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TATLER
APRIL

MOST INVITED 2017
Who is at the top of everyone's party guest list (and who's at the bottom...)

MEET GEORGINA BEVAN
SHE LOOKS GOOD IN PEARLS

MILLENNIAL SLOANES
Their habits, codes and mating practices

OOPS, ALL MY CLOTHES FELL OFF!
Which is fine because all you need are the new accessories

JAMES CORDEN'S LA LIFE
WITH HIS ARISTO (YES, REALLY) BUDDIES

THE ONE MONTH GAP YEAR
YOU WON'T SLEEP MUCH, BUT IT WILL BE FUN

THE NEW POSH
RULES FOR THE 21ˢᵗ CENTURY

Magazines
Close Study Product: Tatler

Why we are studying this?
Tatler is an upmarket lifestyle/consumer magazine which offers some clear contrasts with *Reveal*. It is aimed at a very specific audience and is probably not a product normally engaged with by the majority of students. The product raises issues of perceived quality and offers plenty of opportunities for analysis and interpretation.

Complete the initial Personal Learning Checklist for the 'Tatler' CSP as a starting point for your assessment

Personal Learning Checklist: Tatler Close Study Product

|	At end of unit		
	R	A	G
Historical, Social, Cultural and Political context			
I can describe the issues that are discussed in Tatler magazine.			
I can explain how the values and beliefs of Tatler are reflected in the design of the front cover.			
I can compare the covers of Reveal with Tatler and how they reflect the values and beliefs of the two media products.			
Media Language			
I can explain the semiotic codes and meanings on the Tatler front cover [design, layout, typography, use of colour and language]			
I can give reasons why the elements on the cover were included.			
I can explain how the choices of elements conform to the conventions of the magazine cover genre.			
I can explain how they choices of elements reject the conventions of the magazine cover genre.			
I can describe and explain how the audience is targeted			
I can describe the narrative devices used to tempt the reader to look inside the magazine.			
Media Representation			
I can describe and explain how and why the producers of Tatler have chosen to represent the people, issues and ideas.			
I can explain the stereotypes used.			
I can discuss the over-representation and under-representation of social groups or individuals.			
I can explain how audiences may interpret the representations on the cover.			
I can explain how audience interpretation may be influenced by the identity of the reader			

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Context: What is 'Tatler'?

Here are various TV adverts for Tatler.

Click to View
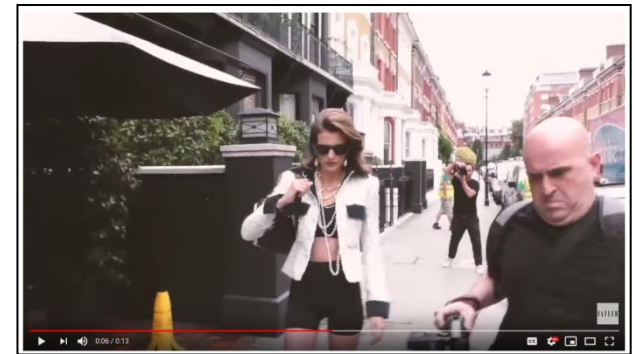
Click to View

Click to View

In your books, and in your own words:

- Brainstorm the issues that you would expect to find in Tatler?

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Context: What is 'Tatler'?

Tatler is an upmarket lifestyle/consumer magazine, that is aimed at a very specific audience.

Tatler defines itself as:
GLAMOROUS
ELEGANT
LUXERY
INTELLIGENT
POWERFUL
SOCIAL

Tatler was first published in 1709. Today, more than 300 years later, Tatler magazine is published both in print and digitally, with a dynamic website focusing on parties and people, a dedicated social following and a series of stellar events. Tatler's powerful mix of glamour, fashion, society, features and fun make the brand unique. Tatler magazine is published monthly.

