Knowledge Organiser for Pride Magazine November, 2015

Production Context	The Target Audience	Messages and Values
Monthly, lifestyle mag, first published in 1990, readership (including online) 300,00, circulation (printed copies) of over 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	Females of colour, aged between 24 - 35, are middle class or higher, many would have a good education, they would be interested in fashion and beauty, spend a lot of money on fashion and beauty products, most of the audience would live in London, they are a niche audience (smaller than average with specific interests)	Key message - Be proud of who you are and your culture, have confident and self-respect. Focus on body image - reminding the reader that they could/ should look better (women are valued based on looks). Women should aspire to be successful like Naomie Harris. Mixed messages: straighten hair - conforming to European ideas of beauty, consumerist context about buying hair care products like relaxers, straighteners.

Social/ Cultural Context	Media Language		
Modern mags focus more on beauty, less on homemaking mag encourage us to feel bad about ourselves but they will make us better BLM - campaign against police racism, big on Twitter as is Pride (lots of followers)	**Technical Codes**	**Visual Codes**	**Written Codes**
	Masthead - covered but still recognisable Strapline - best magazine of its kind Colour Palette suggests pride, strength strong Cover lines - serious issues (FGM), success of NH, range of topics, aligned around NA Breaks left third rule - worried about topics? Narrative - cover lines start of a story	Pose is confident and sexy She looks at us - direct address Costume not revelling but still tight Serious facial expression - she serious! Colours are eye catching, contrasting Hair/make up = pretty, beautiful but not over the top	Personal pronouns - we, you, draws TA in, Hyperbole - failed, sexualised, mocked Alliteration - Bond and Beyond emphasis her success as a Bond girl (sexy) Use of acronym (FGM) - assumption that the TA will know what it is, comfortable dealing with a controversial topic.

Historical/Political Context	Representation - Ethnicity, Gender, Issues
The term Pride come from the Civil Right Movement that encourages/ celebrates black culture, wanted people to be proud of being black and having afro hairstyles etc, challenges stereotypes.	NH a successful black women as a role model, came from a similar background to the TA, The magazine presents black people as outgoing, confident, and ambitious, NH is attractive, slim, fashionably dressed - fits the female stereotype, the magazine (like other magazines) encourages women to work harder to improve themselves because they are inadequate (How far would you go?), the importance of body image is the same for different races, a lot of pressure on women to be perfect, the mag reminds reader that they are judged on their looks (Objectified, Sexualised, Mocked) FGM - hard hitting issues but is it reported on from the beauty/ cosmetic surgery side?, brave move to have such controversial topic on the cover, use of ! shows they view it as shocking and not being done for religious reason but because of aesthetics/ beauty.

Key Terms and conventions	Link to Theorists and theories
strapline, cover line, colour palette, direct address, flashes, left third, masthead, anchorage, polysemic, hyperbole, FMG, BLM, pose, metrosexual, body language, facial expressions, image as commodity red connotes strength, power, courage, energy, warmth, black connotes power, sophistication, classic, stylish	Use of stereotypes - Stuart Hall says stereotyping reduces people to a few simple traits or characteristics that are often negative about minority groups. The cover challenges ethnic stereotypes but does reinforce some gender stereotypes (challenges others). Gender Representation - Laura Mulvey talks about the male gaze and how women are shown (behaviour and looks) in a way that men would like. Cover does reinforce some gender stereotypes e.g. looks but challenges others e.g. she is strong and powerful. Narrative - Roland Barthes and the use of enigma codes - cover lines tease us to want to read more. "to provide readers with a sense of community, comfort, and pride in this mythic feminine identity" (Bignell). "define and shape the woman's world" (McRobbie)