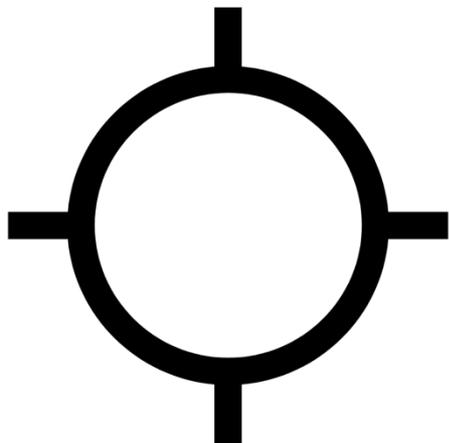




Department of
Education

Year 12 Arts

General Media Production and Analysis
Unit 3, Topic: Magazine Study



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COVER SHEET

Title: 12 General Magazine Study	Course or unit - Unit 3 Year level 12
LEARNING AND TEACHING	
KEY CONTENT: This package focuses on magazines studying some of the changes that technology has had on print media. Students are asked to analyse front covers and complete a magazine case study.	
LINKS TO CURRICULUM Unit 3 <u>Systems of Communication</u> * terminology, technologies and characteristics of specific media <u>Narrative Codes and Conventions</u> * codes and conventions that position the audience and construct meaning <u>Representation</u> * the social influence of stars and celebrities in popular media <u>Audience</u> * how the purpose and context of the media work influence audience response * how values are depicted in entertainment media through genre and representations	LEARNING REQUIREMENTS / RESOURCES This package contains a hyperlink to an online resource, teachers would need to photocopy this for printed packages. Packages for students with no access to internet may need to be supplied with copies of magazine covers to study as they won't be able to search for their own.
MODES OF DELIVERY Online Face to face Printed package	

12 General Media - Magazine Study

Do people still read magazines? Is print media on 'life support' because of the explosion of technology in the digital age? Is there a place for magazines in society today?

Traditional media forms have faced great challenges in contemporary society due to changes in technologies, the impact of technology on audience reach and usage and, the impact these changes have had on the budgets available to producers. Magazines are a traditional form of media that has had to meet these challenges and this package of work is designed to help you explore print media in contemporary society.

In your own context

Magazine advertising and promotion

Can you remember seeing any advertising for a magazine? If so, where?

What did you learn about the magazine and its contents from the advertisement?

Who do you think is the intended audience of this magazine? Try linking the ideas presented in the advertisement to the values or attitudes of the intended audience for the magazine.

Do you or anyone in your family read print magazines? Which titles and how much do they cost?

Do you or anyone in your family subscribe to online magazines? Which titles and how much do they cost?

If the only magazines that you and your family read are free of cost, what might that mean for the production budget? Write down some reasons why access to free content might impact the production budgets of magazines.

PROMOTIONAL MATERIAL

An important promotional strategy for the marketing of magazines is the front cover design. Many production decisions go into the creation of the front cover that aim to create a representation of the magazine itself, and to make the magazine appealing to the intended audience.

When analysing front covers it is beneficial to consider the codes and conventions used and the way these have been combined to create an image for the publication. Typically, the front cover of a magazine contains:

- Masthead – this is the title of the magazine and is a part of the graphic design for the entire marketing campaign of the magazine. The masthead is in a sense plays the same roll in marketing as a logo does, it is easily recognised by the audience.
- Cover Image – very important for attracting an audience and representing the magazine in a certain way. What is the image? Has the social influence of stars or celebrities been used?
- Publication Details and Edition – provide context of the publication in terms of date and issue number.
- Taglines and Coverlines – provide information about the genre of the magazine and ‘teases’ the audience to want to read more of the content of the magazine. These are specifically selected because they are considered the most appealing to the target audience.

When analysing a front cover start by identifying the use of these conventions as well as the codes used to create them. Then turn your attention to the intended audience – who are they, what are their values and expectations of the media work. Finally, draw connections between the producer’s choices for the front cover and what you know about the audience.

You will need to find some magazine covers online to analyse. Make sure you are looking for a range of magazines targeted at different audiences as this will help with answering the questions below. Some magazines to consider are Time, GQ, Cosmopolitan, Men’s Health, Edgar or Pop Star. You can make your own selections but think about a comparison between a men’s magazine and a women’s magazine or a younger target audience and an older target audience. Be careful choosing a really ‘niche’ magazine like Caravan World for example as you might not be able to answer the questions below in any great detail and the purpose of this exercise is to get better at answering them.

Select 2 covers from your search for your study and answer the following questions:

1. What codes and conventions have been used on the front cover to position the audience to think a certain way about a magazine?
2. What values are represented by the selection choices of the front cover?
3. Can you link the social influence of stars and celebrities to the values of the intended audience? Explain how the front cover has been deliberately constructed to appeal to the target audience’s lifestyle and interests.
4. Choose a cover with a male subject and another with a female subject. Explain what the different images tell us about gender representations and attitudes about gender identity.

Case Study:

Australian magazine, **franki**, has created a resource for schools which examines the magazine as a media form, explains the production process of the magazine including production roles and provides some insight as to how media producers consider their audience when making production decisions.

The resource can be found at: https://www.frankie.com.au/downloads/school-downloads/frankieschools_mediaresources.pdf

Once you have read the resource from **franki**, choose another magazine and create a case study that explains:

- The magazine's intended audience
- The production decisions made to appeal to that target audience, consider the title, the font, the cover page and the magazine content
- The values depicted by the magazine – consider what is being represented and how you are supposed to react to these representations
- If celebrities have been featured in the magazine you have been studying, link them to the values of the target audience. Ask yourself, why have they been included in this publication and how am I supposed to respond to them?