

UNMISSABLE
17-PAGE TV
& FILM GUIDE

DANI 'TERRIFIED'
AS BABY DADDY
STANDS TRIAL

BEHIND
CLOSED
DOORS

ENGLAND 21-27 NOVEMBER 2020

heat

SHOCK
NEW
PICS

Liam's 'double
life' with Cheryl

IS THIS
HARRY &
MEGHAN'S
BIGGEST
MISTAKE YET?

Posh CAUGHT OUT!

SECRETIVE STAR
ACCUSED OF LYING
TO EVERYONE

I'M A
CELEB
EXCLUSIVE

Queen of
the castle!
GIOVANNA'S
SECRET
HEARTACHE



UK £1.95

Heat is a lifestyle/celebrity magazine, published by Bauer Media Group, which offers some clear contrasts with Tatler. It is aimed at a very specific audience. Heat was first launched in 1999, and the magazine is now just one part of Heatworld, which also encompasses a website, an app, a podcast, social media, plus TV and radio stations. All are aimed at a largely female mainstream audience, and focus mainly on entertainment, celebrity and gossip.





MEDIA GROUP

We have encountered **Bauer Media Group** already in our Kiss FM CSP. Lets have a quick recap and internet research activity.

- What other magazines does BMG produce?
- What other Heat products are available?
- List some examples of other Media texts that BMG create.

Activity 1



Heat is the brand that sets the agenda of popular culture

Now a huge multi-platform brand - unrivalled in the entertainment market - the **heat** universe comprises the magazine as the mothership with a radio station, huge online and social media platforms.

When analysing a magazine cover there are six areas we can examine.

Semiotic analysis



Design and layout

Rule of thirds
Negative/positive space
juxtaposition

Typography

Font style
Size of text

Non-verbal codes

Mis-en-scene
Costume
Images
Body position
(visual aspects of the image)

Verbal codes

Titles
Slogans
Anchorage text
Other words

Colour palette

Use of colour
Connotations associated
with colour

Photographic codes

Cropping
Shot selection
Angle of shot



Using what you have learned in the Tatler CSP analyse the front cover.



Here are a few covers from the Celebrity/lifestyle sub-genre of magazines. Clearly there is a conventional style here. What are the similarities?



3.

Mode of Address

Some magazines like gossip or chat magazines will use an informal **mode of address**, which appeals to their target readership and suits the content of the magazines.

Newspapers and television news programmes use a formal mode of address, which suits the serious nature of the content and is what their audience would expect.



- Some direct through the use of images and some conversational tags using speech marks.
- Mostly indirect –as if you are watching from afar or listening in to a conversation. This fits with the concept of a gossip magazine positioning you as a fly on a wall.

Techniques of persuasion are also used to target a specific audience.

Can you identify in the images or verbal codes any of the following techniques?

- Pathos
- Logos
- Ethos

Construction

A moving image text can use enigma codes, **star actors**, or multi-stranded **narratives** to help it appeal to its target audience.

A print text layout and design will attract its audience with **sell lines**, **cover lines** and an **eye-catching cover image**.



- Images on the front have been manipulated to position celebrities in positions of conflict such as Cheryl and Liam.
- Eye catching tag lines such as caught out in brightly coloured Font in bold bright letters.
- Bright eye catching colours that juxtapose such as pink and yellow.

Language

Hospital dramas use medical language to make the action and dialogue feel more realistic.

Computer gaming magazines use a **subject-specific lexis** featuring gaming words like 'boss' (highest level of enemy), 'Twinking' (helping out a less advanced player) or 'nerf' (when an update reduces the power of a certain weapon or character) that will appeal to their gamer audience but may not be understood by people who aren't gamers.



- Caught out
- Secretive star accused of lying to everyone!
- Biggest mistake yet?
- Terrified as baby daddy stands trial
- Double life
- Secret heartache

These all have connotations of exciting gossip and insider knowledge.

Q. How are narrative devices used to tempt prospective buyers to delve further into the magazine?



We know that Propp's theory relates to a narrative in which the hero goes on a quest. Within that quest there are certain character functions that help drive the narrative.

We can use this theory to analyse how magazine covers send the reader on a 'quest' perhaps a journey of self improvement or discovery or perhaps a quest to achieve new things or gain new knowledge.

Propp's "character types" are:

- **the hero** – the person on a quest to solve the problems or resolve disruption
- **the villain** – the person who tries to block the hero's progress in their quest
- **the dispatcher** – the person who sends the hero on their quest
- **the helper** – the person who helps the hero during their quest
- **the donor** – the person who helps the hero by sacrificing something on the hero's behalf
- **the damsel in distress** – the person who needs saving to help resolve the narrative
- **the princess** – the person who becomes a prize for the hero.



