**A LEVEL MEDIA STUDIES**

**AUDIENCE HOMEWORK – *GRAZIA* MAGAZINE**

1. Who is the target/primary audience for GRAZIA magazine? (include specific details in terms of their demographics and psychographics). Does it have a secondary audience? If so, who?

2. How does it appeal to its target audience? To answer this question you need an in depth answer which requires you to carry out detailed textual analysis. Please discuss:

**The main image and the smaller images – how are they framed/what are they of – what does this signify?**

**Colours – connotations?**

**Cover lines – discuss these and what they signify (consider the language and mode of address). Masthead – connotes?**

**Fonts – connotations?**

**Position of images and text (anchorage). What meaning has been constructed by the placement of the words and images?**

3. Apply the following audience theories to *Grazia*:

**A. Stuart Hall - Reception Analysis:**

1. What would be a preferred reading and who would take it?
2. What might be a negotiated reading?
3. What would be an oppositional reading and who might take it/why?

**B.** Can you apply **George Gerbner’s Cultivation Theory** to Grazia? If so how?

4. How is the audience positioned by what’s on the cover? Explain why you think this? How do you think the magazine views its audience?

**PLEASE TYPE UP YOUR ANSWERS. THIS SHOULD BE AT LEAST ONE SIDE OF A4. HAND IN: THURSDAY 10 OCTOBER**

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