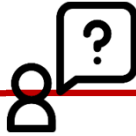




GCSE Media Studies – Media Industries, Audiences, Media Language & Representation – Newspaper & Magazines



Big Questions:

How do newspapers/ magazines appeal to an audience?

How are issues represented in newspapers?

What codes and conventions do newspapers and magazines use?

How does technology impact audience consumption of products?

How does regulation impact the newspaper production process?

Politics and Newspapers

Newspapers tend to lean toward either right or left wing which impacts the way they report stories and represent social groups.

Left Wing – Views that are left of centre and more liberal. E.g. that wealth people should pay more taxes. The Labour party is left wing.

Right Wing – Views that are right of centre and more conservative. E.g. the belief that taxes should be kept low to allow the economy to grow. The Conservative party is right wing.

Regulation of Newspapers

The **Independent Press Standards Organisation (IPSO)** regulates newspapers. This monitors reporting, deals with complaints, offers advice and issues a code of practice for newspapers to follow.

Key Theories:

Laura Mulvey's Male Gaze Theory

This is the theory that media products are created from the point of view of a heterosexual male.

Feminism

Feminism is the movement for equal rights for men and women. In media, we use this as a perspective to discuss texts e.g. This text shows feminist ideals...

Katz and Blumler Uses and Gratification Theory:

This assumes that the audience is active and that they choose media products based on particular needs or gratifications. The main ones are:

- Information
- Social interaction
- Entertainment
- Personal Identity

You can use a media product for more than one gratification.

An individual's social background will influence the way that they engage with media products.



Key Vocabulary

Term	Definition
Conglomerate	A very large organisation that owns different types of media companies.
Diversification	When a media company moves from creating one type of media product to creating other products.
Vertical Integration	When a company owns more than one stage of production e.g. production, distribution and circulation.
Convergence	Making a product available across different platforms to allow it to reach wider audiences.
Lifestyle Magazine	A publication that covers a range of topics related to readers' lives such as fashion, travel, health and money.
Cover lines	The short headlines on a magazine front cover that give a reader into the insight of the contents of the magazine.
Elite Person	A celebrity or person of high status that will appeal to target readers.
Exclamatives	Words or phrases that 'shout out' to the reader, often using an exclamation mark for emphasis.
Consumerist messages	Ideas that it is necessary to buy products and other goods in order to achieve a particular lifestyle.
Hypermasculinity	Exaggerated masculinity. For example, extreme strength, aggression or 'macho' behaviour.
Crisis of masculinity	The idea that males suffered uncertainties of identity as women gained more power in society.
Tabloid	A newspaper format that is half the size of a broadsheet. Also refers to the 'popular press' or 'red top' newspapers.
Broadsheet	A newspaper in a large format; also refers to the 'quality' press, the more formal newspapers.
Hard News	Serious news stories that have national or international importance. Topics such as politics and the economy would be considered hard news.
Soft News	Less serious news that is focused on human interest or celebrity stories. The term 'infotainment' is sometimes used.
Satire	Mocking or using humour to criticise – often politicians.
Image-to-text-ratio	The amount of text given to text compared with images. A high image-to-text ratio means that the images take up more space and there is less written copy.

