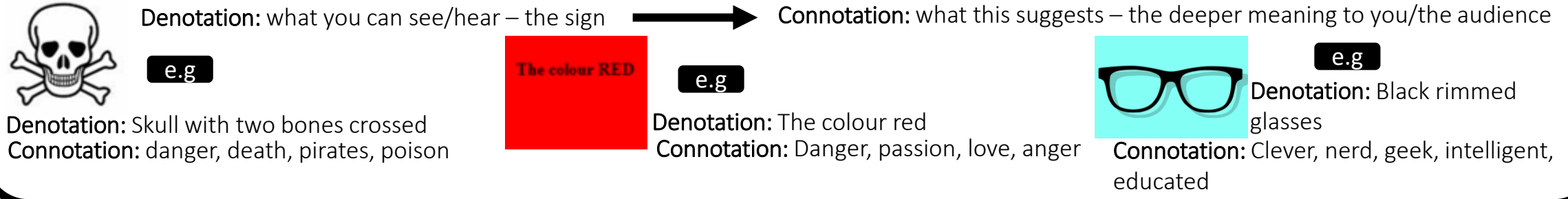


**Media Language:** is the way in which the meaning of a media product is communicated to the audience.

**Language:** the key conventions (features) you would expect to find associated with a media product. The language is different depending on the product and the platform.

**Semiotics:** the study of signs and symbols and what they mean



### Analysing Media Language: Media Language Framework

We can divide codes of media language into three categories – these can help you to understand the meanings of a media product

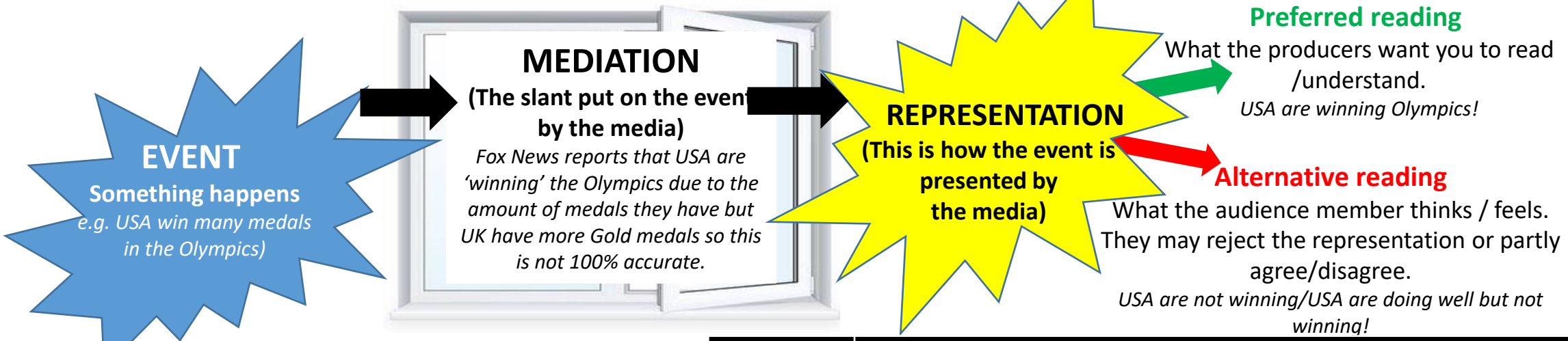
SYMBOLIC	WRITTEN	TECHNICAL
Lighting & Colour	Slogans	Camera Angles
Setting & Locations	Font style	Framing of shots (ELS, LS, MLS, MS, CU, ECU, POV)
Facial Expressions & Body Language	Headlines	Cropping
Objects	Captions	<u>Juxtaposition</u> (2 separate signs that together make contrasting meaning)
Key Signifiers/Images	Choice of words	
Clothing, Hair & Make Up	Emotive language	
	Size of text	
	Language techniques	

When you analyse a media product you should look at the above signs and describe (denotation) and then explain what this suggests to the audience/reader (connotation). You could then evaluate the interpretations of the signs (polysemic)

