

Knowledge Organiser for GQ Magazine July, 2016

<p>Production Context Mag launched in 1931, renamed in 1967, Produced by Conde Nast, Multi-platform (iPad, website, app) 115,000 copies printed, 400,000 readers. The magazine for men with an IQ - not just about girls</p>	<p>The Target Audience Mostly men who are 25 - 45 years old, they have a high income (£300 watch), into fitness, fashion, like to know about new technology, want to know about hard hitting stories, like to buy brand names and are willing to pay for them (evidence = cover lines cover these sorts of stories)</p>	<p>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.</p>						
<p>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</p>	<p style="text-align: center;">Media Language</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">Technical Codes</td> <td style="width: 33%;">Visual Codes</td> <td style="width: 33%;">Written Codes ECU of bicep = strength</td> </tr> <tr> <td>The Rock is staring out at us - Direct address, Facial expression and body language = confident, determined, serious, tensing his strong, powerful scene - causal costume, has made his look good, tattoos = brave, real man</td> <td>Rock = strength, stability, large font Layout - Strapline at top = what a man should be Man up! - Imperative/ command Rock cover line is biggest = important Most bankable star - hyperbole, Colour Palette - Red, Black, White Typography - size and colour used to show importance, highlight, style of Left third = most important info font is classy. GQ - short and catchy Main image = most important, appeal to TA</td> <td>Mise en face/hair</td> </tr> </table>		Technical Codes	Visual Codes	Written Codes ECU of bicep = strength	The Rock is staring out at us - Direct address, Facial expression and body language = confident, determined, serious, tensing his strong, powerful scene - causal costume, has made his look good, tattoos = brave, real man	Rock = strength, stability, large font Layout - Strapline at top = what a man should be Man up! - Imperative/ command Rock cover line is biggest = important Most bankable star - hyperbole, Colour Palette - Red, Black, White Typography - size and colour used to show importance, highlight, style of Left third = most important info font is classy. GQ - short and catchy Main image = most important, appeal to TA	Mise en face/hair
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<p>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</p>	<p style="text-align: center;">Representation - Gender and Ethnicity.</p> <p>Rock as a role model for men, someone to aspire to be like - strong, powerful, determined, successful (wealthy), good work ethic, kind, does not do bad things (breaks the stereotype drug dealer). Shows a male representation that is hyper masculine, strong and muscular (bicep) - men should be like him Men must have it all like the Rock -power, wealth, health, fancy watches, the latest fashion etc. Most bankable star = he is successful because he has a lot of money. The mag is also tells men 'how to be a man' suggesting that they are not good enough as they are (coverline Man up!. Focus on making yourself better. Focus on wellness perhaps not so stereotypical of traditional representation of masculinity.</p>							

Key Terms and conventions

strapline, extreme close up, cover line, colour palette, direct address, flashes, left third, masthead, anchorage, capitalist ideology, hyperbole, Spornosexual, pose, Metrosexual, body language, facial expressions Red connotes strength, power, courage, energy, warmth Black connotes power, sophistication, classic, stylish

Link to Theorists and theories

The Rock is the 'hero' (**Propp**) - he has become successful through hard work and determination, he has **key qualities of a hero** - he is strong, powerful, cares about others
He has **broken the stereotypes (Stuart Hall)** associated with African Americans by being a positive figure
Use and G Theory: **Personal Identity** - some men will see themselves as being like the Rock,
Surveillance - some men will read this mag so they know what is happening in the world of fashion, fitness etc.
Personal Relationship - some people will feel a connection with the Rock and want to read all about him