
**HOLLYWOOD STYLE SELFIES**



The final part of my front page was also showing the varying genre, of fashion and social networking, as well as the first part, celebrities. I did some research into some celebrity quotes so I would be able to incorporate it into the

*qwc*

magazine, and I thought this one was quite appropriate for the target audience as they are likely to be at the stage of their life where they are deciding what they want to do as a career and in the future. The photos that I included on 'THIS WEEK'S BEST DRESSED' were also originally placed on the right hand side of the page, but it restricted me with the amount of space that I would have for other articles. After changing this, I decided to add arrows onto the side of the images so it shows there are more images available.



For my double page spread I used Microsoft Publisher so I changed my page so it would be a double master page, so I was able to place the image over both pages so it looked like one whole article. After doing this, I selected which image of Taylor Swift I would like to use and set the

background of it as transparent so it would have the same background as the rest of the pages. I placed the image mainly on the left hand page as I wanted it to be the focal point of the article, but made sure part of the image was on the right page so people would know it is one whole article. I then added the background to the pages which was chosen based on the colours of her outfit so it would create the house style of the page. I then added the text to the page. I wanted to



place her name to the left of her as people read from left to right so this is the first thing that they would see on the page. I tried it out with various different fonts but chose this one as it appears quite feminine. I also added the twitter logo and her twitter account below her





name so people would immediately see this also. What she is wearing is also placed at the bottom in small letters as I did not want it to a main feature of the article but would be there for people to know.



I then wrote the main article on the right hand side of the page. I decided to place the first letter of the article in a bold large font as I thought it looked professional and also a lot of current magazines do this already. I also decided to make 2 columns for the writing so it looks more interesting and aesthetically pleasing for the readers. The quote that I have placed in the middle of the article is also for this reason and I have seen it often used in

magazines nowadays. I think this becomes the focal point of the article and it likely to grab the attention of the readers as it is about her love life. I think the overall layout of this page looks very professional and something that you would see in a magazine containing a double page spread. I ensured that I edited everything so it suited the layout that I planned for this page and also so it included the main codes and conventions and suited the genre.

A04d



AS4d

### Focus group to test my product

Once I had created my product, I decided to test it to see whether it meets the needs of my target audience and also what they think are the pros and cons of my magazine. I am going to use both girls and boys between the age of 13-18 as they are in my target audience and will also be the people viewing my magazine.

#### People I interviewed:

Ellie Jones: aged 18, employed  
Harry Winters: aged 14, full-time education  
Lucy Davies: aged 16, full-time education

#### Front cover:

**EJ:** I think the range of different articles on the front act as tasters to the magazine, and look very appealing to the target audience. It also really suits the audience as they have used social networking references, which is what the audience will want to see as this is their interest.

**HW:** I also think that the tasters are the page are very suited to the audience and is what the audience will want to see so they are likely to look further into the magazine.

**LD:** I think the masthead looks really good on the page and really stands out which is good so the audience will recognise it, it is also a conventional feature so this is what they will expect. The colours used are also not gender specific which is good as both men and women will be attracted to it and understand that it is aimed at both genders. The tasters are also what both genders will be interested in.

awc

#### Double page spread:

**EJ:** I think having the article over both pages really works as it makes it more detailed and also aesthetically pleasing for the audience. By using Taylor Swift also it can be seen as appropriate to both genders because she is similar age range and a lot of young people will desire to be as successful as her at this age. The colour scheme is also not gender specific meaning it is likely to attract everyone.

**HW:** I also think that using Taylor Swift is good use of celebrity endorsement as the target audience is likely to recognise her immediately and may be interested in reading the magazine further. Placing the article on one page and the image on the other is also really effective as conveys that this is the main article and looks aesthetically pleasing.

**LD:** The links to social networking is once again very good here as this is what the audience will want to see and relate to. Also stating the clothes she is wearing is good as it links to fashion and this is what the target audience will be interested in. Despite this, the clothes she is wearing would not be affordable for the readers which could be seen as a disadvantage. The article overall looks very effective and informative.

## Evaluation

The brief I was given was to create a print version of an e-magazine with the genre of youth culture. The target audience for this magazine would be both male and females aged 13-18. As I was unaware of what the genre youth culture entailed I carried out some primary and secondary research and decided that I would base my magazine on celebrities, fashion and social networking as this would suit youth very well as these are some of their main interests. I was also not aware of the main codes and conventions that e-magazines had so I had to look online at existing e-magazines. As my magazine was being aimed at both genders and young people with different interests, I had to ensure that I was able to provide the audience with content that a lot of people would be interested in so it would allow for larger targeting.

The aim of the brief was to create a front cover and a double page spread. As the genre of my magazine is youth culture I had to ensure that I created my magazine so it would immediately attract the whole target audience and be suitable for both men and women aged 13-18. I was able to do this by using a colour scheme that was not gender specific, for example, grey. By doing this it ensured that it did not particularly attract one gender and the audience were immediately made aware of who it was being aimed at. I was also able to do this by the fonts and images that I used, for example, I did not use curled fonts that could be seen as feminine and also I did not use a large amount of feminine or male images, such as cars or models, etc.



To the left is the front cover that I created for my e-magazine. In order to suit the brief I ensured that the front cover would be suitable to both men and women and I have used images and colours that would immediately attract the younger and also older readers. To attract the younger audience I have ensured that I have used bright bold colours, especially on the logo and throughout the front cover as these are the things that are likely to attract them as it will grab their attention. By varying the colour scheme also it makes the magazine more interesting which is effective as a lot of young people lose concentration easily, so by varying the colour scheme throughout, it is likely to hold their attention. To attract the older audience however, meaning 16-18 year olds, I have constantly used

social networking links as the majority of both male and females this age would be using some sort of social networking sites and possibly even people younger. This is effective as the readers may see something that they particularly like and will be able to follow this person on Twitter so they will be able to look into it further. The main tasters on the page

*bold*

*awc*



are not gender specific and are likely to be things that everyone will be interested in so the audience will not think that they are particularly aiming the magazine at a certain gender.