Key word	Description	Example
Convention	Typical features of a genre or product	Horror films <b>conventionally</b> feature a villain and low key lighting
Denotation	The surface meaning of a sign – what you see	A gun in a film poster being held by the character.
Connotation	The deeper meaning of the sign	Gun <b>signifies</b> action and violence. The character holding the gun is the hero/villain.
Signifies	What something suggests	The gun <b>signifies</b> violence
Sign	An element in a media product that is used to communicate something	Low key lighting is a <b>sign</b> of a dark theme/story
Polysemic	A sign can have many different connotations/interpretations depending on the audience	The colour red could connote danger or passion or anger. The colour red is therefore <b>polysemic</b> .
Audience reception	How the audience receive / interpret the meaning of a sign	Media producers want audiences to accept and agree with their messages. Audiences will either <b>agree</b> with, <b>reject</b> or <b>negotiate</b> the dominant messages.
Stereotypical	A widely held and over simplified image or idea of a particular type of person or thing.	Boys <b>stereotypically</b> like sports, cars and video games. Girls <b>stereotypically</b> like the colour pink, fashion and make up.

**Representation: the description or portrayal of someone or something in a particular way.**

Representation is not a 'window to the world' – it is how the media producers want you to see the world!  
Representation is the process of how reality is constructed for an audience (this is known as **Mediation**)



**Stereotypes**

Representation often includes stereotypes but to be completely fair in the media these need to be avoided. Stereotypes are a widely held, often negative and over simplified image or idea of a particular type of person or thing. Have a look at the below examples.

GROUP	STEREOTYPE
WOMEN	Motherly, cooking, cleaning, feminine, weaker gender, emotional, concerned about appearance...
MEN	Masculine, strong, powerful, dominant gender, sports, gadgets, emotionally strong, cars...
TEENAGERS	Unruly, rude, lazy, disrespectful, defiant, unmannered...

Although these are negative, stereotypes are used in media products so that the audience quickly recognise the characters and can pick up the narrative easily.

Key word	Description
Stereotype	A widely held and over simplified image or idea of a particular type of person or thing.
Archetype	A very typical example of a certain person or thing. For example a male archetype would be very masculine and muscly, strong and powerful with short hair and hall.
Dominant	Powerful for example men are seen as more dominant than women. Another meaning for dominant is the main idea. For example the dominant message in the media is that adults must work and pay their taxes.
Inferior	Lower in rank, status, or quality. For example, women are usually seen as inferior to men (this is a stereotype).
Selection	The action or fact of carefully choosing something as being the best or most suitable of the message. This includes what is, and isn't, included!
Construction	Technical and symbolic codes – how things have been designed, laid out, edited, put together
Mediation	How the maker/producer draws on all possible ideas and resources to present their version of events/perspective to you

# Audiences: are the people consuming the media product.

A **media audience** may be as small as one person reading a magazine or as large as billions of people around the world watching events, like 9/11, unfold live on television. **Audiences** have a complex relationship with the products they consume.

Media products are consumed by different audiences in different ways – an audience member can be passive or active.

## Passive audience

A passive audience suggests that media has an effect on them.



Accepts media messages

- Easily influenced
- 'Watch' media
- Controlled by media
- Does not make own use of the messages or interpret in own way

## Active audience

An active audience suggests that audiences interact with media



- Involved in their own interpretations and form own opinions
- Create their own meanings
- Question or respond to media
- In control of their own mind and not influenced by media

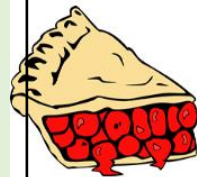
## Audience theories

The **Hypodermic Needle Theory** suggests that media inject messages into the brains of audiences and they are controlled by these messages. If you watch something violent, you will act violent. Audiences are **passive**



**Uses & Gratifications theory** suggests audiences actively seek out media products to satisfy their needs and pleasures. For example, audiences want to be entertained so will find funny clips on YouTube to watch. will visit a website to find out. Audiences are **active**.

According to **Blumler and Katz**, these are the reasons why people consume media texts.



**Personal Identity** – lets us learn about ourselves and how we are similar to others

**Information** – gives us information about what is going on around us and what we are interested in.

**Escapism: Entertainment/Diversion** – provides the opportunity for enjoyment, relaxation and distraction

**Social Interaction** – People use media to interact socially with people e.g. snapchat/social media.

AND/OR people might use media products in order to be included in social interactions.

**Target audience:** a particular group at which a media product is aimed. Every media product needs an audience to target.



**Demographics** is: dividing consumers into groups based on age, gender, income etc. This can help media producers determine their **target audience** for particular products and develop ads geared toward a specific **demographic**. Media producers typically combine several to define a **demographic profile**.

**Active audiences** are also able to interpret and form their own opinion on media messages, question messages and are not influenced. Reception theory looks at the how messages are received by audiences. If they negotiate or oppose, they are **active**.