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- **the villain** – the person who tries to block the hero's progress in their quest
- **the dispatcher** – the person who sends the hero on their quest
- **the helper** – the person who helps the hero during their quest
- **the donor** – the person who helps the hero by sacrificing something on the hero's behalf/ provides information or an object.
- **the damsel in distress** – the person who needs saving to help resolve the narrative
- **the princess** – the person who becomes a prize for the hero.

Mode of address

the 'hero' could be the potential buyer of the magazine/product in which the rewards are the fulfilment of aspirational fantasies (the prize) – the experience offered by the magazine or the product. The magazine cover/advert itself becomes the dispatcher, offering a goal for the hero reader to seek. The reader/ consumer could also be the 'villain', since they themselves stand in the way of success (whether due to personal inhibitions or a lack of financial capacity).

hero	villain	dispatcher	helper	donor	damsel	Princess/Prize

hero

The non-verbal code of the model looking directly at the reader alongside the verbal codes of the taglines such as “get what ‘you’ really want” make it a direct mode of address positioning the reader within the narrative.

villain

The reader could be placed as the villain as they must ‘overcome’ inhibitions to achieve the success that is alluded to by the magazines cover image. This again is alluded to with the tag “get what you really , really want”

helper

Some of the articles imply a sense of assisting the reader through the challenging aspects of this quest. The tag “I accomplished none of my goals last year and tats ok” offers a relatable phrase for the reader to identify with, a suggestion that they will not be alone in the difficult times.

dispatcher

The magazine cover dispatches the reader on a quest. The anchorage text in a blue circle reads “make this ‘your’ year” acting as a call to action for the reader to begin there quest.

damsel

In this instance the reader could also be the damsel, needing saving from there current life/situation. This would position the magazine as the hero by saving the reader.

Princess/Prize

The model on the cover acts as an inspirational positive stereotype that readers can aspire to. Verbal codes also allude to a more fulfilling lifestyle and a better version of yourself should you be successful in completing the quest.

donor

The articles relating to “lets have a conversation about your makeup haul” and the checklist of achievements suggests the magazine will provide essential information and advice to allow the hero (reader) achieve there quest and gain the prize.



hero
villain
helper

dispatcher

damsel



Princess/Prize

donor

Enigma – this narrative device is the presentation of a puzzle that the audience are left to solve, it can be in the form of a cliffhanger, an unknown question the audience must follow to have the answer revealed or a mystery that the audience can attempt to solve. This device is a good way to get readers of a media text to engage with it and continue to engage or initially attract them.

How has Heat used this narrative device?

- By posing questions and partially teasing the answers
- By hinting at secret information or behind the scenes knowledge.

Most of Tatler's articles were pitched as an attempt to repair – offering advice or solutions to problems the reader might have. Heat however mainly focuses on the disruption elements, exposing the disruption and problems for the reader to be made aware of the problems.



How have the producers of *Heat* chosen to represent the people, issues and ideas they have selected?

Representation



How are the celebrities presented here?

- Exciting, chaotic lifestyles
- Unglamorous behind the scenes
- Unflattering images and life situations.

Why would this appeal to the target audience?

How have the producers of *Heat* chosen to represent the people, issues and ideas they have selected?

Representation



How are the issues and ideas being re-presented to the audience?

Liam's double life with Cheryl	That they are being sneaky or devious.
Dani terrified as baby daddy stands trial	There is a scandal and she will potentially become a single mother
Is this harry and Meghan's biggest mistake yet?	That they are making bad decisions together and are about to make another.
Posh caught out, lying to everyone	That her secretive nature belies a more sinister and untrustworthy presence. Perhaps that she's meeting someone for an affair.
Giovanna's secret heartache	That the popular children's presenter and winner of TV reality show has a sad story to reveal.

Identifying the stereotypes used

Item	Stereotype being presented	reality
Posh caught out	That Victoria Beckham is secretive and sneaky. Photos used show her looking worried and another with her back to the camera leaning into a car window with a hand on her face.	the image is actually with one of her children and she is not having an affair, instead the article was about her leaving her home during the lockdown to visit a different home and apparently breaking lockdown rules.

Stereotypes



Defiant Posh: DON'T CARE WHAT PEOPLE THINK

As the Beckhams appear to break lockdown, she's not bothered

This time last year, nobody would've batted an eyelid if they heard about a rich celebrity splitting their time between two luxury homes. But as we all know, we're not living in normal times at the moment, and David and Victoria Beckham cause outrage among many last week when they were seen travelling between their London and Cotswolds properties—despite the current lockdown rules in England forbidding it. The drama started after both David and Victoria posted a video of them with their two youngest children—Cruz, 15, and nine-year-old Harper—observing the two-minute silence on Remembrance Sunday, where they were clearly at their country estate. The following day, Posh posted a picture of herself in the same jumper, which was taken by Harper, saying she was working from home, again in the Cotswolds. But she was caught out by paparazzi, who photographed her outside their London house that very same morning kissing each other. It was a David Beckham, while a mother wrote, "If they were in the country at the weekend, they shouldn't be in London the next day. Naughty Beckhams."

