

**1(a)** Whilst creating a music magazine I used research and planning to finalise my ideas. I looked into my genre which was alternative rock. I researched what was typical from stereotypes and what was associated with their image. I researched by browsing the internet and looking at forums. Here I saw images of the group associated with this genre and applied it to my music magazine. I used images similar in style to those that I have seen.

I also created questionnaires for people regarding my music magazine so they could express their thoughts on what they would like in the magazine. By doing all of this I went straight to my target audience and found exactly what they wanted so I knew the magazine would be accurate and successful.

I also researched into similar magazines on the same market as my own. I analysed front covers and looked for typical conventions I found the conventions and then put this into my magazine.

Finally for this project I researched other artists and bands from my chosen genre. This meant I could see first hand how to market my magazine successfully and appropriately with other magazines.

Another project, created was a film poster. For this I researched other posters typical of the type of poster which was a teaser poster. I then applied the conventions I had seen from that.

In creating the film poster I had to use a font appropriate. This was difficult and I had many different designs which I eliminated self selectedly until I got my final font text. These skills developed overtime as before in my previous project I chose one font and used this on the magazine but with this it meant I had more than draft so could see different copies and styles. This meant by choosing the one I wanted I had to achieve thoroughly a skill I didn't not do before.

**(b)** The coursework I am going to analyse is my first piece which was the music magazine.

The magazine industry represent the image of the artist as being the main focal point to the magazine. The image is central on the cover largely and bold. The image itself normally has the artist doing something quirky and interesting. This is through their pose or the miseenscene of the shot. The miseenscene uses the location in the background to capture the audiences attention. I applied this to my magazine by having my artists in an appropriate Pose on a fence. This will draw in the audience and sell the magazine.

Magazines also use the costume in the image to capture the audience. The clothes of the artist are normally vibrant and colourful. Some may have inappropriate slogans and pictures this is because musicians are seen as against conforming to society and what is appropriate. Audiences are then inspired by them and idolise the artists. Thus the audience purchase the magazine because they want to know more from the image.

The music magazines also use vibrant themes of colours. Text is always bold and bright. The font can be unusual but most magazines use a simple font in bright colours.

The effect of this is by having a colourful large font the audience reads the text. However if the text is in a simple plain font such as 'Ariel' and 'Saneus' then it doesn't overpower the audience and take away from the main image which is the main focal point of the magazine cover. Overall representation in music magazines are about the image on the cover. The misenscene, pose, location and camera angle all help to sell the image of the magazine. A successful magazine must have an image that draws in the audience. If the audience like the image they are more enclined to buy the magazine.

## Section B

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The British Board of Film Classification have been certifying films since 1912. regulating films means that content is monitored but audience is still being targeted. However the video recording Acts (1913) meant that all films being released had to be reclassified before release.

A criticism to this however is if the BBFC certify & regulate films in the cinema then those underage are protected from the content which is why it was certified in the first place. But if the BBFC then release the film to home viewing then the film must be reclassified. If the film is given the same rating as cinema release or higher than those younger and unable to see the film will still be protected. If the BBFC classify the film lower then what is the justification for the original regulated certificate? Content in the film is still the same as original. However regulation can be seen as effective as if the film gets a lower classification then cuts and edits must be made for the release. This allows those underage to now view the film legally rather than encouraging them to break the law.

If the film released on dvd is a high certificate there is a chance underage people may view it in their own home (with parents). This means that children are not being protected by the BBFC anymore but by their parents. It is parents decision to enforce the BBFCs regulation onto their children.

When a film is being released in the cinema then trailers are used to advertise the film which the BBFC also regulate. However if the content is lower than the film certificate itself then the trailer will receive a low certificate. Effectively then the BBFC are allowing those to young an audience to see the film advertised and then want to see it illegally. Is there any justification for advertising a film with a high certificate in the cinema to then receive a low certificate trailer. The BBFC are allowing film production companies to attract outside their target audience which is then harming those underage viewers.

The BBFC are not effectively regulating media as they are contradicting their certificates and laws by allowing those underage to be forced to break the laws they set in the first place.

The BBFC originally regulated video games before the PEGI company certified video games. The PEGI's certificates are 3, 7, 12, 18. These certificates are different to the BBFC's original guidelines so in infact who is able to say what content is appropriate for viewers. Shouldn't the people viewing the content be able to decide for themselves? How is a group of people able to decide what is appropriate compared to PEGI's regulators. Everyone has different perspectives on what is sufficient depending on age, gender and status. There are individual differences amongst everybody so everyone is unique.

It could also be argued that every viewer of media is different. Some may be mature others not. What may harm some people of one age may not effect an other.

However with the BBFC regulation the audience are now able to see what content is in some certificates. This gives people of that age to decide for themselves.

Overall the BBFC regulation of contemporary media can be argued for an against. However the BBFC effectively regulates films to protect those going to see it but the BBFC does not take into account individual differences and maturity rates. It could also be argued that the BBFC contradicts itself by enforcing laws on films but allowing trailers to be advertised to those under the age of the certificate. This encourages the breaking of regulation which they enforced originally so the BBFC could be seen as ineffective of regulating contemporary media in Film and Video Games.