## Audience Reception Theory: Stuart Hall

According to Stuart Hall, audiences receive messages in one of three ways:

### AGREE

**DOMINANT or PREFERRED READING**  
Audiences will agree with the message. This means that they have received the message intended by the media producer.  
**THIS IS WHAT THE MEDIA PRODUCER WANTS**

### AGREE AND DISAGREE

**NEGOTIATED READING**  
Audiences will accept parts if the producer's views but has their own opinions and views on it as well.  
This means they have received the dominant reading but do not 100% agree.

### DISAGREE

**OPPOSITIONAL READING**  
Audiences will reject the message (opposed reading) based on their own views, experiences and culture.  
This means the producer's message was not received in its intended.



# Industry: are the companies making media product and getting it to the audience.

The **media industry** can be defined as a varied collection of **organisations** that share the production, publication and distribution of **media products**. In this context, "media" refers to publishing outlets for TV, film, books, video games, newspapers, magazines, radio and other modern forms of information delivery.

Examples of **media organisations** include: BBC, NewsCorp, Disney, Time Warner, Sony and Comcast.

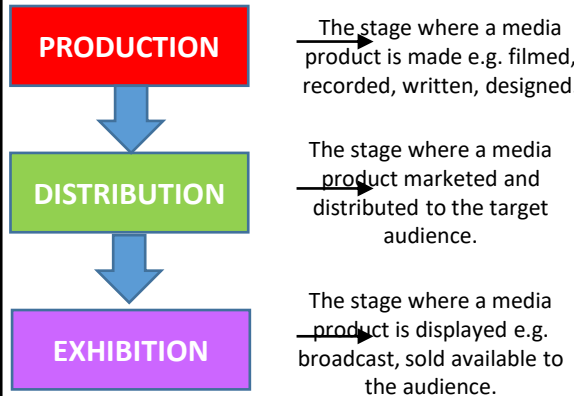
Today, consumers have access to more media and entertainment choices than ever!

But in reality, a huge portion of these choices belong to one of **SIX media conglomerates**.

THESE ARE COMMERCIAL

All of these company's **primary aim** is **\$\$\$** to make money!

## MEDIA PRODUCTION PROCESS



There are businesses that solely exist to make media product e.g. film production companies. There are also companies that exist to market and distribute media and exhibit media.

Media conglomerates often own companies that fit in to all three areas. This is explained in more depth under 'Media Ownership'

## Power and Media Industry Theory By Curran & Seaton

Curran and Seaton says that:

- media is **controlled** by a small number of companies primarily driven by the logic of profit and power.
- media concentration generally **limits** or inhibits **variety, creativity** and **quality**.
- more socially diverse patterns of ownership help to create the conditions for more varied and adventurous media productions

## TYPES OF MEDIA OWNERSHIP

### HORIZONTAL INTEGRATION

Horizontal Integration is where an organisation develops by buying up competitors in the same section of the market e.g. one music publisher buys out other smaller music publishers and they end up owning more than one company at the 'production' stage.

### VERTICAL INTEGRATION

This is where an institution has shares or owns each part of the production and distribution process. For example: Warner Bros Entertainment calls itself a fully integrated broad based entertainment company which owns film studios and the means to distribute the films as well as some of the cinemas in which they are shown. A company can become vertically integrated if they purchase another company that is within the production process, e.g. if a film production company purchases a distribution company. Warner Bros in itself is part of an even bigger conglomerate called Time Warner which is a huge media conglomerate institution which uses horizontal integration to consolidate its power and profits – so Warner Bros Entertainment is vertically integrated but owned by one of the big six media conglomerates, which is horizontally integrated.

## REGULATION

Regulation refers to the **control** or **guidance**, by established rules, applied by governments and other political and administrative authorities to all kinds of **media activities**. For example, media is controlled and censored to protect minors from harmful content such as swearing, violence and sexual content.

### P.E.G.I. - Video games



### B.B.F.C. - Films



### OFCOM – TV & Radio



### I.P.S.O. – Newspapers



The BBC would be both Vertically and Horizontally integrated... but remember their aim is to serve the British public, not make profit

## PUBLIC SERVICE COMPANY

In the UK, the term "**public service broadcasting**" refers to **broadcasting** intended for **public benefit** rather making money. All of the BBC's television and radio stations have a **public service** remit, including those that **broadcast** digitally.