Editor: Richard Dennen

Creative Director: Tom Usher

WHAT THEY SAY

"*Tatler* not only documents but dictates the social calendar of Britain's upper class"
THE TELEGRAPH

"*Tatler* observes a segment of society where the wealth-class mixture blends"
FT

"The social bible"
MAIL ONLINE

"There is arguably no better barometer of social change than *Tatler*"
EVENING STANDARD

TATLER

In your books, and in your own words:
What type of people read Tatler magazine?

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Who is the Tatler audience?

Tatler have a very specific audience based on a number of surveys they have conducted:

Social Demographics A demographic audience profile defines groups based on things like age, gender, income, education and occupation.	Psychographics A Psychometric Audience Profile defines an audience by how they think and by considering their values, attitudes and lifestyle (VALs).
Average household income: £261,572 Average age: 45 Female: 73% London / SE resident: 60% ABC1: 77% AB: 51%	81% of readers own designer shoes and accessories. 3½ times more likely to have had cosmetic surgery than average adult. 75% of readers own high-end watches or jewellery. On average they take 8 trips in the UK and 7 trips abroad each year. 97% regard themselves as luxury travellers.

Upper Middle Class
Doctor, banker, lawyer

Category A
Upper Middle Class

Middle Class
Teacher, architect, computer programmer

Category B
Middle Class

Lower Middle Class
Shop manager, office manager, social worker
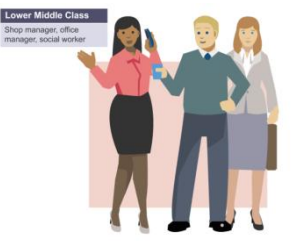
Category C1
Lower Middle Class

In your books, and in your own words:
Who is the target audience of Tatler? Refer to psychographics as well as social demographics. Use Young and Rubicam Classification to help with the psychographic analysis – *reminder on next slide from Music CSP.*

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Who is the Tatler audience? Young and Rubicam Audience Classification

The Aspirer
Aspirers want status brands that show their place in society. They are happy to invest in luxury goods, often using credit. They consider themselves stylish and on trend and may be persuaded by celebrity endorsements. They seek status.

The Mainstreamer
Mainstreamers make up 40% of the population. They like tried and trusted brands that are value for money. They like to think they are part of a larger group of like-minded people and are less likely to take risks. They seek security.

The Resigned
The resigned are predominantly older people who have built up their attitudes over time and believe in institutions and traditions that they have come to trust and believe they can invest in safely. They seek to survive.

The Succeeder
Succeeders are those who have a high social status and are in control of their lives with nothing to prove. They believe they deserve the best and decide upon the best brands and products for themselves based on reliability. They seek control.

The Explorer
Explorers like to discover new things and are attracted to new or innovative brands, products and experiences. They seek discovery.

The Reformer
Reformers are defined by self-esteem and self-improvement. They are not influenced or impressed by status and they are not materialistic. They are socially aware people who are inclined to invest in brands and products that are good for them or good for the environment. They seek enlightenment.

The Struggler
The struggler has a 'live for the day' attitude and doesn't think about the future. They may see themselves as victims with only their physical skills as helping them in society. They seek escape.

In your books, and in your own words:

Who is the target audience for Tatler?

Use this Young and Rubicam Classification to help with the psychographic analysis.

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How to conduct a semiotic analysis of a magazine cover

Roland Barthes developed semiotic theory. **Semiotics** means the study of signs and symbols and how to interpret their meaning. It is a vital skill in Media Studies as there are so many meanings built into media products. They surround us all the time in society – think how much meaning we now get from a simple emoticon!

Remember when you are conducting a semiotic analysis you should remember these key terms:
Denotation – what is the literal meaning?
Connotation – what is the suggested meaning?

Here is a detailed YouTube clip on **Roland Barthes' Semiotic Theory**

It is always advisable to start with what you can literally see and what that means and then move onto the suggested meaning.

