**Knowledge Organiser for Pride Magazine November, 2015**

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| **Production Context**  Monthly, lifestyle mag, first published in 1990, readership (including online) 300,00, circulation (printed copies) (of over 146,000, distributed by COMAG (part of Conde Nast), still in Black ownership Name links to black liberation but could be confused with Gay Pride | | **The Target Audience**  Females of colour, aged between 24 - 35, are middle class or higher, many would have a good education, they would be interested in fashion and beauty, spend a lot of money on fashion and beauty products, most of the audience would live in London, they are a niche audience (smaller than average with specific interests) | | **Messages and Values**  Key message - Be proud of who you are, and your culture, have confident and self-respect. Focus on body image - reminding the reader that they could/ should look better (women are valued based on looks). Women should aspire to be successful like Naomie Harris. Mixed messages: straighten hair - conforming to European ideas of beauty, consumerist context about buying hair care products like relaxers, straighteners. |
| **Social/ Cultural Context**  Modern mags focus more on beauty, less on homemaking mag encourage us to feel bad about ourselves but they will make us better  BLM - campaign against police racism, big on Twitter as is Pride (lots of followers) | **Media Language**  **Technical Codes Visual Codes Written Codes**  Masthead - covered but still recognisable Pose is confident and sexy Personal pronouns - we, you, draws TA in,  Strapline - best magazine of its kind She looks at us - direct address Hyperbole - failed, sexualised, mocked  Colour Palette suggests pride, strength strong Costume not revelling but still tight Alliteration - Bond and Beyond emphasis her  Cover lines - serious issues (FGM), success of NH, Serious facial expression - she serious! success as a Bond girl (sexy)  Range of topics, aligned around NA Colours are eye catching, contrasting Use of acronym (FGM) - assumption that the  Breaks left third rule - worried about topics? Hair/make up = pretty, beautiful but TA will know what it is, comfortable dealing  Narrative - cover lines start of a story not over the top with a controversial topic. | | | |
| **Historical/Political Context**  The term Pride come from the Civil Right Movement that encourages/ celebrates black culture, wanted people to be proud of being black and having afro hairstyles | Representation - Ethnicity, Gender, Issues  NH a successful black women as a role model, came from a similar background to the TA, The magazine presents black people as outgoing, confident, and ambitious, NH is attractive, slim, fashionably dressed - fits the stereotype, the magazine (like other magazines) encourages women to work harder to improve themselves because they are inadequate (How fare would you go?), the importance of body image is the same for different races, a lot of pressure on women to be perfect, the mag reminds reader that they are judged on their looks (Objectifed, Sexualised, Mocked)  FGM - hard hitting issues but is it reported on from the beauty/ cosmetic surgery side?, brave move to have such controversial topic on the cover, use of ! shows they view it as shocking and not being done for religious reason but because of aesthetics/ beauty. | | | |
| Key Terms and conventions  Strapline, Cover line, colour palette, direct address, flashes, left third, masthead, anchorage, polysemic, hyperbole, FMG, BLM, pose Metrosexual, body language, facial expressions, Image as commodity  Red connotes strength, power, courage, energy, warmth, Black connotes power, sophistication, classic, stylish | | | Link to Theorists and theories  Use of stereotypes - Stuart Hall says stereotyping reduces people to a few simple traits or characteristics that are often negative about minority groups. The cover challenges ethnic stereotypes but does reinforce some gender stereotypes (challenges others). Gender Representation - Laura Mulvey talks about the male gaze and how women are shown (behaviour and looks) in a way that men would like. Cover does reinforce some gender stereotypes e.g. looks but challenges others e.g. she is strong and powerful. Narrative - Roland Barthes and the use of enigma codes - cover lines tease us to want to read more.  “to provide readers with a sense of community, comfort, and pride in this mythic feminine identity” (Bignell).  “define and shape the woman’s world” (McRobbie) | |