Every household in the UK must pay a **licence fee**. In return, the BBC provide viewers with a service of programmes with wide appeal that are guaranteed to conform to its **public service** remit to

**'inform, educate, and entertain.'**



# Print Magazine Conventions

## Structural Features of Adverts



Copy

The written explanation of the product. Analysis based on what it says, placement of text, font type and size, colour



Headline

An advertising headline is designed to be the first copy the potential customer reads. It should grab the attention of the reader



Subheading

The subheading usually spells out or elaborates the promise made in the headline but is not always present



Slogan

It is a phrase that describes the benefit of the product - the product's most important attributes. The term slogan comes from the Gaelic words sluagh gairm, meaning battle cry



Logo

A symbol or other small design adopted by an organisation to identify its products. It is very carefully designed and will feature on all adverts and the products themselves.



Central Image

The main (biggest) image on the advert. It will often be striking in order to grab the attention of the consumer.



Typography

The particular style of font used on the advert and helps to create brand identity - the same style will be used on all advertising



Brand Identity

How a business wants to be perceived by. Components of the brand (name, logo, tone, tagline, typography) are created by the business to reflect the value the company and to appeal to its customers.

### Language Techniques

#### Hyperbole

Exaggerated statements, words or claims eg Biggest, Best, Shocking, Exclusive. These are exaggerated to grab the reader's attention

#### Tripling

A group, set, or series of three; something threefold; triad. Often used in adverts to emphasize something

#### Mode of address

The style of language used. It could be informal, formal direct address, 1st person, 3rd person etc.

#### Personal Pronouns

Pronouns are words we use in the place of a full noun e.g. I, you, she, he, me, him, her

### Composition

Z Line composition constructs advertisements based on the theory that people will scan images from left to right and, to a lesser extent, top to bottom.

Rule of Thirds: Imagine breaking an image down into thirds (both horizontally and vertically). If you place points of interests along the lines or intersection the image will be pleasing.

Use of primary colours: these will attract attention and they have positive connotations. According to Psychology we will all have similar responses to these colours

Triangular composition is a way of organising elements/ images. It portrays feelings (simplicity/completeness) and is one of the most common compositional arrangements.



The backdrop is red, which is the most "appetizing" and hunger-inspiring color.

A bottle sliced like a ripe tomato connotes freshness, promoting a healthier way of life.

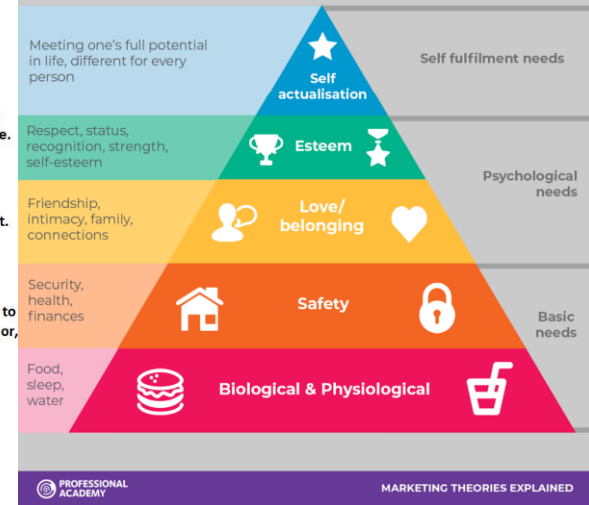
A sliced bottle looks like a sculpture, associating Heinz with innovation and art.

No specific age or gender here, appealing to those looking for healthier eating choices or, at least, those caring about their food freshness.

The word "grow" transforms a factory-made sugary condiment into a natural ingredient.

No one grows Ketchup like Heinz.