The subscribe option that is placed next to the masthead is particularly suited to the target audience as it conveys the uses and gratifications theory as it gives the readers the choice whether they want to sign up to the magazine or not. I have chosen to give the readers a choice as some people this age may feel that they only want to read the magazine irregularly as they may not have time to read it every week due to school work and work that they are likely to have. Whereas, younger people who do not have exam stress may feel that they want to subscribe and read it every week. By giving them the option they do not feel pressured which is also effective as they are likely to read magazines in their down time when they are relaxing.

The mode of address of the magazine clearly conveys the genre of this magazine as I have used words such as 'selfie' which the target audience are likely to recognise and feel like they can relate to. Using words like this also is not likely to attract an older audience so younger people will feel like it is specifically aimed at them, which is what they will like as it is more personal to them. This is also effective as magazines are usually read when relaxing so they would not want to read anything that is too hard or tiring.

The hypodermic needle is also used on this page by providing images after each subheading on the page so the reader has a small insight into what the rest of the magazine will contain, for example, 'This week's best dressed' has three images underneath it but inside the magazine there will be a full article on this. This is important for the niche market as they will want to immediately know what is inside the magazine so they are able to decide whether they want to read further. Young people may also lose interest easily so providing them with pictures is likely to hold their attention as they would not be attracted by lots of words and if they see something they like, they will be tempted to read further.



so successful at such a young age. It could also be suited to both genders as even though it



could appear to quite a feminine article, Taylor Swift is very attractive which is likely to attract boys and also the article clearly conveys that it is about her love life which is what a lot of young people will be interested in as they are probably of that age where they will start having relationships.

I have also suited the article to the genre and the specific topics in youth culture that I have chosen as I have incorporated social networking and also fashion into the article. I have placed Taylor Swift's Twitter account underneath the masthead so readers are likely to see it and feel like they can get closer to her by following her account. I have also linked it to fashion as I have stated at the bottom what she is wearing, for people that are interested in fashion. She is also likely to be wearing the latest trends so they may feel that by looking at what she is wearing, they will be able to keep up to date with the fashions as most young people desire to have the latest fashions.

Dwe

Askel

Moderation report: AS Media Studies

Moderating Teacher:

Teacher being moderated:

Date: 4/5/14.

Unit being moderated:

Unit 1:

Unit 2:

Unit 3: ③ - Working to a brief.

Original mark given:

47/60

Moderated mark and comment:

47/60 - Agreed mark.

Work, as per the comments on the mark sheet behind this one. A 'good' folder with some detailed + thorough parts, well done.

04/05/14

Coursework Submission Document

Name :

Title of unit : 3

Deadline: 22/4/14

Date handed in: 22/4/14

Date returned:

Teacher Comment

Clear understanding of production processes. 12/16 M2A  
Good range of post production editing techniques. 14/12 AB35  
no evidence of original photos.  
Media product demonstrates excellent imagination 14/16 ASDC  
and plan for purpose  
Appropriate technical language used in debriefed evidence 7/8 ASDC  
GWC

Student Comment:

(47/60) A4

Teacher signature

Student Signature



**Action Plan**

Aola

Action	How	When	Achieved	Contingency	Notes
Write Action Plan	Create a table outlining the different things I will need to do for my Unit 2.	11/2/14		Look into different parts of the unit.	Make sure I am always organised and stick to the dates.
My own Research Methods	Research into the making of my media product.	3/3/14		Use the internet to look into the content of my magazine – Youth Culture.	Look at what my target audience are interested in and look at current e-magazines.
Existing Products	Research other e-magazines as I am not currently aware of any. Look into how they are made and the content of them. Also, ensure I look at the layout and design of the magazines so I am aware of how to do it for mine.	12/3/14		Ask teacher.	Study at least 2 magazines and look at their design and layout so I am able to create the most professional magazine possible.
Analysis of equipment available	Compare strengths and weaknesses of my equipment compared to what professionals use.	14/3/14		Use the internet, or ask people already in this profession.	Ensure I look at the analysis between professional equipment and my own as there will be some differences.
Layout	Start the layout of my magazine, drawing sketches for each page.	18/3/14		Use the examples that I edited to get an understanding.	Make sure my layout is aesthetically pleasing and will appeal to the consumer.
Context	Add in the context of my magazine, ensuring it has a high literacy level.	21/3/14		Look at existing magazines for ideas and also my secondary and primary research.	Make sure the content is related to the magazine and easy to read.
Design	Ensure my design and layout is good, make final improvements and adjustments ensuring I have developed my skill fully.	30/3/14		Look over my work, ask teacher and class for their view.	Look over my final piece of work and make any adjustments.

Edit Log	Show the different stages of how I have edited my magazine and suited it to the brief	2/4/14		Do it as I go through so I do not have to redo all my work.	Look over my final piece of work and make any adjustments.
Evaluation	How have my skills improved over the process of my creating my product.	5/4/14		Ask teacher.	Look at how I have improved my skills.



## Analysis of e-magazines

Hoza



Here is another example of a fashion e-magazine. Glamour offer the magazine in both print form and have also bought out an online version

of the magazine so people are able to access it easier and it also allows for larger targeting. Similarly to the Vogue e-magazine, it contains the stereotypical codes and conventions of a magazine, for example, bold masthead and tasters about what is inside the magazine. Despite this, as it is an online version, there are many features that are different to the stereotypical print magazine, for example, no barcode, no contents page, etc. As this is a fashion e-magazine, it is likely to only interest a certain audience, being women aged 18-40. The images and text on the page will immediately make the audience aware of this, as they have used specific clothing items and they are also likely to recognise the brands and people's names on the front, which is something that would not attract men to the magazine. Although this is a large age range, the magazine offers content for everyone, as they have celebrity news and also hair and beauty tips which can apply to any women. Offering a varied content therefore allows for larger targeting as more people are likely to be interested in the magazine.

