

Magazines Overview:

The magazine industry has **changed rapidly** over the last ten years. There is a different approach to the **content distributed** and to how magazines **target and maintain varieties of audiences**.

Your alternative magazine will be aimed at a very **specific audience**. The digital age has benefitted such publications in the sense that now more people have potential access to these magazines than ever.

This is a **hugely competitive market**, and to participate within this market it is more important than ever to **build brand identity and build audience loyalty**.

Media Language:

Consider how the **mode of address links** to the **brand identity and ideologies** of the product.

What **images are prioritised** by the product? Where do they occur within the wider mise-en-scene? What is the camera angle/distance? Is the image posed or a snapshot?

What is the **ratio of text to image**? What sort of **language** is used by the magazine, and how far does this **language rely on the cultural competence** of the target audience?

How is **vivid colour** used to **maintain audiences** who are simply browsing? What **layout features** are prioritised by the web site? How does the product use **enigma and action codes** to maintain the casual browser?

Representation:

Gauntlett is an interesting starting point for looking at representations within magazines. Do **modern products offer a more diverse range of representations**?

How does the product construct representations and in what ways may this **influence the reading by the preferred audience**? What **hegemonies do the representations conform to or even challenge**? How do the **central representations interplay with the rest of the mise-en-scene**? What **ideologies could these representations embody for the audience**?

Critical Perspectives:

Structuralism - Claude Lévi-Strauss

How do the **underlying structures**; the layout features, the selection of images; **create meaning**?

If **meaning is created by opposition**, then what are the images within a particular **magazine in opposition to**?

What **ideological significance could the resolution of these oppositions have** (for example, the representation of a hegemonically attractive person may create an aspiration theoretically fulfilled by the advertisements for cosmetics within the magazine)?

Critical perspectives on gender - Liesbet van Zoonen

If magazines can be considered a barometer of cultural and historical contexts, then **what meanings do constructed representations of gender hold for audiences**?



Social/Cultural/Historical contexts:

Consider how far the **media contexts influence the content of the magazine and how audiences may respond to the content**. With the **alternative choices**, the magazines are aimed at certain **demographics with their own subcultural competencies**. The mainstream and historical magazines are revealing of their respective **social and cultural contexts**, as magazines often **respond to the values and beliefs of their particular eras**.