### MASLOW'S HIERARCHY OF NEEDS



Character Types	Definition	Example
The Hero	The Hero is the character that is often looking for something, who's on some sort of a quest or mission, to solve something. It can be either gender. A good example could be Batman.	 Shrek is the one who saves falls in love with the princess Fiona. This proves he is the Hero in the film.
The Villian	The Villian is the character who stops the hero from succeeding. The villian will do what ever it takes to not let the hero win. For example Prince charming in 'Shrek' who tries to get Fiona, and take her away from Shrek and make her his.	 Lord Farquaad is obviously the villian as he is the one who sends all of them to the swamp.
The Donor	The Donor is the one who gives the hero something like a special power to help the hero, they help to complete the hero's quest.	 The muffin man is definitely the donor as he creates a giant gingerbread man to break through the castles
The Princess	The Princess is used as a prize of reward for the hero. The typical story is that the hero is on a mission to try getting the princess to marry him.	 Fiona is obviously the princess, as she gets save and falls in love with the hero.
The Princess's Father	The Princess's Father is an authority figure, and offers reward to hero. The reward might be a prince or new car.	 He is definitely the princess's father and this is not left guessing. It is obviously shown throughout.
The Helper	The Helper is the one that helps the hero. The helper will either work along side the hero helping with their mission or be helping in a different way but at he narrative end it proves wrong.	 Donkey is like Shreks bestfriend. He is by shreks side the whole time and helps him with everything.
The False Hero	The False Hero is the one that takes the credit for the hero's actions, and tries to marry the princess. Tryies to make out its a good guy but at the narratives end proves wrong.	 Prince charming is the false hero as he's the one who tries to marry the princess & makes himself sounds good.

## Propp's theory in 'Shrek'.



# CONVENTIONS: KEY WORDS FOR FILM POSTERS

## Major Film Poster convention

<b>IMAGE</b>	There is always an image with a film poster. The image would illustrate the movie easily, and give simple pointers into what the film will entail.
<b>TITLE AND NAMES</b>	The poster will include both the title and names of the actors that star within the film. The only way the title does not appear on the poster is if the film is well known/sequel then sometimes only the image and a date appear.
<b>TAGLINE</b>	a tagline will be used on the posters this shows what sort of film it is and is normally very memorable
<b>ADDITIONAL CREDITS</b>	Many posters also include credits from the essential personnel that create the film. These include the directors, producers, the composers as well as the film company and film studios.
<b>ADDITIONAL FEATURES</b>	Film poster also include other features such as the movie rating. Some include the opening date of the film. Some have the type of film and sound system used, with the additional cast and crew, the URL for the movie's website and a copyright notice and award information.

## Short Film Poster convention

Short film posters are generally like major film posters and use many of the same feature: Title; names of actors and image. The only real difference is that short film posters have less information of the posters themselves.
The posters give small clues about what the short film entails. Such as the theme and/or genre of the film too.
The images of short film posters only contain one or two characters, as they usually only contain a small number of characters to keep the narrative easy to follow. The image of the character is usually the main focus for these types of posters.
They contain general information about the directors, producers and composers if there are needed. They normally produce the information such as the film company and production company on the poster. As this is classed as generic information needed on a poster
<b>WHAT IS THE DIFFERENCE BETWEEN MAJOR FILM, SHORT FILM AND TEASER FILM POSTERS?</b> There isn't a major difference between the three types of poster. The difference between a 'Major' film poster and it's 'Teaser' poster is hardly nothing. One, there is more text or information on a major poster rather than a teaser poster. This is because a teaser does exactly what it says, it teases the audience into wanting to know more. They normally have a simple image or normally a iconic image from the film, that alludes to the theme, setting or plot of the story.

Jackson Katz  
Violent masculinity  
The misrepresentation of men in the media directly contribute to men's actions of violence and aggression in society

Film poster analysis

What appears to be the Empire State Building lying in ruins, this gives the viewer a clear indication that the film is set in New York

A clear indication that Will Smith is the star of this film: there is only his name on this poster, it is in large type and is presented in the colour white which stands out against the background

Another clear indication that Will Smith is the star of this film. He is placed to the right hand side of the poster, but even though he is not in the centre this does not subtract from the fact that he is the main character, he is large and the closest object within the poster to the foreground

The use of the hazchem sign on the buildings hints that there is something biologically unsafe in the movie such as a widespread disease

A clear colour scheme of: black, yellow, brown and white

The smoke and decay in the image hints to the theme of destruction in the film

There are definite hints that the city of New York has been abandoned in this movie, there are overturned cars and wild plants growing in the middle of the road

The title of the film is made to stand out through the use of white typography against the black background; this will immediately draw the viewer's attention to it

Some of the companies involved in the movie have been included on the poster, but as this is a teaser poster the production personnel have not been mentioned

'Coming soon' indicates that this is a teaser poster as it is simply whetting the viewer's appetite and not letting them know the release date of the movie

Tagline: 'The last man on earth is not alone'. This confirms that Will Smith's character is the last human on earth so this tagline anchors to what we see in the image. However the viewer is left with a sense of enigma as it says 'is not alone' indicating that there is something else out there

Her burgeoning sexuality is a threat to another woman, so she's killed. Her only asset, physical beauty, is what saves her in the end.

