



Knowledge Organiser GQ Magazine November, 2015

Target Audience: Mostly men who are 25-45 years old, they have a high income, into fitness and fashion, like to know about new technology, want hard hitting stories, like to buy brand names and willing to pay for them.

Messages and Values: Key message about how to be a man = strong, fit, successful, you have to have the right look. Masculinity=physical strength. Men are valued on wealth and looks. They should aspire to be successful like The Rock.

Media Language:

ECU of biceps = strength

Layout = strapline at top = what a man should be

Rock cover line is biggest = important

Colour palette = red, black, white

Left third = most important

Main image = most important, appeal to TA

Visual Codes:

The rock is staring out at us = direct address

Facial expression and body language = confident, determined, serious, tensing his bicep = strong, powerful

Mise en scene = casual costume, face/hair looks good, tattoos = brave, real man

Written Codes:

Rock = strength, stability, bold font

Man up! = imperative command

Most bankable star = hyperbole

Typography = size and colour used to show importance, style of font is classy

GQ = short and catchy

Representation: Gender and ethnicity

Rock as a role model = for men, someone to aspire to be like – strong, powerful, determined, successful (wealthy), good work ethic,

Male representation – hyper masculine, strong and muscular, men should be like him

Men must have it all – like the Rock – power, wealth, latest fashion etc.

Most bankable star = he is successful because he has a lot of money

The magazine also tells men ‘how to be a man’ suggesting that they are not good enough as they are

Focus on wellness = perhaps not so stereotypical of traditional representation of masculinity.

Links to theories:

Propp - The Rock is the ‘hero’ = he has become successful through hard work and determination, he has the key qualities of a hero- he is strong, powerful and cares about others.

Hall’s Theory of Representation = broken the stereotypes associated with African Americans by being a positive figure.

Uses and Gratification Theory: Personal Identity = some men see themselves as being like the Rock.

Context:

Launched in 1931, renamed in 1967, produced by Conde Nast, Multi-platform (ipad, website, app) 115, 000 copies printed, 400,000 readers. The magazine with an IQ- not just about girls.

Social/cultural context:

Metrosexual – ok for men to care about looks.

Spornosexual – extremely body focused, obsession with muscles. The modern man should ‘have it all’ – health, wealth, strength, success etc.

Historical/Political Context:

African/Americans are often depicted in a bad way, influence of Civil Rights to change this but still negative

#Oscarssowhite – black actors not being recognised, racism.

Key terms:

Strapline, extreme close up, cover line, colour palette, direct address, flashes, masthead, anchorage, capitalist ideology, hyperbole, spornosexual, pose, metrosexual, body language, facial expressions