When analysing a magazine cover, it is helpful to break your analysis into key elements from the front cover. Namely:

Design and Layout	Typography	Verbal Codes	Non-verbal codes	Colour	Image

Remember, this 6-point framework will help you when you complete your unseen media product analysis in the GCSE exam [which could be a print advert, magazine, newspaper, etc]

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How to conduct a semiotic analysis of Tatler

Design and Layout

a) Graphic Design / Photography often applies the principle of the **Rule of Thirds**: The Rule of Thirds makes images more comfortable for a person to look at, which relaxes the eye and creates a more inviting composition.

Top row 3rd: Masthead
Middle row and column 3rd: Central Point of Image
Bottom Row 3rd: Primary Cover Line
Left and Right column 3rds: Secondary Cover Lines

In the Tatler cover, the use of the rule of thirds draws the eye to the dominant image and leaves sufficient space for the key verbal codes (ie masthead, cover lines, etc). Look how often Tatler employs this technique.

Compare this elegant layout with the unstructured 'busyness' of Closer – which signifies how full and busy it is with celebrity gossip

How to conduct a semiotic analysis of Tatler

Design and Layout (continued)

b) Use of **negative** and **positive** space: **Negative** space is, quite simply, the space that surrounds an object in a image. Just as important as that object itself, negative space helps to define the boundaries of positive space and brings balance to a composition. In the Tatler cover, the use of negative space allows space for the cover lines and draws the eyes towards the **positive space of the actress/model.**

c) **Juxtaposition** is often used in graphic design. Look at the dominant image of Georgina Bevan. She is clearly elegant, affluent and seems in control. Her costume is expensive, vintage in style, but juxtaposed with a modern, sexual twist with the low-cut front and modern designer branding and make-up.

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How to conduct a semiotic analysis of Tatler

Typography

The **type of font** used can connote a range of things. You will note that there are tiny feet on Serif fonts. This actually comes from the times that letters were carved into stone. The Tatler masthead is a Serif font and is traditionally used in all publications of Tatler [same size, position, but not colour). People tend to use Serif typefaces for something quite serious. This is because of their traditional and conservative look and feel. All other test if Sans-Serif. Sans-Serif have slightly increased readability compared to Serifs. Which is why Sans-Serif is a great typeface for the body of text.

The **size** of the font suggests importance. Why have they given more importance to certain stories? Is it because they feel it will be of most importance or interest to the target audience?

Colour of font is also key. Tatler tends to use limited colours compared to Reveal. This has connotations with being elegant and not too 'showy' or needy – the Tatler brand speaks for itself. Note this the pink theme running from masthead to Georgina Bevan's lipstick to the primary cover line. Negative space is green to allow the positive space to come to the fore.

AaBbCc

This is a Serif font

AaBbCc

The areas in red are called Serif

AaBbCc

This is a Sans-Serif font

https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg

How to conduct a semiotic analysis of Tatler

Non-verbal Codes

The use of image: The image used shows an actress/model juxtaposing traditional and modern fashion and make-up (props). She embodies the successful, aspirational nature of the magazine. She is engaging directly with the reader. Her facial expression and body position is not too familiar – some would classify it as cool. The background is green and negative space to bring her to the fore.

Colour	Meaning
Green	• calm, soothing, reassurance, peaceful, health, growth, life, healing, money
Blue	• credible, reliable, professional, trust, strength, peace, confidence, integrity
Purple	• curative, protective, thoughtful, wise, imaginative, royal, luxury, dignity
Yellow	• enlightening, abundance, caution, clarity, warmth, optimism, cheerful, friendly
Orange	• energizing, desire, warmth, cheerful, confident
Red	• demanding, passionate, exciting, youthful, danger, daring, urgency
Gray	• balance, neutral, calm, stability, security, strong, character, authority, maturity
Black	• sophistication, power, formality, mystery
White	• freshness, hope, goodness, light, purity, cleanliness, simplicity, coolness
Pink	• romance, compassion, faithfulness, beauty, love, sensitivity
Gold	• wealth, success, status, generous, living, wisdom, charisma, optimistic
Brown	• stable, reliable, approachable, genuine, organic

Colours used

What do the colours used tell us? The pink colour symbolises beauty, love etc and contrasts strongly with the soothing green. The gold costume connotes the wealth and success of the Tatler brand and readership. The text in black and white is simple and clear so that does not overwhelm the reader. Do the dark make up and bright pink lipstick juxtapose with the natural green colour of the background?

