

Media - Magazine Front Covers

Walt: Understand the terms denotation and connotation

WILF:

Identification the denotations and connotations of images

Discussion of how connotations can be different for different people

We give labels to things in order to classify them, to make clearer the meaning we are trying to convey.

Table



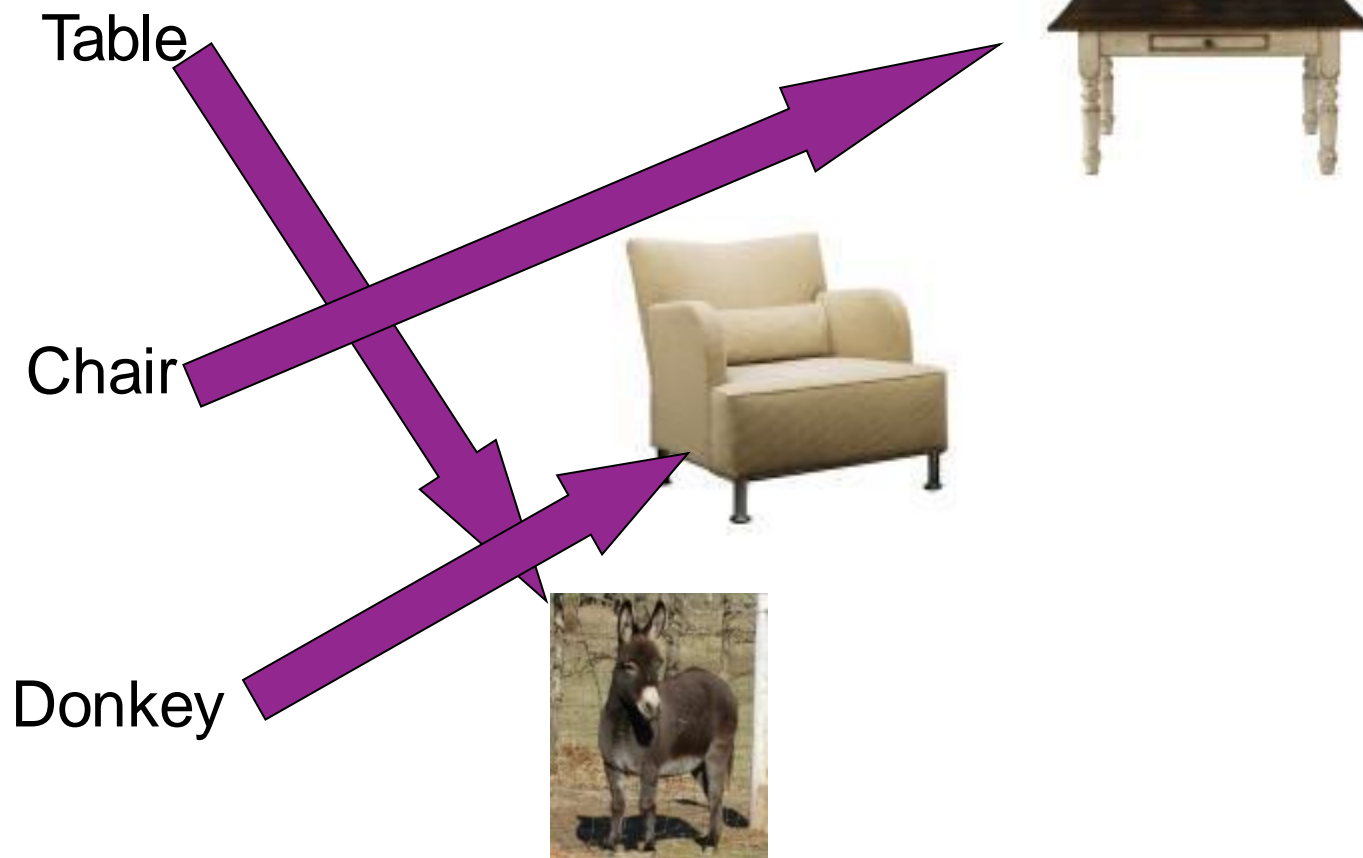
Chair



Donkey



Why is this problematic?



- ▶ In using a name or a label which our audience has used before we evoke a **meaning** for our audience.
- ▶ This is the meaning which we intend to evoke.
- ▶ This is **DENOTATION** - what you actually see

- ▶ However, in using a name or a label which our audience has used before, we evoke not only the meaning we intend but also a **varying range of personal memories of other occasions when this word or label has been encountered.**
- ▶ **CONNOTATION** - what you associate this image with. Different audiences may make different associations depending on the cultural influences they have experienced.

What are the connotations of this rose?



So, in a movie, an insert shot in a kitchen of a knife **denotes** a domestic implement designed for cutting.



However, if the music is moody, the mis-en-scene is dark and gloomy, or possibly thunder and lightning can be seen outside the kitchen window and two characters are having a ferocious argument in the kitchen, then, by including a close-up shot of the knife, the **connotations** are as a possible weapon of violence or even murder.



This picture **denotes** (we could say depicts, shows, presents) a sunset, (or possibly sunrise) over the water on a tropical island.

This is unarguable!