But Posh—who is also mum to Brooklyn, 21, and 18-year-old Romeo—didn't seem to mind. "So, they're clearly breaking lockdown—one rule for them and one rule for us," one follower wrote. "They've got a 'we're above the rules' attitude."

Cotswolds kitchen, so she had either gone back again or was pretending she was there. Two days later, another social media post showed Harper in her school uniform by the fireplace in their London house. And despite the anger from some, we're told they're not too bothered about how their actions are being seen. "David and Vic seemed to have developed a bit of a 'we're above the rules' attitude when it comes to how we're living our lives on social media," a insider tells heat.

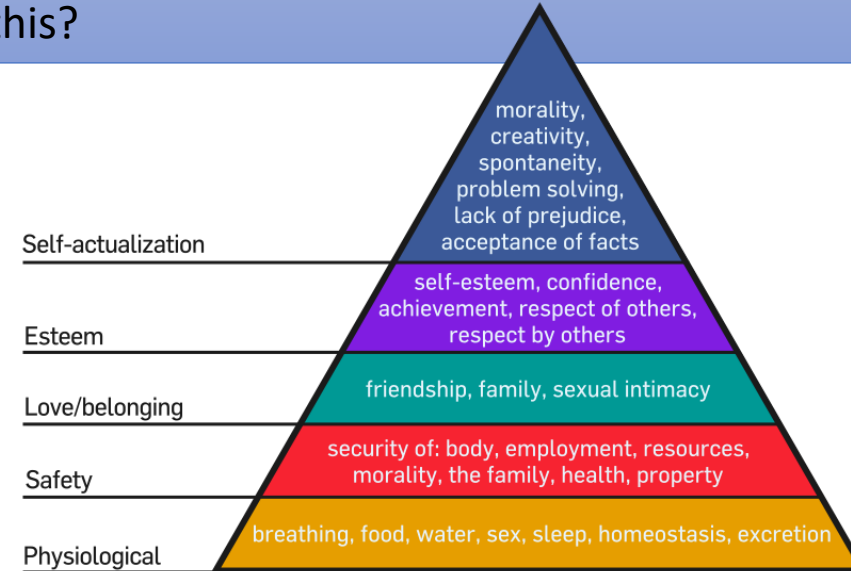
They've got a "we're above the rules" attitude

Just like with Tatler, the magazine has used stereotypes and has also misrepresented social groups or individuals or under-represented some social groups also.

In pairs discuss why you think they have done this?



9.



Heat uses stereotypes, misrepresents certain social groups and under-represents certain social groups because it specifically targets the British working class adult females. In this sense it adopts a slightly more coarse approach, highlighting celebrities failings, undesirable situations and images in order to appeal to the target audience. As with most media texts people outside of the target audience may still purchase the magazine due to the nature of insider gossip and the idea it will help put your life into a positive perspective. This can also appeal to the audiences gratifications particularly esteem and safety. Security of your own life/family and morality and the confidence or self esteem that even celebrities have weaknesses.

Audience all interpret media texts differently.

This is to do with a number of factors.

Geographic – area you live in / know

Demographic – rich/poor, gender, age

Psychographic – beliefs, values, interests

- Influenced by their friends/family/colleagues.
- Geographical location they grew up in.
- Demographic of the area they live in.
- Relate to a certain celebrity on the cover, perhaps the articles have relevance in their own lives?

Geographic	London (Buckinghamshire)	Manchester	Basingstoke
Heat Magazine			

Demographic	Male	Female	Upper class	Working class
Heat Magazine				

Psychographic	Interested in Gossip	not interested in Gossip
Heat Magazine		

What issues does *Heat* prefer to deal with?

What are the values and beliefs implied by the choice and the presentation of contents that is illustrated by the front cover?

How might the cost of the magazine also target a specific audience?

If the magazine was very expensive would people perceive it as a high quality magazine?

Would that affect the kind of audience it is targeting?

By contrasting this cover with the cover of *Tatler* you should be able to reflect on the relationship between magazines and the contexts of their production.



	Similarities	Differences
Target audience		
Content		
Cost		
Use of media language		
Representation of individuals		
Representation of social groups		

This concludes our look at the magazine print media.

<https://www.bauermedia.co.uk/brands/heat>

The publisher's page about the magazine, explaining to potential audiences what the magazine is about.

<https://heatworld.com/heat-magazine-subscriptions/>

Heat's own page for potential subscribers, explaining to them what the magazine is about.

<https://www.bauermedia.co.uk/uploads/b58d6823d9eab3bf994cb0c20688b59e.pdf>

2020 media pack for Heat magazine, explaining to advertisers what the magazine is about.