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Lesson 2 and 3: Semiotic Analysis
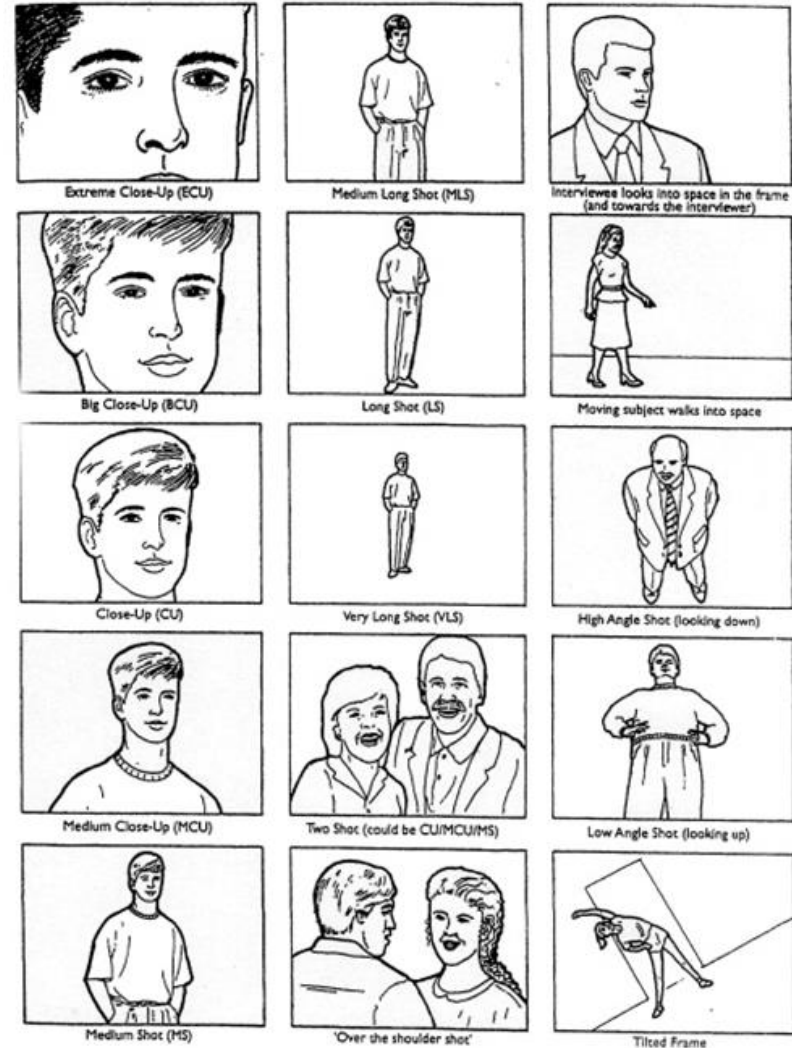
How to conduct a semiotic analysis of Tatler

Photographic Codes

How is the image constructed in relation to the photographer. A **high angle shot** may be used to belittle the subject and make them look insignificant. A **low angle shot** would make the object look powerful. A **medium shot** (from waist to head) is designed to body language with the context of their facial expression. A **medium close-up** (from head to upper body) is often used when conversations are happening [in film].

In Tatler, we see a medium shot to medium close-up. Tatler is linked to fashion, so it is critical we see the costume and props to highlight the elegance and wealth of the magazine, but still see the detail in Georgina Bevan's face and make-up, the aspirational beauty and high-end style.

