



# TRANSITION WORK

## MEDIA STUDIES

HoD: Jane Doar

Email: [jdoar@guildfordcounty.co.uk](mailto:jdoar@guildfordcounty.co.uk)

### Investigation into the Representation of Gender in Magazines

- Choose two magazines, one aimed at men and the other at women. *Make sure your chosen magazines are suitable for your age.*
- Find an example of the front cover of each magazine (use a Google images search for this). Print out the magazine and then write a paragraph for each magazine in which you state how the target gender is presented in each case, referring to specific aspects of the cover to support your ideas.  
**(2 hours)**
- Design and create your own front cover for either gender, attempting to replicate the same ideas you saw in the real thing. Try to use a computer package such as Publisher and use photographs you have taken yourself.  
**(4 hours)**
- Now you need to find the same or similar publications online. Print out the home page for the website and write a commentary of how it attempts to involve the audience.  
**(2 hours)**
- **EXTENSION:** using WIX, design a website for a new magazine, aimed at a non-binary (identifying as neither male nor female) audience. Take screenshots of your website and include those in your final portfolio of work.  
**(2-6 hours)**

#### Suggested magazines:

Woman's Weekly  
Marie Claire  
Vogue  
Cosmopolitan  
Hello!

GQ  
Men's Health  
Esquire