

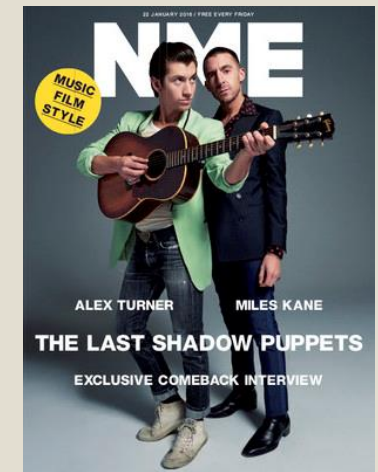
QUESTION ONE

In what ways does your media product use, develop, or challenge forms and conventions of real media products?

FRONT COVER



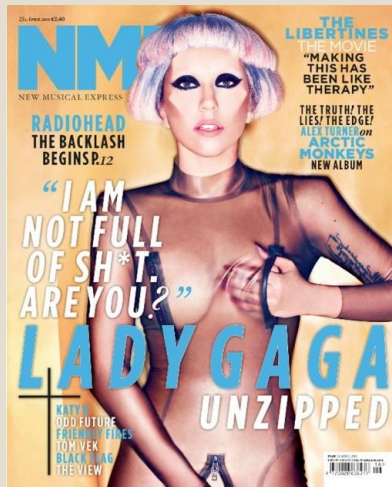
For my magazine, I replicated the minimalistic approach which generally appears on all big indie magazines. I decided to conform to the stereotype that indie magazines are neat, organised and minimalistic as, the results from my survey proved, that is the visual layout of their preference. Therefore, my magazine conforms to this indie, minimalistic stereotype. Another convention typical to a magazine specific to the indie genre is the 'featuring' artists coverline. This is particularly from the clash covers, however I believe this feature was effective enough to replicate on my own magazine to peak the interest of my audience as to what those artists could be talking about.



SEXUALISATION

Laura Mulvey's theory of male gaze suggests that women are dehumanised from a male's perspective and are seen only as objects to be admired for physical appearance. This theory is made apparent on quite a few Clash and NME covers, both of which I took inspiration from for my own indie magazine. However, I decided to challenge the theory of sexualisation of

women that is a current and reoccurring theme on so many magazines. This is because I believe that my magazine does not aim to target the type of audience who want to read a magazine purely for the artist on the covers appearance, they will want to read it for the information on the music, despite the fact that half of my audience are likely to be males around the age of 15 to 22.



MASTHEAD AND COVERLINES

When researching further the magazines specific to my genre, I came across a common theme used that seemed effective and impactful to the reader. The majority of the mastheads I came across were all large, bold, sans serif fonts. I believe this is an effective technique as the sans serif suggests that the magazine is current, modern and therefore up to date with the music trends as a sans serif font can imply youthfulness as it appears relatively informal, appealing to my target audience of teenagers to young adults who would not be interested in formality – this also applies to the coverlines of other indie magazines, as well as my own. The boldness of the font also makes the masthead apparent, visible and eye-catching at all times, even when the magazine is stacked in magazine racks. The font I decided to use was **impact**, a font I believed lifted the cover off the page and would make it stand out, despite the fact that some of it was hidden by the artist on the front cover. By also using a large, bold, sans serif font in all capitals, I have conformed to the stereotypical conventions of an indie magazines masthead.

The logo for Billboard magazine, featuring the word "billboard" in a bold, lowercase, black sans-serif font.The logo for NME (New Musical Express), featuring the letters "NME" in a bold, red, uppercase, sans-serif font.The logo for Clash magazine, featuring the word "CLASH" in a bold, black, uppercase, sans-serif font.The logo for Vinyl magazine, featuring the word "VINYL" in a large, purple, uppercase, sans-serif font. Above it, in smaller text, is "THE UK'S TOP INDIE MAGAZINE". Below it, in the bottom right corner, is "JUNE 2017 £1.50". The logo is partially obscured by a person's hair at the bottom.