

LEARNING JOURNEY

Media



Component 2: Mainstream and Alternative Magazines (Vogue)

Year 12 Spring Term

The magazine industry in the UK is a highly challenging media environment, with thousands of titles **competing** for readers and market space. Here, learners will study two magazines in depth, developing an understanding of the **contextual factors that shape their production, distribution, circulation and consumption**, as well as considering the **historical, social, and cultural significance** of the representations they offer. Learners will also explore how media language incorporates **viewpoints and ideologies**. Each option includes two magazines that have been produced within different historical and industry contexts and that target different audiences. One of the magazines will be **contemporary**, whilst the other will have been produced **before 1970**; one will be a **commercial** magazine with mainstream appeal (Vogue), whilst the other will have been produced **outside the commercial** mainstream (The Big Issue).

Magazine Contexts:

How does social, historical and cultural context affect production?

Magazine Language:

How are messages constructed within the set text?

Magazine Representations:

How do social and historical contexts affect the representation of women?

How do historical productions offer singular, straightforward messages about identity?



Careers:

- Researcher
- Fashion Journalist
- Graphics Designer
- Press Relations

Magazine Industry : How does ownership affect Vogue's production, distribution and circulation to create success?

Magazine Audiences:

How do magazines target specialised audiences and how might audiences respond?

Consolidation of learning and practice answer.

Careers:

- Studio Photographer
- Online editor
- Culture specialist
- Staff Writer

TUDOR HABITS AND VALUES: **Reflective**

You delve into the world of the 1960s in this unit, which means that you will need to be reflective about the historical and social context of this time. But not only that, this unit will require you to examine your own position within contemporary society as you cross examine second wave feminist attitudes alongside current feminist outlooks.

VOCABULARY : Consumerism, Scintillate, Domesticity, Feminine Mystique, Passive