

Knowledge Organiser Pride Magazine November 2015

Context:

Monthly lifestyle magazine published in 1990, readership (including online) 300,000, circulation (printed copies) 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.

Social/cultural context:

Modern mags focus more on beauty BLM – campaign against police racism, big on Twitter as is Pride (lots of followers)

Historical/Political Context:

The term Pride comes from the Civil Rights Movement that encourages/celebrates black culture, wanted black people to be proud of being black and having afro hairstyles

Key terms:

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

Target Audience: Females of colour, 24-35, middle class, good education, interested in fashion, beauty. Spend a lot of money on fashion and beauty products. Most of the audience live in London, they are a niche audience (smaller than the average with specific interests).

Media Language:

Masthead: covered but still recognisable

Strapline: best magazine of its kind

Colour palette: suggests pride, strength

Cover lines: serious issues (FGM)

Breaks: left third rule – worried about topics?

Narrative: cover lines of story

Representation: Gender and ethnicity

Successful black woman as a role model

Represents black people as outgoing, ambitious. NH is attractive, slim, fashionable dressed.

The magazine encourages women to work harder to improve themselves because they are inadequate. Reminds women that they are judged on their appearance.

FGM: hard hitting issue reported from the the beauty/cosmetic beauty side.

Brave to have controversial issue on front cover

Messages and Values: Key messages – be proud of who you are, and your culture, have confidence and respect.

Body image = audience could/should look better (women are valued based on their looks).

Women should aspire to be successful like Naomie Harris.

Visual Codes:

Focus is confident and sexy – direct address

Costume: not revealing but still tight

Serious facial expression

Colours: eye catching, contrast

Makeup: pretty but not over the top

Written Codes:

Personal pronouns: we you

Hyperbole: failed, sexualised, mocked

Alliteration: Bond and beyond

Acronym: FGM assume TA know what it is

Links to theories:

Stuart Hall: Use of stereotypes – reduces people to a few simple character traits or stereotypes that are often negative about minority groups. The cover challenges ethnic stereotypes but does reinforce gender stereotypes.

Mulvey's Male Gaze: Cover reinforces gender stereotypes e.g. looks but challenges others e.g. she is strong and powerful.

Roland Barthes: cover lines tease us to want to read more.