An unconventional feature of this magazine is that it does not have a stereotypical front cover as it does not have any models or celebrity endorsement to try and entice the reader to look at the magazine. Despite this, they have used clothing items and also tasters on the page, such as celebrity gossip to try and attract the reader to the magazine. They have used a bold title for main article on the page which is 'GORGEOUS SPRING DRESSES', this is likely to attract the reader as they will think that by reading the latest fashions magazines, they are likely to keep up to date with the changing fashions which is what they are likely to desire to do. By making the content stand out and clear on the page it is likely to draw the reader in and they may prepared to spend a reasonable amount on the magazine. Also, the use of the word 'gorgeous' is likely to attract them as this is what all women will want to feel, so they may feel that by reading this they are going to achieve this. The dresses that they have also used clearly convey the spring/summer season which will clearly make the reader aware of what month issue this is and also they will know the colours that are in fashion for spring which is what they will want to see.



Furthermore, another taster on the page includes 'NEWS AND OPINIONS'. This is likely to attract the audience as it is providing the reader with information and gossip about celebrities which the target audience is likely to be interested in. The information provided also has a time underneath of when the news was posted which will make the reader feel like they are constantly up to date with the latest news about what is going on which is what they may want. This almost acts a contents page as the reader has the option to look further into the article, so they have a range of different things that they can choose to read, just like they would in a print magazine. This is the uses and gratifications media theory as the reader will feel like they are not pressured into looking into any articles and they have the choice what they want to read about. They have also offered a range of different articles that is likely to suit all ages, for example, ones about Simon Cowell and also about Rihanna, therefore conveying that they are aware of what everyone will be looking for and interested in.



Glamour has also used Maslow's hierarchy as they have incorporated a deal for the reader and telling them to 'SUBSCRIBE', which is placed on every page of the magazine. This links to Maslow as it allows the reader to feel part of something as they will feel they are able to be constantly updated on the latest fashion and news which is what the reader is likely to want. As they are also offering a deal ('12 issues for £12 + FREE access to digital editions') they are likely to be more persuaded to subscribe as they will be getting something free, which everyone will desire to have. They also have the option to look online and also a print version of the magazine so it is suiting the needs of everyone, as different people may prefer different things. They have stated this in capital letters to attract the reader's attention and have also placed it on each page under the masthead so the reader will be constantly aware of it and are likely to see it straight away which may encourage them to read further. The button to subscribe is also black which is contrasting to the mise en scene, therefore making it stand out more.

Similarly to the Vogue magazine, the main colour scheme of this magazine is black and white. Although these colours are quite bland, they are contrasting therefore making the important text stand out and also the colourful images on the page, so it does not draw the reader's attention away from the main focus points. Black and white are also seen as quite professional and mature colours, so the reader may think that these colours reflect their magazine as they will want it to be neat and professional so it is aesthetically pleasing. They also look stylish on the page as they are simple which links to the genre of the magazine as it is fashion. White also connotes purity and femininity which is what the target audience will aspire to be so they may feel that by reading the magazine they will be able to be like this.

The masthead of the magazine 'GLAMOUR' has been placed in bold black writing so it immediately stands out to the reader, therefore making it the denotation of the page. It is also contrasts to the mise en scene so it clearly stands out as the main text on the page. As

e-magazines are fairly new compared to print magazines, they have clearly put the title at the top and in the middle of the page so the audience is likely to recognise the font and also name of the magazine straight away so they are aware that it is Glamour magazine, whereas in a print magazine they may have part of the title covered as the audience is already likely to know the stereotypical layout and features of the magazine without having to look at the masthead to much. The name of the magazine being Glamour is also likely to attract the reader as the target audience may desire to lead a glamorous lifestyle and they may feel that by reading this magazine, they will be able to do this.

The internal links on the page act as the contents page of the magazine as it gives the reader an insight into what the magazine has to offer. It also gives them the option to look into the different things on the magazine, so they will feel like they have a choice. They have used generic links for the magazine underneath the masthead which they will offer every month and then they also offer specific links to the latest articles that they are providing above the reader. As they have placed it above the masthead and below the masthead, it is one of the first things that you notice on the magazine, so the reader may be immediately persuaded to look further into the magazine. They have offered a range of different things so they are clearly aware of their target audience and are trying to offer things for everyone, such as 'Detox Tips' and 'Sexiest Men', so this may appeal to 2 different age groups.

They have also used the media technique AIDA throughout the magazine which is very effective. Awareness is simply made through the magazine being available in both shops and online so everyone will have access to it in various different places. Also by highlighting the content of the magazine it makes the reader aware of what they will be expecting. Interest is shown through the way that the editors have clearly chosen specific words that they think are going to attract the reader to look further into the magazine, such as 'NEW TREND ALERT', as this is what they will be looking for. Desire is also shown through uses and gratifications as it lets the reader have the choice whether they want to read further on through the magazine as they may desire to be like/have what they see in the magazine. Finally, the magazine needs to ensure that the magazine is persuasive enough to make the reader want to take action and read on or subscribe. If all of the codes and conventions have been covered the viewers have either bought the magazine or will regret not doing so.



At the top of the magazine they also offer the option to follow the magazine on various social networking sites. This is effective as the majority of the target audience is likely to be on a social networking site as they have become increasingly popular over the years. Particularly for the younger generation they will be able to relate to this as it may allow them access to the magazine via their phones, etc. This also allows for larger targeting as there are millions of people who use social networking sites so they will be able to advertise and also make their followers constantly aware of the latest fashions and news which is what they will want.

*Adela*





## Analysis of e-magazines



Here is an example of an e-magazine. This magazine contains the stereotypical codes and conventions of an e-magazine, for example, the navigation tools, hyperlinks, scroll bars and a masthead. From this you are able to see that the layout of this e-

magazine has some of the conventional features of a magazine, for example, the masthead, cover photos, the date and an insight into what is going to be inside the magazine. Despite this, there are unconventional features of the magazine that are included due to it being an e-magazine. As this e-magazine has the genre of fashion it is only likely to interest a certain audience, young adult girls. The images and text on the page immediately links to the target audience as women are likely to recognise these brands and the models on the front are purely based on fashion, which is something that men would not be attracted to.