Betrothed at birth to solidify a political position, she is killed by another woman out of spite. Her owner... ahem... fiance, saves her with a kiss. Again, sex is her only salvation.

This princess must get married to satisfy the requirements of the law. Her reluctance to do so causes her powerful father no end of trouble. She is enslaved by a powerful man and is only saved by the wit of a street rat.

This one drastically changes her physical appearance so as to be more attractive to man. The price is that she can't speak. No problem, she has nothing of value to say anyhow. She is saved by a prince.

Saves a prince's life. With her only asset, her sexuality.

She is saved from terrible living conditions by a prince. He does this, not because she's such a hard worker, but because she is beautiful.

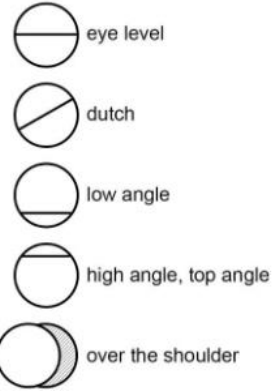
1937 1959 1992 1989 1991 1950

Male Gaze in Disney

**What is the Male Gaze?**  
The male gaze refers to the way women are objectified by the camera lens in Hollywood movies because men are in control of the production process and make decisions that appeal to their own values and interests. The audience, including women, are then positioned to accept this narrow representation.

## Camera Shots and Camera Angles

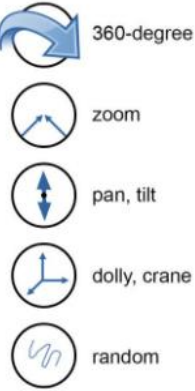
### ANGLE



### SHOT SIZE



### MOTION



### Key term:

**Intertextuality** - when one media product references another in ideas, themes or actual character and narrative



## Audio codes

Diegetic	Sound made by objects that characters can hear e.g. ambient sounds
Non-Diegetic	Sound made by objects and ambient sounds that characters <u>cannot hear</u> e.g. narrator's voice, incidental music
Dialogue	Style, mode, accent, tone and lexicon of language used by characters
Sound effects	Digitally created sound added after filming to enhance the action on screen
Parallel sound	A sound effect or soundtrack that works with the mood of the action on screen e.g. dramatic music with a dramatic scene
Contrapuntal sound	A sound effect or soundtrack that works <u>against the mood</u> of the action on screen e.g. happy music with a dramatic scene
Synchronous	Sound effects that you can both see and hear on screen e.g. phone is on screen when you hear the phone ring
Asynchronous	Sound effects that you can hear <u>but not see</u> on screen e.g. you hear the phone ring, but the phone is off screen

## Steve Neale genre theory

- ▶ Steve Neale states that media genres all contain instances of repetition and difference, to maintain viewing pleasure
- ▶ Difference is essential to the to the economy of the genre.
- ▶ Neale states that the film/TV/books etc. and its genre is defined by two things:
  - ▶ How much is conforms to its genre's individual conventions and stereotypes. A film must match the genre's conventions to be identified as part of that genre.
  - ▶ How much a film subverts the genre's conventions and stereotypes. The film must subvert convention enough to be considered unique and not just a clone of an existing film.

Media Literacy- Write a definition of the words and phrases that are underlined

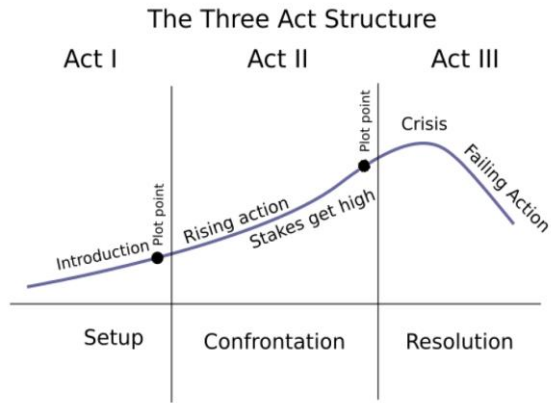


## Sci-Fi Conventions

- Time travel
- Teleportation
- Mind control, telepathy, and telekinesis
- Aliens, extra-terrestrial lifeforms, and mutants
- Space travel and exploration
- Interplanetary warfare
- Parallel universes
- Fictional worlds
- Alternative histories
- Speculative technology
- Super intelligent computers and robots
- Scientists
- Normal human-race

