

Exemplar work

GCSE Media Studies Unit 2 Assignment 1 - Understanding the Media - Introduction to the Media



Please note: every effort has been made to respect the right of anonymity of the source of this coursework and of those who have contributed to it, without compromising the work or invalidating it for the purpose to which it is to put. Some personal details of contributors may therefore remain. We ask the reader to respect their right to privacy.

Masthead is slightly on top of main image but does not cover her face. Font is quite formal, clear & easy to read – appropriate to older readers. It's an unfussy masthead.

Web address (URL) encourages readers to log on to website. Makes magazine sound modern.

Tagline – this encourages people to buy because they can feel like everybody else.

£2.50 may seem quite expensive so only appears in very small writing

Play on words (pun) – sounds like Naughty but Nice. She is seen as being posh (another word for haughty).

Direct address. She is looking at the reader making eye contact which is more personal and appealing to the reader.



Some informal language used here 'fella' & there's a rhyme with seller making it more catchy.

Orange blouse is a contrast to mainly black & white page. Perhaps shows her to be a fun person & she is smiling – but arms folded suggests she's also serious.

Main image is a famous actress (relates to target audience). She is looking straight at the audience, and smiling. She has good skin and hair which the audience will also want. Although she is old she is slim and neatly presented so will be something of a role model to some readers.

Sell lines. Content is aimed older men & women. A white font is used which links with the masthead.

Analysis of SAGA magazine (May 2009) front cover

The target audience is older men & women are interested in the lives of other older people who might have been famous (Patricia Hodge or Neil Sedaka) or ordinary people who have families. The item about the history of flight might be more appealing to men but women might want to read about Patricia Hodge or the family story.

The title of my magazine is called Wrinkles because it is for old people who find it light hearted. My target audience is people over 50 because they are the people who would read a magazine about old people.

The magazine conventions I used are masthead, bleedlines, strap line, main image, price, date line, barcode, website and issue number.



I put the price at 99p so old people can afford it. Also, if I can get people to buy the first issue they might become regular readers.

Image of Cliff Richard. I chose him because he is an iconic figure for the over 50s.

I have chosen to give away free spa tickets because older people have a lot of spare time so now they can spend time relaxing. Also, giving something 'free' is a good tactic for attracting readers.

The clock and vase look old fashioned so have connotations of the past which might appeal to older readers.

Strapline at bottom introduces a feature that will interest readers.

My design for a magazine cover aimed at the 50 year plus market. The title Wrinkles relates to older people but is humorous. The magazine will inform them (about Antiques, Cliff), it will give them escapism (puzzles) and they will relate to the people featured in the mag (older people like Cliff).

This means that the mag will give you something to do – making the reader active and involved. The Sudoku image makes you think that the mag is for more intelligent older people. Middle class. (The Daily Mail has Sudoku but not the Sun).