However, its **connotations**, the emotions it may suggest or provoke, could be a combination of many things depending on the reader: peace and calmness; oneness with nature; an impossible dream; a memory of a holiday. These are generally positive connotations

...but think about the film “Castaway” – in this case the connotations of the sun setting over a vast expanse of water may be very different for the “reader” of the text if they have spent four traumatic years trapped on an island!



Walt: explore and analyse images using media terminology.

- ▶ WILF:
- ▶ use of media terminology
- ▶ Identification of denotation and connotation of image

Matching Activity - Try to match the media term to the definition.

Masthead

Puff/Plug

Strapline

Sell lines

Layout

Caption

Images

Graphology

Headline

Anchorage

You have the definitions on your sheet.

What are the connotations of this magazine?

Image of Victoria Beckham

Denotation: paparazzi long shot, sunglasses, wearing black.

Connotations: Caught off guard – gossip magazine. Sunglasses – hiding away/celebrity.

Black clothing: sad, depressed.

Long shot – skinny, therefore ill and at risk: works with headline.

Layout

Masthead



Anchorage

Sell line

Headline

Graphology

Puff



What would headline be?



What would headline be?

Media Terminology for photographs...

▶ Framing

- ▶ Long Shot
- ▶ Mid Shot
- ▶ Close up
- ▶ Two shot

▶ Quality of photograph

- ▶ Studio Shot
- ▶ Action Shot
- ▶ Paparazzi Shot
- ▶ Amateur Shot

▶ Mise en scene

- ▶ Props
- ▶ Setting
- ▶ Lighting - high key/low key

Style

- Hair
- Make up
- Costume
- Pose

Colour

Editing

- Saturation
- Sepia
- Digitally enhanced



Class or Group Activity.

1) Label your image using media terminology.

2) Explore the connotations of this image.



Denotation: Studio Shot

Connotations: professional, upmarket, stylish

Independent Task:

- ▶ Choose a magazine front cover.
- ▶ Label image using media terminology.
- ▶ Explain the connotations of the image.

Walt: explore and analyse magazine front cover using media terminology.

- ▶ WILF:
- ▶ use of media terminology
- ▶ Identification of denotation and connotation of image

Group Task:

- ▶ Choose a magazine front cover.
- ▶ Label your magazine cover with correct terminology.
- ▶ Explain the connotations of the front cover.

Walt: develop skills of analysing a magazine front cover

► Wilf:

Identification of features of front covers

Explanation of connotations and appeal to audience

Analysing a magazine front cover

New Media Terminology:

Strapline - A strap or bar of information that runs across the top of the page.

Sell lines - sometimes called 'cover lines, the sell lines are the writing that appears around the main image and which tells readers what is inside the magazine.

What stands out to you in on this front cover and why?



Analysing a magazine front cover

There is a photograph of Jools Oliver, wife of TV chef Jamie. It is a medium-long shot. She is looking at the camera, giving direct address. She has a faint smile and is wearing what looks like an expensive necklace. She is wearing a cream dress and the sleeves are falling down, so the dress is quite revealing.

The masthead for the magazine says the name Red in white letters on a red background. The font is quite fancy and appears to be hand-written. These letters and the colours will be the same every month.

What is missing from this analysis?

Analysing a magazine front cover

The key to successful analysis is remembering to ask the question: **WHY**

Why has Jools Oliver been chosen for the front cover? What are the **connotations** of the front page?

Why has the publisher used red and white for the masthead and for some of the sell lines? What are the **connotations** of the colours?

Re-write the paragraphs on the slide before, adding in **WHY** the choices have been made.

Analysing a magazine front cover

Your task is to continue to analyse this front cover.

You should find at least five other features of the front cover to discuss in your analysis.

REMEMBER:

- Use correct media terminology
- Ask **why** the producers of the text has made certain choices
- Think about the **connotations** of the choices and what this tells us about the **target audience**.

WALT: consolidate knowledge and understanding of how to analyse a magazine front cover.

- ▶ Wilf:
- ▶ Use of media terminology
- ▶ Explanation of connotations

Analytical Task

Analytical Task - Analyse the cover page of one popular magazine. How does the cover appeal to their audience?

- You have **500 words** to the magazine cover.
- Your analysis should focus primarily on using **media terminology** to analyse the front cover.

You can use the worksheet to help you make notes before writing your ideas up.

WALT: using knowledge and understanding of magazine front covers to design your own.

▶ WILF: your own magazine cover.

Research and Planning Task

- ▶ Design the front cover of **ONE** magazine aimed at specific audience.
- ▶ You must have a **specific audience** in mind.

Step by Step Guide...

▶ Step 1 - Planning

- ▶ Decide the purpose and audience for your magazine
- ▶ Decide on the style and genre
- ▶ Determine your potential audience
- ▶ How are you going to design a front cover that will attract your audience?

Step by Step Guide...

▶ Step 2 - Design

- ▶ Decide on a title for your magazine.
- ▶ Design a masthead and logo.

▶ Step 3 - Content

- ▶ What sort of articles are going to feature on your cover?
- ▶ What type of images are you going to include?
- ▶ How are you going to use colour on the front cover?

Step by Step Guide...

▶ Step 4 - Layout

- ▶ Draw a mock up of your front cover. Use frames and boxes to indicate where different features will be placed.
- ▶ Decide which features to include.

▶ Step 5 - Production

- ▶ Having drawn up a mock-up, begin to design it, using the computer.
- ▶ You may use images from the internet in your design.