Extreme Close-Up (ECU) — Medium Long Shot (MLS) — Interviewee looks into space in the frame (and towards the interviewer)

Big Close-Up (BCU) — Long Shot (LS) — Moving subject walks into space

Close-Up (CU) — Very Long Shot (VLS) — High Angle Shot (looking down)

Medium Close-Up (MCU) — Two Shot (could be CU/MCU/MS) — Low Angle Shot (looking up)

Medium Shot (MS) — 'Over the shoulder shot' — Tilted Frame

Lesson 2 and 3: Semiotic Analysis

Your analysis of Tatler

In your books, and in your own words:
Draw a table in your books explaining the semiotic codes used in Tatler and the intended impact on the reader.

Design and Layout	Typography
Non-verbal codes	**Verbal codes**
Use of colour	**Photographic codes**

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Your analysis of an 'Unseen Media Product'

In your exam, you will be presented with an unseen media product and possibly be asked to conduct a semiotic analysis. You can now do this here. This example comes from True magazine and features rapper Wiz Khalifa on the front cover. This features in one of the AQA Sample Assessment Materials.

Look at the cover and complete a semiotic analysis on the following slide.

https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg

Your analysis of an 'Unseen Media Product'

In your books, and in your own words:
Draw a table in your books explaining the semiotic codes used and True and the intended impact on the reader.

Design and Layout	Typography
Non-verbal codes	**Verbal codes**
Use of colour	**Photographic codes**

https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg

Lesson 2 and 3: Teacher modelled analysis of an 'Unseen Media Product'

Design and Layout	Typography
Simple design with dominant primary image. Rule of Thirds: Most of central column and row is taken by Wiz and this connotes his power and domination. Positive space – Wiz Khalifa to draw attention to the artist. Some words / title are obscured by image. This is OK as it rewards regular readers as they know the brand without seeing the whole word. It also gives Wiz extra prominence and importance.	Denote: The text size are very different. Connote: Larger text for True [magazine title, obviously], Wiz [main feature story and a key attraction for the reader] and King on hat [which shows his power and influence which is a key theme within the rap genre] Colour of text: red draws your eyes to key information. Also, red symbolic with danger [blood] and passion [love, heart, etc]. White is pure. Font is consistent: it will be consistently designed inside and coherent [which makes sense, it's a hip-hop magazine throughout].
Non-verbal codes	**Verbal codes**
Mise-en-scene: Sunglasses [is he trying to hide? Is this him retaining power and control], although we can see his eyes. We are getting to see the real Wiz. Shadow of cap creates a mask from his emotions. Use of cap: is he 'doffing his cap'. Showing respect using his king hat. Neck tattoo: links to hip-hop/gang culture, but the style subverts the stereotype of gang sub-culture [flowers and musical notes show a softer side]. The ear studs also suggest a particular music and lifestyle subculture.	Title of magazine: True [you can believe what you read]. King hat: Wiz sees himself as a dominant figure in hip-hop. Tagline [in red]: 'You think you know me'. This enigma code suggests there may be more to discover inside and subverting some of the obvious words [power, etc]
Use of colour	**Photographic codes**
Red: contrasts against white and black and stands out. Red: connotes danger [blood] and passion [love, heart, etc] Black and White: authentic and honest.	Big close-up and low angle: means we are looking up to Wiz which reaffirms the theme of dominance and power.

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Lesson 4: Narrative devices used

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

Todorovs' narrative theory: Todorov suggests that all narratives begin with an equilibrium or and initial situation where everything happening is balanced or calm. This is followed by some form of disruption, which is later resolved and the solving of this problem can be the whole point of the media product [or text] leading, ultimately, to a new equilibrium.

Equilibrium: I, as a media consumer am generally OK and happy as I look at the magazine shelves.

Disruption: I look at Tatler and realise that my life is not quite how I want it to be.

