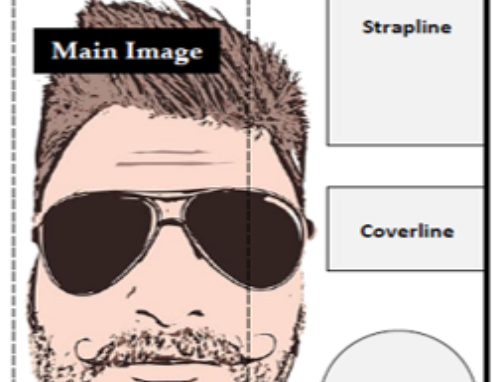

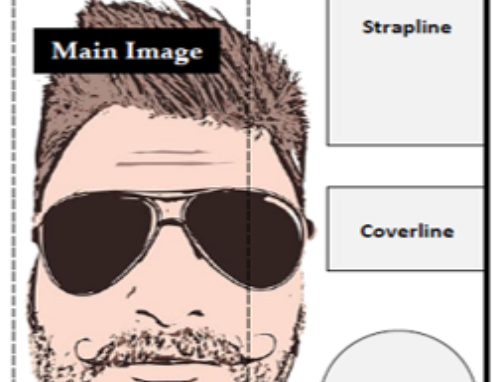

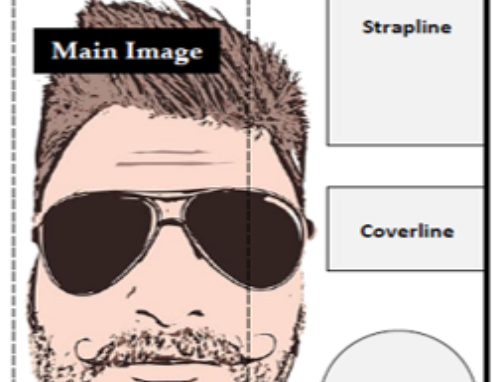





6/6 Year 9 Creative Media

Composite Knowledge: To learn to create a magazine for a target audience

Students will learn about the genre conventions of magazines and the use this knowledge to create their own unique magazine. This is a mock of their non examined assessment that will be worth 30% of their final grade

<p>Dateline and issue number refer to information relating to the date of publication and the number of previous publications.</p>	<p>The masthead is the title of the magazine, designed and displayed on the front page.</p>	<p>The sell-line is generally found close to the masthead. It acts as a hook to gain audience interest and make the publication stand out.</p>	<p>A strapline is fairly similar to a sell line; however, it directly relates to articles found in the issue. Often located down the right-hand side of the cover.</p>									
<p>Cover price: information that reveals the price of the publication. In tabloid magazines, this will appear in a larger font.</p>	<table border="1"> <tr> <td data-bbox="254 378 713 521"> <p>MASTHEAD Dateline + Issue Number Cover Price</p> </td> <td data-bbox="726 378 980 521"> <p>Sell Line</p> </td> </tr> </table>		<p>MASTHEAD Dateline + Issue Number Cover Price</p>	<p>Sell Line</p>	<p>A magazine cover will typically feature one Main image (sometimes called the cover image) – often of a model or a celebrity – that ties into themes of the issue.</p>							
<p>MASTHEAD Dateline + Issue Number Cover Price</p>	<p>Sell Line</p>											
<p>The main coverline is considered the main title of the cover page. This often corresponds to the main image or to the model of that issue.</p>	<table border="1"> <tr> <td data-bbox="254 528 471 706"> <p>Main Coverline</p> </td> <td data-bbox="484 528 980 906">  </td> <td data-bbox="802 528 980 706"> <p>Strapline</p> </td> </tr> <tr> <td data-bbox="254 706 471 821"> <p>Coverline</p> </td> <td data-bbox="802 706 980 821"> <p>Coverline</p> </td> <td data-bbox="802 821 980 906"> <p>Tag</p> </td> </tr> <tr> <td data-bbox="254 821 471 906"> <p>Coverline</p> </td> <td data-bbox="254 906 471 1292"> <p>Puff</p>  </td> <td data-bbox="802 906 980 1292"> <p>Pug</p> </td> </tr> </table>		<p>Main Coverline</p>		<p>Strapline</p>	<p>Coverline</p>	<p>Coverline</p>	<p>Tag</p>	<p>Coverline</p>	<p>Puff</p> 	<p>Pug</p>	<p>Tags are phrases used to catch the reader's attention. Often sensational, with exclamation marks such as 'Exclusive interview!' or 'Plus!'. Can also be called buzzwords.</p>
<p>Main Coverline</p>		<p>Strapline</p>										
<p>Coverline</p>	<p>Coverline</p>	<p>Tag</p>										
<p>Coverline</p>	<p>Puff</p> 	<p>Pug</p>										
<p>Cover lines are titles/excerpts from articles found in the issue which appear on the front cover. Editors believe these will sell the issue if they feature heavily.</p>	<p>A barcode will often feature in the bottom corner of the cover.</p>	<p>Most covers can be split into thirds.</p>	<p>Minor images are positioned in the outer sections of the cover and do not intrude on the main image.</p>	<p>Pugs are pieces of information located on the outer corners of the cover, used to catch the reader's eye and draw their attention to the magazine. Can be in the form of straplines, promo info and imagery.</p>								