E-magazines still use the stereotypically media theories, for example, AIDA. Firstly this magazine creates action through the navigation tools on the side of the page, these acts as the tasters that are on the page as readers are able to navigate to the different areas of the magazine. As they are able to see the different features of the magazine immediately, they are able to decide whether they want to read further if something on the magazine interests them, which is likely for the target audience. The main taster on the page is also the main article on the page which is 'Milan Fashion Week' so the reader is immediately aware that the rest of the magazine is likely to be based around this. This article is also an unconventional feature of the magazine as they have used two main images on the page to attract the readers attention, so they are able to get a further inside into 'Milan Fashion Week' compared to what they would on a print magazine. Secondly, interest would also be created through the tasters and main image of the page, this is due to the main taster as the target audience is likely to desire to have all the latest fashions so by looking further into this article, they may feel they will be able to see this.

Throughout this e-magazine they have also used celebrity endorsement and have used brands that the target audience are likely to recognise and desire to have. For example, on the front page they have clearly highlighted the designer brands that both these models are wearing, this is likely to attract the reader's attention as they will probably desire to have wear these brands as they are the latest fashions and are seen at Milan Fashion Week. This also links to the hypodermic needle as the target audience are being told these are the latest fashions and they are immediately going to believe it because Vogue is known for being one of the leading fashion magazines and the audience will trust this.

M. Thew

They have used celebrity endorsement further here as they have used the Oscars as an opportunity to portray the latest fashions to the target audience. This is something that they are likely to be interested in as celebrities are



known for wearing their best outfits at the Oscars so the target audience will want to see what they're wearing as they are likely to desire to be like this and also wear similar things to what they are. The use of this celebrity endorsement will also allow for larger targeting as even people that are not interested in fashion particularly are going to be interested in the Oscars as it is related to films. The sub-heading they have also used is going to relate to the target audience as parties are what they are likely to be interested in so they will want to see celebrity ones also, this would also link to youth culture as this is the type of thing that teenagers are interested in and will want to read about. The strapline here is also 'see fashion's most celebrated personalities here', this implies that by reading this article, you are going to find out more about the celebrities and their personalities which is likely to interest the target audience as they will probably desire to be like them and live the celebrity lifestyle that they do.

Adela

The model's outfits also show maturity, femininity and class. This is shown through the material, style and colour. The colour scheme that they have used will immediately make the reader think of elegance, grace and femininity, which the target audience is likely to aspire to be. The photography and layout and design also clearly convey that they have taken extra time and care into the magazine and they have particularly chosen models and

analysis



outfits for the front cover that is likely to attract the audience. This also conveys that females take pride in their appearance.



**SUBSCRIBE NOW**

10 issues for only £19.99 + FREE Bliss eye gel, RRP £42

They have also used Maslow's hierarchy here as the option to 'SUBSCRIBE NOW' is also placed on every page, which is allowing the reader to feel part of something. For example, it implies that if they subscribe they will feel part of the magazine and feel like they are being constantly updated on the latest fashion which they are likely to want. They are also offering a 'Free' gift which is going to interest the target audience as everyone will desire to have a free

gift which is expensive. They have also stated it in capital letters to attract the reader's attention so they are tempted to subscribe due to the free gift. 'SUBSCRIBE NOW' is also an imperative so the reader will feel like they have to do it and also may feel that if they do they are going to be able to keep up with the latest fashions which is what they will aspire to do.

The main colour scheme of the magazine is black and white. These colours are quite bland however it suits the magazine well as it allows the different images on the page to stand out which are the most important features, so they do not draw the reader's attention away from the main focal points. They are also contrasting colours so the black text clearly stands out on the page against the white background. This also makes it easier for the readers to read as it is clear on the page, which is what they will want to see as the target audience are likely to have full-time jobs so they may only have time to read in the evening when they are likely to be tired. Black and white are also seen as very professional colours so it looks stylish on the page which links to the magazine genre as the target audience will want to see an aesthetically pleasing page that is linked to fashion.

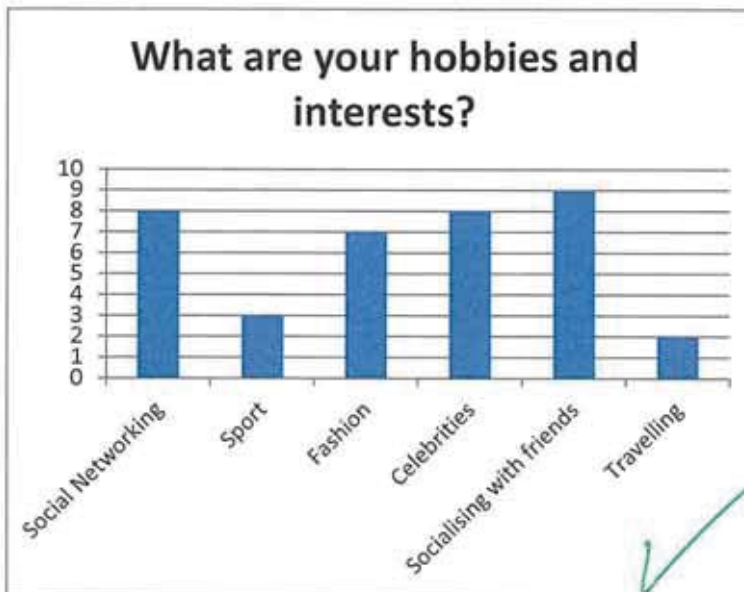
The links on the side of the page act as the tasters on the page as it gives the reader an insight into what is inside the magazine. They also act as the contents page of this magazine as it shows the reader how to access the different pages and what is on each page of the magazine. This highlights uses and gratifications as the reader has the choice whether to carry on reading the magazine or not, which is what they will want to see. The tasters on the page are also displayed with images so it makes it more aesthetically pleasing and interesting for the reader.