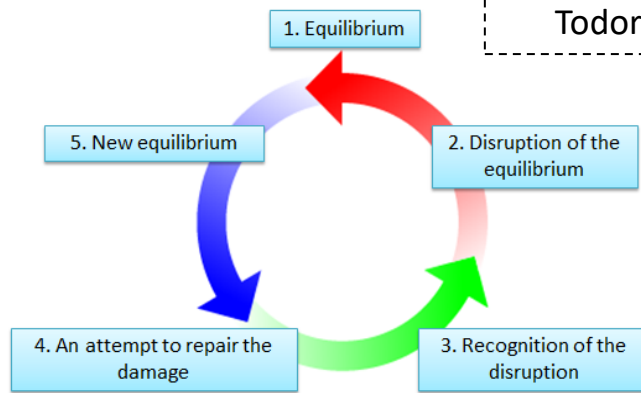
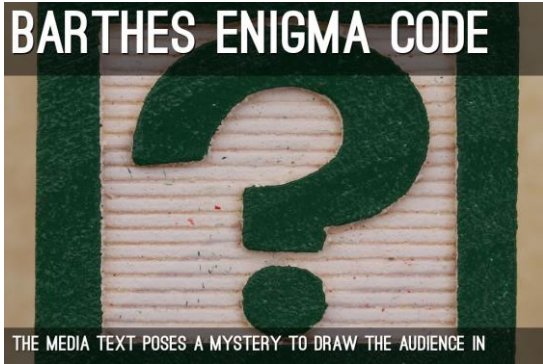


# NARRATIVE STRUCTURE



Levi Strauss

Binary Oppositions		Binary Oppositions	
Adult	Child	Masculine	Feminine
Alien	Human	Patriarchal	Matriarchal
Deceitful	Honest	Prisoner	Civilian
Dependent	Self-sufficient	Organic	Technological
Fury 161	Earth	Technology	No Technology
Industrialisation	Medieval	Violent	Harmless
Male	Female		



## Demographics

Age range  
 Gender  
 Social Class [ABC1 C2DE] NRS  
 Ethnicity  
 Sexual orientation/ disability/ religion

## Audience readings

**Dominant reading** – *understand and agree with*

*The producer's intended meaning*  
**Negotiated** – *Compromise between own Understand of world and producer's message*

**Opposition** – *Disagrees with the producer's Intended meaning*

## PSYCHOGRAPHICS

The Explorer  
 The Aspirer  
 The Succeeder  
 The Reformer  
 The Mainstream  
 The Struggler  
 The Resigned

Audience  
Categorisation

## Demographics

Age range  
 Gender  
 Social Class [ABC1 C2DE]  
 NRS  
 Ethnicity  
 Sexual orientation/  
 disability/ religion

## Audience theory

**Hypodermic needle** – audiences are brainwashed  
**Cultural effects theory** – long, sustained belief Influenced by media *i.e. guns are bad*  
**Uses and gratification**- we select texts based on our needs and desires: **INFORMATION, ENTERTAINMENT, IDENTITY, RELATIONSHIPS**



# The Generic Conventions of Magazines: Front Covers

The main function of front covers of magazines is to sell the magazine – they are the shop front of the magazine – they are deliberately eye – catching, interesting and brightly coloured.

They also clearly display the 'house-style' of the magazine – this is their repeated image (created through fonts, layout and colour) to create and maintain a loyal audience/readership.

Many magazines use a **slogan** – it is used under the header to explain the magazine content or to make it stand out from its rivals.

The **mast head**- usually at the top of the page (this logo/header will also create the 'brand image' of your magazine and will make it instantly recognisable for your audience.)

There is usually a **variety of fonts on the cover (3/4)** to make it interesting – but some magazines break the rules and use the same one throughout – like Q magazine.

**Cover lines/ Tag lines**- are the main text on the cover – they advertise the articles within the magazine to entice the reader.

Most pages will have a **colour palette** – a defined choice of colours – to create a recognisable **house-style/ image**

Many magazines will have the price text larger or include free gifts as a lure.

**Straplines** - usually go at the top or bottom of the page -highlighting stars in the magazine or other stories/sections in the magazine – this magazine does not use these however.

**Date and barcode** - usually now with a **web address** provided to entice audiences to the magazines' website.

**The central image:**  
**One main model/star** photographed either in close up (head and shoulders shot) or medium shot - **direct address (mode of address)** in music magazines it can be a **group shot.**

Usually **shot in a studio.**

This will be the content of the **feature article** of the magazine.

