



MISS MARKHAM'S

MEDIA STUDIES





SUMMER PREP TASKS

Slides

The following slides contain your
Summer Prep Tasks for Media
Studies.

Tasks

Please complete all tasks outlined,
to the best of your ability, by our
first class together in September.

Help

Full instructions are available
on this ppt, including examples
and links to additional help. If
you are really stuck, email me:
cmarkham@dma.tela.org.uk




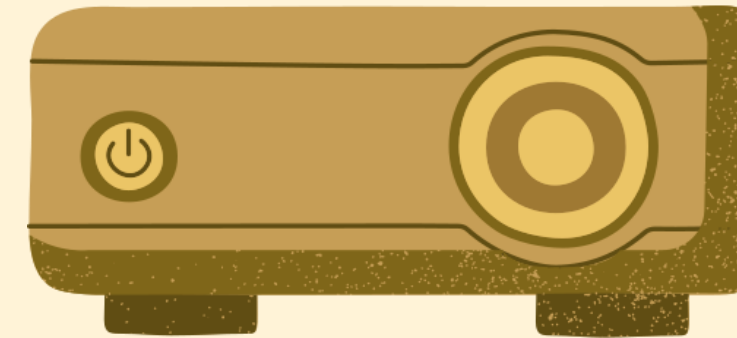
Table of Contents



01
Magazines



02
Radio



Magazines:

We need to learn the media terminology for what is on the front cover of magazines. These are conventions.

Conventions of a cover

MASTHEAD

Title – font, name, colour

GOQ
AUSTRALIA

MAIN IMAGE

Largest picture.
Convention of direct address. Engages audience.

TONY ABBOTT
GO GRILL
THE PM'S
ARCH-RIVAL

ANCHORAGE

Relates to the image – gives more to the image.

LEO
RISING
DICAPRIO ON MONEY, SUCCESS AND POWER
{ Plus } MEN AND THE BOTOX EPIDEMIC

THE
BUSINESS
ISSUE

WHY
YOUR
JOB IS
MAKING
YOU FAT!

+

COULD
YOU BE A
CUDDLE
PIMP?
WE REVEAL
THE JOBS
OF THE
FUTURE

COLOUR SCHEME

Green, white, grey.
Creates a mood

SELL LINES

Advertises articles inside.

PUFFS

Small boxes that draw attention to other articles.

STYLE
UPGRADE
YOUR 2012
WARDROBE
STRATEGY

Now label this
magazine with the
same conventions:



You need to analyse the conventions for the meaning that they are communicating.

Connotations of a cover

MASTHEAD

"Gentlemen Quarterly" -
"Gentleman" connotes the Victorian idea of an etiquette of how to be the 'perfect' successful man.

MAIN IMAGE

Leonardo Di Caprio - famous Hollywood star - a role model of a successful actor and fashion icon.

ANCHORAGE

"Leo Rising" connotes that his success is still growing. "Money, success and power" represent a stereotypical way men are expected to be successful in society.



COLOUR SCHEME

Green could connotes money and wealth (colour of US dollar)
Purple - connotations of royalty and therefore also wealth and power.

SELL LINES

Will inform the audience of changes in how people work and their career. Another stereotype of masculinity - men are often defined by their career and provider for a household.

Complete this:

SELL LINE of "Drop a dress size by tonight" connotes that the magazine will inform the reader of....



Example:

SELL LINE of "Cosmo's Ultimate Women of the Year" connotes that the magazine will inform the reader of the most successful famous female celebrities. The reader might aspire to be like these role models.

Now analyse the conventions on the front cover of Cosmopolitan. Label 4 other conventions - what are they communicating about Katy Perry, the magazine, the stories that will be in the magazines or what they audience will learn from the magazine?

This unit we will be studying the celebrity gossip magazine Heat. Here are some examples of celebrity gossip magazines.

Genre: Celeb Gossip Magazines



Task 2: Label the front cover of Revea! magazine with magazine conventions:

- **Masthead**
- **Anchorage** about Beyonce
- **3 Sell Lines**
- **The Main Image**
- **A Puff**
- **Direct Address** (when the model is looking at the camera)

Task 1: BULLET POINT the content that appear on the cover of GOSSIP MAGAZINES.

- Who are they about?
- What information will the reader find out?
- What things will the reader learn?



Intro to Tatler Magazine

We will be looking at a very different magazine called Tatler. This is aimed at upper class and wealthy people.

TASK 1:



BULLET POINT what you think the stereotype of a posh upper class British person.

(how do they behave, their accent, clothes, hobbies, interests, homes, education, personality etc)

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