1029

theory



## Questionnaire results



From this you are able to see that the most popular hobby is socialising with friends. This links to the genre of youth culture as youth culture involves what peers think of each other and how young people follow what other people do in order to do what they feel is right in society. The second most popular hobby is social networking. This is a very important as nowadays the majority of my target

audience is likely to be involved in some form of social networking and a lot of what they do will involve this. I am going to incorporate this into my magazine as I will have a twitter and Facebook page linked to my e-magazine and also I will include this by linking it to celebrities and things they have done via social networking. My target audience is likely to relate to this as this is what they are doing already. Celebrities is also another thing that I am going to incorporate into my magazine, as you can see my target audience is interested in this as this can be suitable for all ages and also both genders. By doing this I am allowing for larger targeting as this is what the whole of my target audience will be interested in. I will also link celebrities with fashion as a lot of people in my target audience are going to desire to have similar style to what celebrities have as this is often the latest fashions.

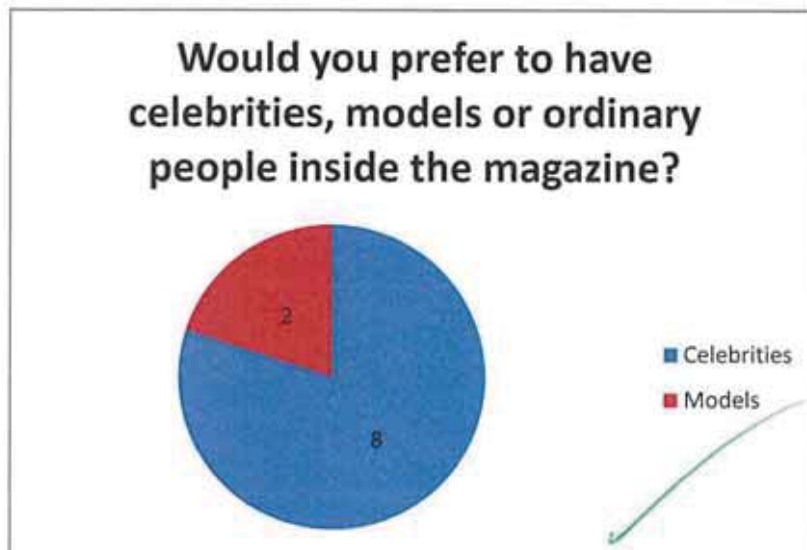
ADSS



From this you are able to see that my target audience believe there is a gap in the market for media products with the genre of youth culture. Due to this, I have decided to create a print version of an e-magazine as I think that there are no general magazines around that are specifically targeting people of

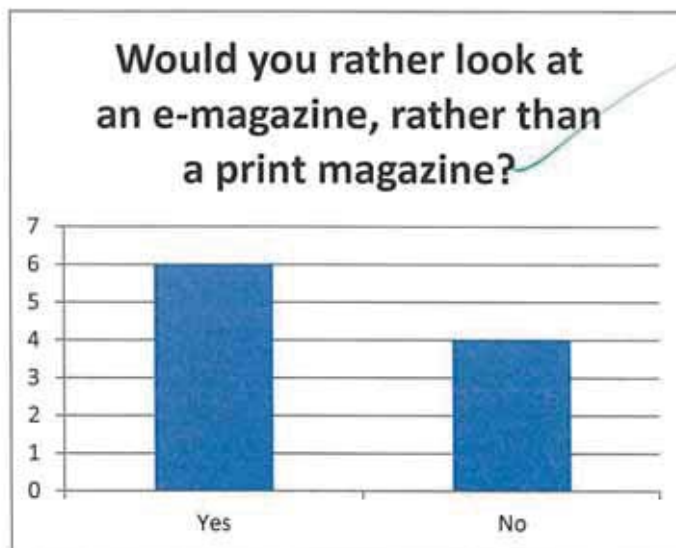
this age; the majority usually have a specific genre, such as fashion or music. I think because I am going to make the magazine general to both male and female teenagers, I think there will be a gap in the market for this and also my target audience think so to which is

important. Due to this I think my target audience are likely to be enticed to buy this magazine as it provides them with lots of different content.



After doing my questionnaires I found out that the majority of my target audience would like to see celebrities inside the magazine. As my target audience is 12-18 year olds this is likely to be due to them desiring to be like the celebrities, therefore wanting to see them throughout the magazine. Linking to my

first graph also, one of the main interests was celebrities, therefore portraying that this is clearly a main interest for my target audience and this is one of the main things that is likely to persuade the target audience to buy the magazine. I am also going to incorporate the photos of celebrities into other parts of the content therefore making it interesting and aesthetically pleasing for the target audience.



From this you can see that e-magazines are becoming more popular as 6 out of 10 people said they would prefer to look at an e-magazine. This is good for the target audience as looking at e-magazine does not cost anything, so as the target audience are between 12-18, they may not be able to afford to buy magazines as they are generally quite expensive. This conveys that they may be more persuaded to look at an e-magazine as they do

not have to pay for it. They may also prefer to look at something online as nowadays a lot of people's lives revolves around technology and they always have access to it which is what the target audience may be looking for as they may have to travel, etc.

ADBS

## Research of Youth Culture

Youth culture refers to the way in which teenagers live their lives. Youth culture can be seen as two different elements. The first element refers to culture which can be defined as the symbolic systems and processes that people share within society. The second element is youth, which makes the culture specific to adolescents and differs at least partially to the older generation and also other cultures. Youth culture became particularly popular when it became more popular for adolescents to gather together as teenagers wanted to fit into society and wanted to follow what everyone else of their generation was doing.



Youth culture can be perceived in many different ways, both as good or bad thing. Youth Culture can pertain to interests, styles, behaviours, music, beliefs, vocabulary, clothes and sport. The concept behind youth culture is that adolescents are a subculture with norms, mores, behaviours and values that differ from the main culture of the older generation within society, giving them what many believe is a distinct culture of their own. This can be seen as a good and bad thing, as it can sometimes be seen as "conflict with those of the adult world". However, in my magazine I am going to portray the good side of youth culture, being young people's interests and captivate them into learning new things and having new interests.

[http://en.wikipedia.org/wiki/Youth\\_culture](http://en.wikipedia.org/wiki/Youth_culture)

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Examples of youth culture could be:

- Teenagers wearing band t-shirts as they are following are certain music group.
- Hairstyles that exhibit lack of conformity such as brightly coloured hair, spiked hair, etc.
- Certain interests or hobbies that is stereotypically associated with the younger generation.
- A change in clothing, for example, wanting all expensive brands as this is what peers are doing.
- A change in the types of media that adolescents prefer, for example, magazines over books.