**The Gaze:** Is it direct address – looking at the reader? This is welcoming and creates a bond between the magazine and the audience/reader. This is the most common use. If the **main model/star is looking away it is breaking the rules** – but can look cool!

**The feature article cover line** is always bigger than the rest and dominates the page – the one that the producers hope will sell the magazine!

**Verbal and Non-verbal communication:** In many print texts such as magazines more is communicated to the audience through the use of non-verbal than verbal communication.



Liesbet Van Zoonen

[There is] a depressing stability in the articulation of women's politics and communication... The underlying frame of reference is that women belong to the family and domestic life and men to the social world of politics and work; that femininity is about care, nurturance and compassion, and that masculinity is about efficiency, rationality and individuality.' - Van Zoonen

Give examples from *No Burqas Behind Bars* that illustrate or challenge this concept.

Women	Men
Marginalised (or absent)	Efficient
Domestic	Rational
Sexualised	Individual
Emotional	Intellectual

## Definition (etymology)

**magazine**  
/mæˈɡiːzɪn/

See definitions in:

All Media Photography Military

noun

- a regular publication containing articles and illustrations, often on a particular subject or aimed at a particular readership.  
"a women's weekly magazine"
- a container or detachable receptacle for holding a supply of cartridges to be fed automatically to the breech of a gun.  
"he took the machine gun and a spare magazine"

Similar: journal, publication, periodical, paper, proceedings, organ

### Magazine conventions

Conventions	What is this?
Masthead	Situated at the top of the cover- very distinctive and the largest text on the cover. Usually catchy/ powerful words related to the genre of the magazine. Usually all in uppercase or all in small case
Cover lines/sell lines	These are the smaller articles that tell us what it in the magazine- they often use a variety of language techniques to intrigue the reader
Puff	Usually in a colour shape- it will provide incentives to the reader, e.g. cheap price, lots of content, competitions etc.
Skyline	A strip above the masthead that tells us more about the issue
Strapline	A catchy slogan to support the ethos of the magazine
Anchorage/Anchor Text	The largest cover line that is related to the main image
Price	Sometime very small located on the barcode- this is usually the case with higher class magazines/ more expensive magazines. One cheaper magazine can be put into a Puff shape as an incentive to buy
Barcode	Small and discreet often at the bottom right of the cover
Date of issue	Usually, a month or if a weekly magazine will give the week commencing date
Issue number	Tells us what number out of all the issues this one is
Main image	A striking image, that is appealing and usually in direct address (if a person). This can often be a celebrity who is featured inside
Subsidiary images	Smaller images relating to other cover lines- usually found on cheaper /gossip magazines

### Magazine Language Techniques

Language Techniques	Examples
<b>Ellipsis</b> (these miss out vital information from the sentence to create an immediate impact)	So...whatever did happen to Kurt Cobain?
<b>Copy</b> (these are not full sentences and are economical and immediate)	Lose your blues
<b>Imperatives</b> (these start with verbs to act like commands or instructions)	Get stress off your back! Get fit now!
<b>Interrogatives</b> (these are formed as questions to create an enigma so the audience will wonder about the question)	Want to get your man?
<b>Rhyme</b> Creates a pleasing connection between words. And helps the reader to retain information	Snatch him and catch him
<b>Alliteration</b> Emphasises words through repeated consonant words <b>Plosive</b> "b" and "p" sounds <b>Sibilance</b> "s" sounds <b>Assonance</b> Uses same vowel sounds for emphasis.	Six Simple Secrets Fake Mates Loose Boots
<b>Puns</b> Uses play on words and comic connections between words.	Cooking up a <u>stomzy</u> Walking on Nike <u>Airs</u>
<b>Polysemous</b> use of double entendre, or ambiguous meanings for comic, sexual reference	Nice Tackle! (about Rugby players – <u>ca-erl</u> )
<b>Endorsement</b> uses a well-known celeb	Kylie Jenner says this is the best product she has used.
<b>Hyperbole</b> - exaggerated claim that isn't to be taken as true. Used to intrigue audience	The Best Skincare you will ever use"
<b>Superlatives:</b> exaggerated praise	The very best advice. The most special people
<b>Tricolon</b> (list of three). Memorable and allow meaning to be read quickly	The first: the worst: the Best We didn't cry; we didn't scream; we just survived