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# Teacher Resource Bank

GCSE Media Studies

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**Assignment 1 – Print Magazines**

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## Controlled Assessment 1 - magazines

### Vogue

*Target Audience* - ABC1 female audience - median age of 34.5 representing "the story of women, of culture, of what is worth knowing and seeing, of individuality and grace, and of the steady power of earned influence." - connoted and represented by:-

- Masthead - 'G' missing - 'Vogue' such a widely known institution - easily recognisable to consumers. Reputation of being 'ultimate fashion magazine'. Vogue - 'in fashion' / stylish - represents magazine's content.
- Simple, bold colour scheme - red & black often traditional colours of 'occasion dresses' for classy females. Black - stereotypical, classic feminine colour.
- Expensive price signifies wealthy customer. Small/ hidden on cover - entices audience whilst 'clueless'.
- Direct address - mid shot of celebrity model (whose reputation abides with magazine's) connects audience to front cover - draws consumer instinctively/denotes personal involvement. High key lighting connotes freshness and vitality.
- Sell lines - all relevant. Minor sentence '50 small buys with big impact' - juxtaposition of big/small - contrast ensures 'small' has 'big' positives.
- Layout - simple and formal - many sell lines represent large content. Bold/basic fonts contrasting with feminine, soft font connote girly but powerful/businesswomen.
- 'Vogue' is used (following the model of audiences uses and gratifications presented by Blumler and Katz) 'to be entertained'/'to be info

Image of Vogue Cover For Month of March

Removed for copyright reasons

See link below:

<http://theshortfashionista.files.wordpress.com/2010/02/vogue-alexa1.jpg>

## Teen Vogue

*Target Audience* - teenage girls targeted at age 12-17 however median age is 17. Women empowering - 'the cultural catalyst for a new generation of influential teens and young women.' - connoted and represented by:-

- Masthead- 'Vogue' part - identical to adult 'Vogue' - shows connection. 'Teen' in modern font - appealing to younger audience - representation of different audience age compared to 'Vogue'.
- Bright, eye catching colours - yellow, pink and white - still feminine - quirkiest and spring-like (upcoming season) - more exciting than 'Vogue's'.
- Main image - young female celebrity - in line with audience age range. Closed image as a result of anchorage text - '*Mia Wasikowska is Alice in Wonderland*' - acts as extra plug.
- Price - hidden in barcode - again small - teases audience into purchasing.
- Sell lines - tempt audience with 'celebs', fashion & advice (represents content). Bullet pointed plugs incorporate alliteration/rhyme (Pop Prints/Backpack Comeback) - enables content to be memorable/connotes excitement.
- Layout - similar to Vogue (simple but full) - however, different formatting/font techniques - uses bullet points/fill behind text to enhance appeal/stand out to teenagers.
- Formatting complies with code/conventions of typical teenage magazine - bright/lively but sophisticated signifying young adult.

Image of Teen Vogue Cover for Month of March

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See link below:

<http://www.teenvogue.com/celebrity-style/2010-02/get-mia-wasikowska-look-for-less>

**'Example' Magazine Analysis**

A girl empowering fashion magazine for 14-17 year olds. If published, would be in an institution such as Conde Nast ('Vogue' publisher).

**SLOGAN** - suggests supremacy/exclusivity.

**MASTHEAD** - signifier of role model - represents youth positively.

**MAIN IMAGE** - famous teen star - respectable & popular 'example'. Direct address - attracts consumer. Closed image - result of anchor text.



**PRICE** - affordable for monthly issue - audience may be short of money.

**LANGUAGE** - play on song lyrics/rhyme/alliteration all memorable to teenagers - makes sell lines interesting.

**TAYLOR SWIFT: 'The secret life I left behind'**  
TAYLOR SPILLS ALL! Page 10  
**AIRBRUSHING?**  
The truth behind the myth..

**COLOUR SCHEME** - busy/bright - catches attention - summer theme.

**FORMATTING** - varying graphics/text boxes ensure focus on chosen sell lines.

**SELL LINES** - all content relevant/in the interest of audience. Main story - scoop - lures customers. 'Taylor Spills All' - denotes personal involvement.

## COMMENTARY

### Assignment 1 – Magazines

#### Analyse and Respond

A concise and well organised response which uses terminology with some confidence. The analysis of the media texts and explanation of own pre-production work demonstrates good understanding of the conventions of magazine cover design. There references to audience and some use of audience theory but this area is not sufficiently developed for Level 6

**Level 5 Mark 8**

#### Research Planning & Presentation

Flair and creativity! Fit for purpose and engaged!

**Level 6 Mark 5**

**Assignment 1 mark 13/15**