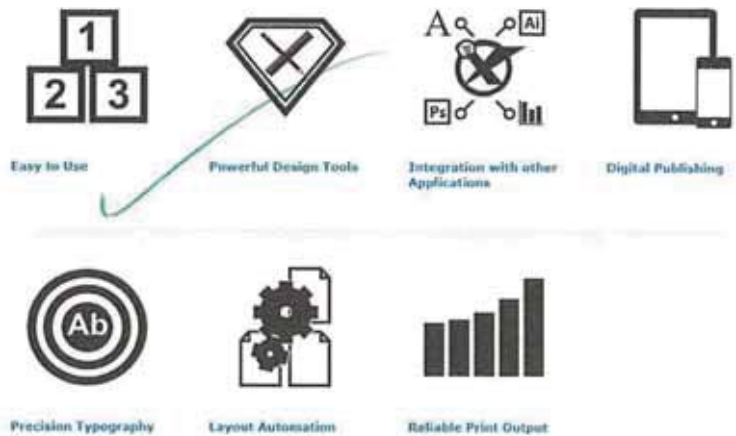
## Comparison between professional equipment



One of the main industry standards software that is used for publishing and layout and design is Quark. It is the world's most widely used professional page-layout software and is used by designers and also large publishing

houses. It enables publishing to create professional designs and layouts to ensure that it suits the needs of the consumer and is aesthetically pleasing for the target audience. Professionals are able to produce a variety of layouts from single page flyers to large multimedia projects, such as magazines, newspapers and catalogues. There are many different features that are available to professionals that enable them to create the best layout possible using this software.

With this software you are able to synchronise pictures so all pages may contain the same pictures, background or information. This means that professionals are able to keep the same house style throughout documents and also prevents inconsistency throughout their products which is vital for it to look professional. There are also design and typography features which ensures that all work is up to industry standards. Professionals will often create the articles and pictures and then edit them, and then finally place them onto a Quark document.



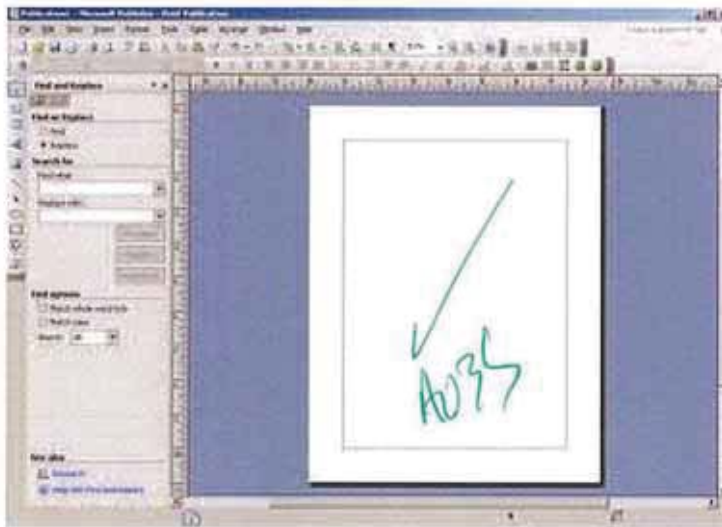
Photoshop is also seen as industry standard software when creating media products like magazines. Professionals will often use this initially when they are editing their photos to make them look as aesthetically pleasing for the audience as possible. This will make the magazine look professional as they are able to edit and put effects on photos to enhance them, clear up imperfections in photos, remove and change backgrounds and merge photos together. This is an effective software to use as it is easy and is one of the leading editing software for photography as it has the most features.

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Professionals will also have access to professional camera equipment to enhance the layout and design of their media products. For example, for a fashion magazine, one of the main features that is likely to attract the audience are the photography images in on the front cover or inside the magazine. This is a vital part of media products as they have to incorporate the photos into the layout of the magazine to ensure it looks as aesthetically pleasing to the readers as possible.



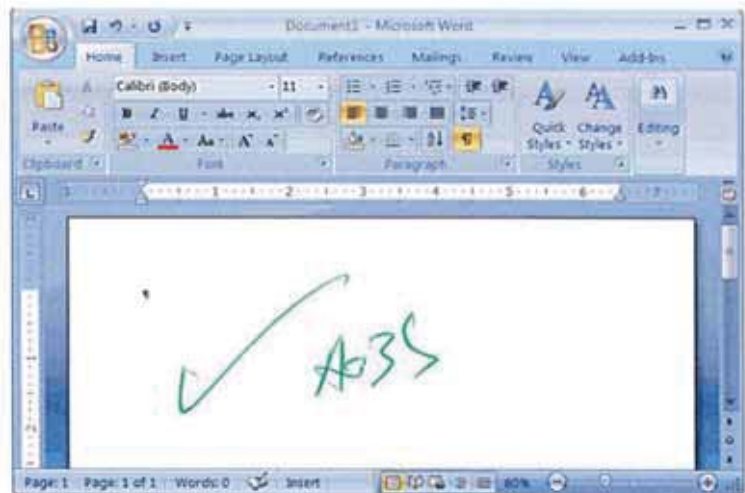
## Equipment I will use



One of the main software I will have access too to create my magazine will be Microsoft Publisher. As the skill that I am developing is layout and design, it is vital to ensure that my magazine looks aesthetically pleasing to the reader so they are encouraged to look further into the magazine and are immediately attracted to it. The codes and conventions of an e-magazine are different to the stereotypical print magazines that you see in shops, so as e-magazines are fairly new, people may

feel a bit apprehensive to look read them at first, so I need to ensure that the layout is clear and what the reader will want to see so they are persuaded to read them again. Microsoft Publisher will enable me to vary the layout of the magazine and moves things around easier on the page, this will be helpful when creating the magazine as I will need to look into different designs to ensure I choose the most suitable one. I will be able to design and create the different codes and conventions of an e-magazine using this software as I will need to create internal and external links and also decide the basic things of my e-magazine such as the colour scheme and masthead, etc. It also allows you to publish your work and will give me a better guideline on how to create a print version of an e-magazine as it has features that professionals are likely to use. This is the most likely software that I will use to create my e-magazine as it has a wider variety of features to ensure my magazine looks as aesthetically pleasing as possible.

