PRIDE: CONTEXTS

Production Context

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

Social/ Cultural Context

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)

Historical/Political Context

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.

Key Terms and conventions

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.

The Target Audience

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)

Messages and Values

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 Naomi Harris. Mixed messages: straighten hair- conforming to European ideas of beauty, consumerist context about buying hair care products like relaxers, straighteners.

MEDIA LANGUAGE: How the fron page communicates with the audience using the different codes:

Technical Codes

1. Masthead- covered but still recognisable
2. Strapline- best magazine of its kind
3. Colour Palette suggests pride, strength strong
4. Cover lines- serious issues (FGM), success of NH,
5. Range of topics, aligned around NA
6. Breaks left third rule- worried about topics?
7. Narrative- cover lines start of a story

Symbolic Codes

1. Pose is confident and sexy
2. She looks at us- direct address
3. Costume not revealling but still tight
4. Serious facial expression- she serious!
5. Colours are eye catching, contrasting
6. Hair/make up = pretty, beautiful but not over the top demonstrating natural beauty over 'made up' beauty. More realistic.

Written Codes

1. Personal pronouns- we, you, draws TA in,
2. Hyperbole- failed, sexualised, mocked
3. Alliteration- Bond and Beyond emphasis her success as a Bond girl (sexy)
4. Use of acronym (FGM)- asumption that the TA will know what it is, comfortable dealing with a controversial topic.
5. PRIDE communicates the ethos of the brand and how the TA should feel.

REPRESENTATION *Ethnicity, Gender and Issues*

Ethnicity

Naomi Harris is 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.

Gender

NH is attractive, slim, fashionably dressed- fits the 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 (Objectifed, Sexualised, Mocked)

Issues

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.

My Notes