Genre Conventions of Lifestyle Magazines

<p>High-key lighting Lighting designed to create visual clarity and prevent shadows</p>	<p>Mode of address Direct: cover star makes eye contact with the reader</p>	<p>Cover star Will usually be a celebrity or an elite person</p>
<p>Shot types Cover stars are usually framed in full or medium shots</p>	<p>List-based articles A clear, readable way of conveying life advice</p>	<p>Imperatives Media language which instructs the audience: 'Do it!'</p>
<p>Audience appeal Highly gendered and generally appealing to 'aspirers'</p>	<p>Ideology Focus on buying products promotes consumerism</p>	<p>Coverline features Many include pull quotes from celebrity interviews</p>

• **Contexts**

- **Political:** Is there a political context in the magazine? Are political themes being brought up that are similar to issues currently going on?
- **Historical:** What period is the text set in? The future, the past, a mixture of the two? Are any historical issues being revisited?
- **Social:** Are any issues that are currently impacting society raised e.g. Global warming, immigration, government policies.
- **Economical:** The budgetary constraints/ commercial viability of media texts. Does the film highlight issues around the economy e.g. The recession.
- **Cultural:** What cultures are represented e.g. ethnicities, regions, religions etc.? If particular groups are represented, we as audiences might be able to associate with their situation. Are any cultures underrepresented?

Glossary for Magazines

Term	Defintition
Masthead	The name and logo of the magazine.
Mode Of Address	How the magazine talks to the audience and the type of language used for example formal or informal
House Style	A magazines distinctive design that distinguishes it from its competitors.
Sell Lines	Persuasive text on the cover that helps to sell the magazine to the audience. Kerrang!'s sell line is "life is loud".
Cover Lines	Articles highlighted on the front page to draw readers into the magazine
Banners	Text, which stands out because it's on a coloured background.
Strap Lines	A smaller headline, printed above the main headline. Also known as a slogan
Anchorage	The way in which text helps to pin down the meaning of a picture.
Headline	Catchy title for the main article.
Pugs:	These are placed at the top right and left corners of the page and are known as the 'ears'. Examples of content that is placed here is the price of the product, the logo or a promotion.

Copy	text used in the magazine
Puffs	Boxes on the front page that promote features found inside the magazine
Buzz Words	Free ", " Exclusive " and " Wow " are all examples. They attract the readers' attention
Sweet Spot-	the bottom left hand side of the magazine where promotions such as freebies are positioned
Drop Capitals	Really big letters, which start off an article.
Cross Head	Small sub-heading used to split up a large block of text.
White Space	white parts of a page other than text or pictures.
By-lines	name of the person who wrote the article. Picture Credits - where did the photos come from, or who took them
Borders	the gaps at the edges of the page.
Gutters	the gaps between the columns of text.
Leading	the space between lines of text.
Typography	A particular style of typography that reflects the house style or brand of magazine
Visual Codes	The colour pallets that relates to the house style or indicates the season the magazine is issued in