Software that I will also have access to is Microsoft Word. This software will enable me to crop and edit the photos that I will use for my e-magazine and also give a simple A4 layout so I am able to create the base of my magazine. I will also be able to create backgrounds on this software and also use different fonts to make the magazine look attractive to the reader, this will be helpful when creating the masthead of my magazine and also the



different fonts for each section of the e-magazine. I will be able to edit some features on the magazine using this software and then also copy and paste items to and from it so I am ensuring I use the most suitable software at all times so I ensure it looks as professional as possible. As I am developing my layout and design skills, I will able to use this software to create a basic design of my magazine so it will provide the base of my magazine and will enable me to edit the different features of my magazine.



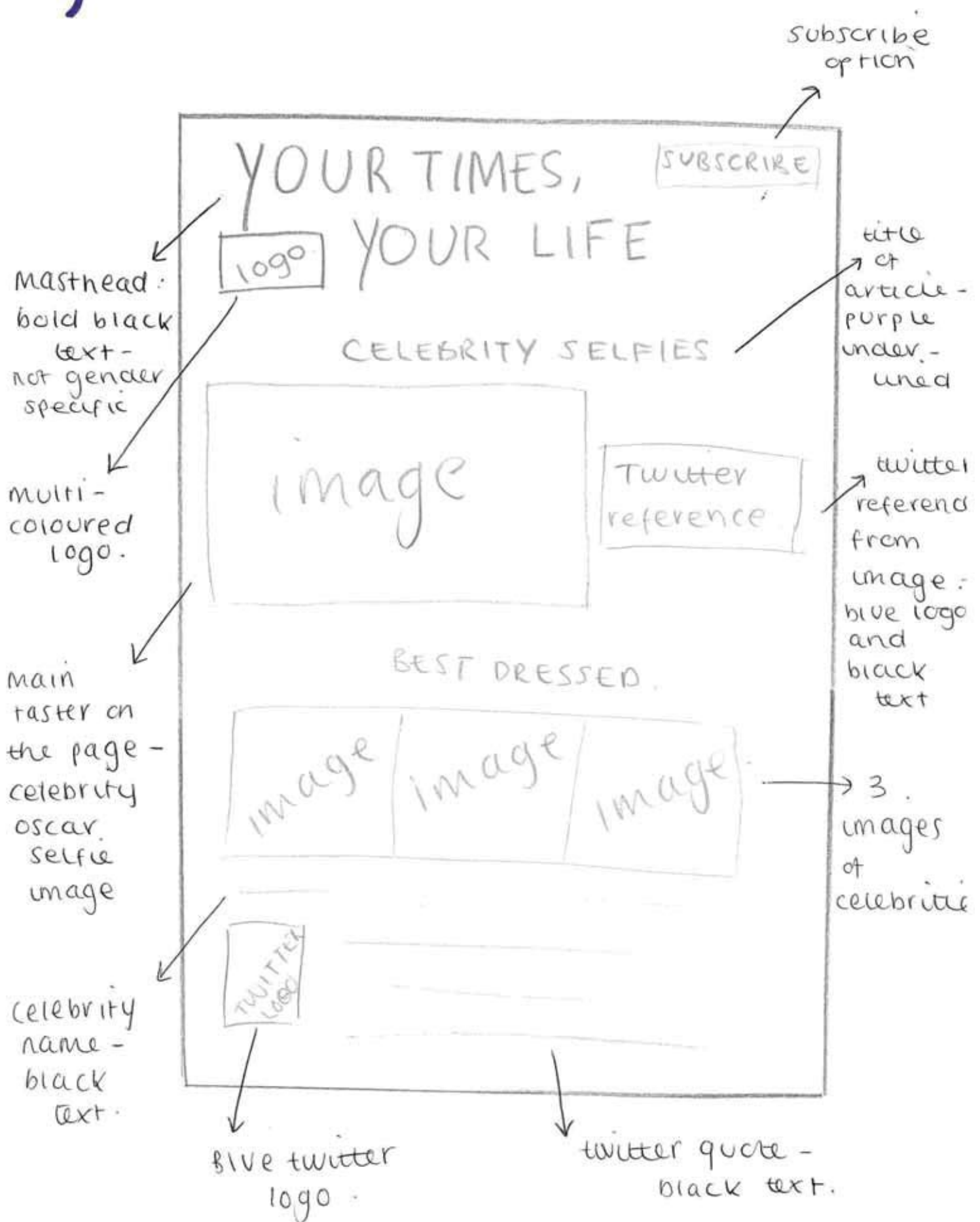


✓ AOSL  
Photoshop is also editing software that I will use when creating my magazine. This is not going to be particularly helpful when developing my skill but it will ensure that the layout and design of the magazine is overall aesthetically pleasing to the reader. This will enable me to edit and create some of my photos to ensure they suit the house style of the magazine and also they fit in with the layout. It will also make the magazine look very professional as this is often what professional editors will use when creating their products. It is vital that the magazine looks professional so it will encourage readers to use e-magazines

more often as they are fairly new and may prefer to have a print magazine, so it will encourage them to use them again.



# front cover...



# 2 page spread ...

Taylor

Swift full  
page article -  
black text

Large font -  
first letter .

grey  
mise en  
scene .



