

Magazine Revision

When exploring the magazine CSPs, you need to be able to write about **Media Language** and **Media Representation**. For all the CSPs, you need to be able to make **comparisons** and relate to their **context**.

You have recently completed revision on the use of media language in these products so these tasks focus on representation and context only.

Introduction - Tatler Media pack

- 1) Look at the Tatler Media Pack. Go to **page 2**: how does the editor introduce the magazine?
- 2) Now go to **page 4** of the Media Pack. Focus on the print magazine (**NOT** tatler.com - the website). List the key demographic details: age, gender %, ABC1 % (social class), HHI (Household Income), % of those living in London and the South East. **What do these demographic details suggest about the average Tatler reader?**
- 3) Look at **page 6**. What do Tatler readers think about fashion? How much do they spend?
- 4) Go to **page 10**. What are the special editions of Tatler that run throughout the year? What does this suggest about the Tatler audience? What about the **psychographic audience group** that best fits Tatler?



Media Representations

- 1) What celebrities or famous people are mentioned on the cover? Why do you think Tatler put them on the cover?
- 2) What do the cover lines suggest about the lifestyle of rich people in the UK?
- 3) Looking at the image and cover lines together, what different groups of people are represented on the cover and how are they represented? (E.g. men/women/rich people/race & ethnicity etc.)
- 4) Are there any stereotypes being reinforced or subverted? How? Why?

Social and cultural contexts

- 1) What types of people are NOT featured in Tatler?
- 2) Tatler runs special issues on holidays, spa breaks, cosmetic surgery, watches and jewellery and private schools. What does this suggest about the magazine's representation of life in Britain?
- 3) What audience groups might be offended or insulted by the front cover of Tatler?
- 4) Find three other front covers for Tatler from different months. What issues, subjects or people are regularly featured in Tatler?

Introduction - Heat Media pack

- 1) Look at the Heat Media Pack. Go to page 2: the Heat mission. Write three things that Heat offers its readers under 'print'.
- 2) Now go to page 3 of the Media Pack - celebrity focus. What does the page say that Heat offers readers?
- 3) Now look at page 4 of the Heat Media Pack. What other content does Heat magazine offer its readers aside from celebrity news?
- 4) Look at page 5. What is Heat magazine's audience profile? Write all the key details of their audience here.



Media Representations

- 1) What type of celebrities appear on the front cover of *Heat*? List them here.
- 2) How are celebrities represented in *Heat*? (Positively? Negatively? Reinforcing or challenging stereotypes?)
- 3) How are women represented on the cover of *Heat*? Think about both images and cover lines here.
- 4) How do *Heat* and *Tatler* represent social class? What different social classes can you find in the features and celebrities on the cover? (E.g. middle/upper class / working class)

Social and cultural contexts:

By contrasting this cover with the cover of *Tatler* you should be able to reflect on the relationship between magazines and the contexts of their production. **What issues does Heat prefer to deal with? What are the values and beliefs implied by the choice and the presentation of contents that is illustrated by the front cover?**