Recognition: I buy and read Tatler and learn how to live my life more in-line with Tatler aspirations and ethos.

Repair: Live your life encompassing these new values.

New equilibrium: You are now happier that you are applying 'Tatler-values' in your everyday life [until the next edition…..]

Here is a YouTube reminder about Todorov's narrative theory [7 minutes]

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

Vladimir Propp's narrative theory: Propp suggested that every narrative has eight different character types, these character types and some of these can be outlined below when analysing a non-fiction media text like Tatler.

The hero: is you, the reader, who is undertaking the quest to be one of these aspirational elite.

The princess (or prize): is to feel that sense of self-worth and self-satisfaction that you can also live in this elite world.

The dispatcher: is the magazine itself as it sends you on your quest to your prize.

The donor: is the magazine, again, as it gives you the secrets and knowledge to achieve your prize.

The helper: is it the model/actress? She's showing you how you must be and how you must llok and act.

The villain: is you! Your self-doubt and inhibitions are holding you from this elusive world.

Here is a YouTube reminder about Propp's narrative theory [4 minutes]

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

Roland Barthes Enigma Codes: the Enigma code is a question posed to the audience to leave a sense of ambiguity and to leave them hooked. They give an opening for progression in the story, but more importantly, it entices the audience to continue their interest with the story.

2017
Who is at the top of everyone's party guest list (and who's at the bottom...)

BUDDIES
THE ONE MONTH GAP YEAR
YOU WON'T SLEEP MUCH, BUT IT WILL BE FUN

OOPS, ALL MY CLOTHES FELL OFF!
Which is fine because all you need are the new accessories

new accessories
JAMES CORDEN'S LA LIFE
WITH HIS ARISTO (YES, REALLY) BUDDIES

THE ONE

In your books, and in your own words:
-   Explain how you can the three narrative devices to the Tatler front cover:
    -   Todorov
    -   Propp
    -   Barthes

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Representation in magazines

Magazines have been criticised for the way they represent celebrities. The use of image editing software, such as Photoshop, has seen celebrities 'airbrushed' which gives readers a distorted sense of reality and can lead to negative self-esteem issues.

This long-term exposure to media images like this reinforces **Gerbner's cultivation theory** which says that constant repetition of these images mean that as an audience you will believe that the representation is true and realistic over time. Click this YouTube for more. [2 minutes]

In your books, and in your own words:
How does Gerbner's cultivation theory apply to the representation of women in magazines.

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

Look at the key articles highlighted on the front page of Tatler.
How are people and issues represented

- most popular party people.
- interested in expensive jewellery
- the habits of Sloanes
- how to be posh
- the best fashion accessories
- James Corden's aristocratic friends
- how to fit a gap year into a month.

Is this representation of wealthy people stereotypical? Are wealthy people only interested in fashion, parties and holidays? Where are the representations of wealthy people who do other things with their life?

In your books, and in your own words:
- How have the producers of Tatler chosen to represent wealthy people?
- How far do you agree that the representation of wealthy people is stereotypical?

How do audiences interpret the representations on the cover of Tatler and how are these interpretations influenced by the identity of the reader?

Stuart Hall (1973) suggested that there were three main perspectives involved in the way in which an audience responds to a media product. This involves how the audience is positioned by the product and influences their response to it.

Preferred reading

Some of the audience will absolutely engage with the representation of the wealthy people and consume it willingly.

Negotiated reading

Some of the audience will consume the media text [product], but some sectors of the audience may not [eg wealthy people who have a wider interest than fashion, parties, etc]

Oppositional or resistant readings

Some of the audience will reject the media text and reject it entirely [eg people who are not interested in wealthy culture and lifestyles].

In your books and in your own words:
- "The way the audience interprets the representations in Tatlerl may depend on the identity of the reader". How far do you agree with this statement and give examples.

This concludes the Tatler Close Study Product.

Now complete your Personal Learning Checklist for this CSP.