Black  
curled  
text :  
feminine

twitter  
reference .

clothing  
Taylor is  
wearing

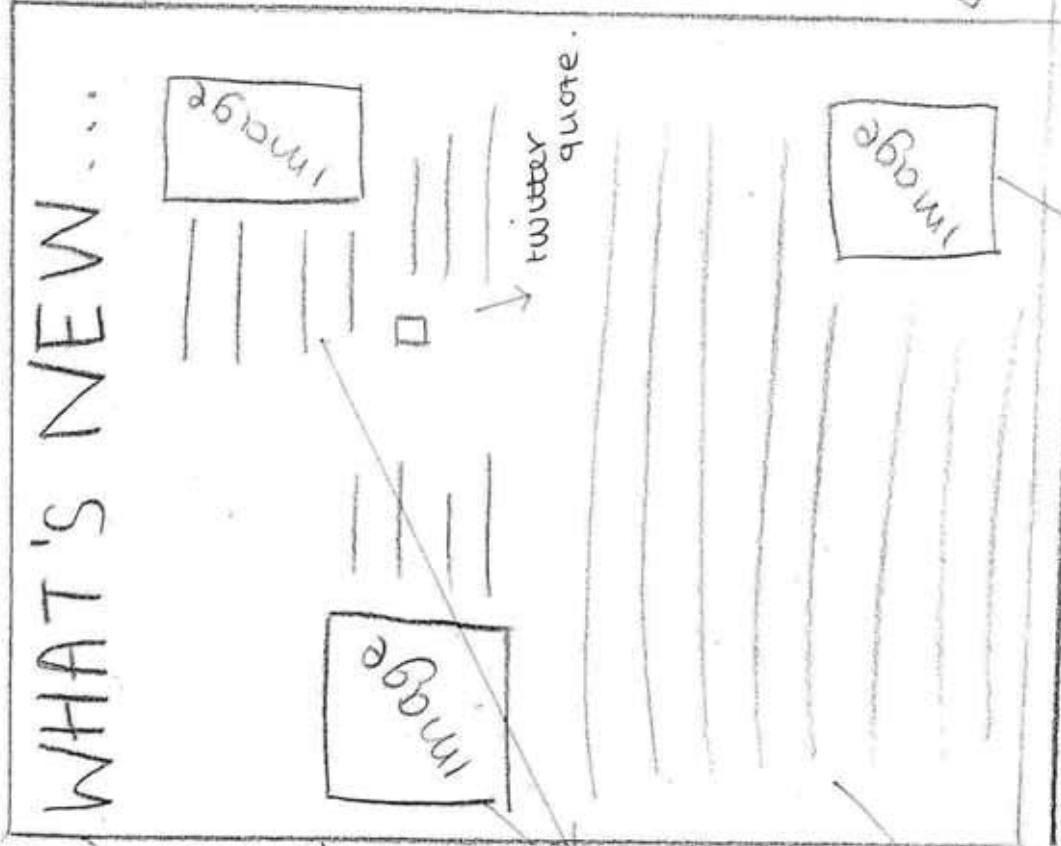
Large image  
over both pages .

Large quote : black  
text .

# '2 page Spread ...

masthead -  
black text -  
bold  
blue

APSS



Masthead in  
black graphic  
writing

small article  
and image -  
sport and  
celebrities

school  
related  
article -  
black text



internal  
links -  
black  
text

twitter  
quote:

selfie  
article  
black  
text

arrow  
changing  
images

school image -  
relating to

photo of movie  
scene



# front cover...

A03S

magazine  
page /  
logo -  
colourful

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r both  
genders.

internal  
links  
ifferent  
ages  
ithin  
he  
agazine  
lack  
text.



Black  
subscribe  
button

title of  
article -  
purple  
underlined

3 main  
celebrity  
articles,  
image  
relating to  
article  
headline  
internal  
links to  
full article  
black text -  
bold.

second  
article  
in black  
text

3 images  
of celebrities  
arrows give  
the option  
to look at  
more.

celebrity name  
linking to image - black text.

## Experimenting with different designs

# YOUR TIMES, YOUR LIFE

Here is one of the fonts and colours that I experimented with. The font is Accent SF. I decided not to choose this font as I thought that it could make the magazine look a bit unprofessional. I also do not think that using red would be very effective as it does not contrast with the background so it would not stand out as much on the page, which is what I would want it to do. Despite this, I thought that red would be quite appropriate for target audience as it suits both genders and also appears quite informal. Red also connotes gossip so the target audience are likely to have an idea of the genre of the magazine. It is also quite a round font which could appear quite friendly to the audience, which is what they will want to see.

# YOUR TIMES, YOUR LIFE

The font here is Adamsky Outline SF. I quite liked this font as it appears quite informal to the audience which would suit the genre of the magazine as it is youth culture. I chose to place it in black as it would contrast the background and as the font is not very bold, it would need to stand out as much as possible. Despite this, some parts of the text are faded which does not make it very clear to the audience and may not stand out very much as it is not very bold, which the masthead needs to be. As the font also appears quite computer generated, some may not be aware of the genre of the magazine and may be encouraged to pick the magazine up.

# your times, your life

Here is another font that I experimented with which I selected from the website [www.fontspace.com](http://www.fontspace.com). I thought this font appeared quite youthful and fun which is what I want my magazine to portray as my target audience is both genders between 12-18. I think it would attract the audience as it also appears quite informal so it is likely to grab the attention of a younger audience because it does not look boring. The colour that I used however could appear quite gender specific as blue is stereotypically associated with men. This is one of the factors that stopped me from using this as I want the magazine to stand out to both genders. I also decided against this as I thought it would look too busy on the page along with the rest of the images and text.

**Risk Assessment**

Risk	Level of Risk	Likelihood	Should I continue?	Notes
Clear working area	Medium	Medium	Yes	I need to ensure that I keep the area clear, so ensure all wires and other items are not on the floor.
Overheating equipment	High	Medium	Yes	I need to ensure I do not over use equipment as it may overheat and lead to work being lost.
People falling over equipment	Medium	Medium	Yes	Ensure everyone is aware of the equipment being used and ensure everyone is being safe in the working area.
Printing errors	Medium	Low	Yes	Need to ensure the printer I use is reliable so it does not break as this could lead to the process being very time consuming.
Distraction in the house	Low	Medium	Yes	Ensure I am focused when doing my work so I do not make any errors in my work, for example, grammar.
Illness	Medium	Medium	Yes	Have to catch up with work as soon as possible and do other work in the meantime.

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