



TQEA MEDIA STUDIES –MAGAZINES AND MOJO

STUDYING: MAGAZINE INDUSTRY, AUDIENCE, LANGUAGE AND REPRESENTATIONS WITH SET PRODUCT: MOJO

KEY VOCABULARY

Globalisation - the process by which institutions increasingly operate on a worldwide scale
Product placement - An advertising technique used by companies to subtly promote their **products** through appearances in film, television, or other media

Sponsored Content - when a company pays a publication (i.e. magazine) or person to review, write or post about your product.

Diversification - the action of making or becoming more diverse or varied. MOJO does this by having it's own website, Facebook page, Bauer itself has also diversified by owning websites, radio stations and music TV channels as well as magazines

IPSO - The independent regulator for the newspaper and magazine industry in the UK. They hold newspapers and magazines to account for their actions, protect individual rights, uphold high standards of journalism and help to maintain freedom of expression for the press.

MAGAZINE/MOJO INDUSTRY

1. Mojo Magazine is published by Bauer Media which owns more than 600 magazines including two other UK magazines (Q & Kerrang).
2. Bauer is a global conglomerate as it is based in Germany but owns products that are sold in a wide range of companies.
3. Mojo is an example of a commercial magazine in that it's sole purpose is to create revenue. particularly the UK.
4. Most magazines are struggling in a competitive market so this media form may be best managed by owners who specialise in the print medium. However, magazine publishing is globalised, like other media, with the most popular magazine brands (as measured by the National Readership Survey) in the hands of a few international companies.
5. Mojo is regulated by IPSO.
6. Magazines make money through: Circulation price (MOJO - £5.50); Subscriptions; Advertising that relates to the theme of the magazine like events (i.e. Festivals) or products (i.e. headphones in a music mag); Sponsored Content; Product placement.
7. The most successful magazines during the time of intense competition from online media have been at the quality end of the market – the luxury brands – which offer their audiences a 'lean back moment' as they sink into the glamorous world of their favourite glossy magazines.

MOJO AUDIENCE: KEY FACTS

MOJO has (in 2016-17) a fairly small circulation of about **68,000** and a readership of about 138,000 (figures from the National Readership Survey). Its audience is more niche than those for Take a Break or Cosmopolitan which each have readerships of well over 1 million.

Class – a similar share of middle-class and working-class readers

Gender – MOJO is four times more likely to be read by men than by women

Age – The readership is adult. Nearly two-thirds of readers are over 35.

CONVERGENCE

Bauer has responded to this idea of convergence by making Mojo magazine available via:

- iTunes and Google Play
- It's own app
- Online subscriptions
- All types of platforms (computer, tablet, smartphone, kindle)

MAGAZINE LANGUAGE

For media language in magazines, you should analyse:

Layout – any distinctive use of layout, the proportion of space, image and copy (text), the use of cluttered or ordered layout (to connote informality or formality), the use of symmetrical or asymmetrical layout, house style.

Images – graphics, camerawork and mise-en-scene, digital manipulation, images on MOJO often cover the magazine title to reward regular readers 'in the know'.

Typography – serif (traditional, formal) and sans serif (modern, informal) fonts, specialist fonts

Colour – tones, saturation (rich or pastel), monochrome (black and white) does it connote sophistication and elegance or youthfulness and energy?

Use of language – formal or informal, use of slang, puns colloquialisms

Generic conventions of magazines – front cover dominated by images of musicians, style reflects genre of music

MOJO REPRESENTATION

1. MOJO wishes to attract a target audience that shares its reverence for 'classic rock' so constructs a version of reality that represents musicians as authentic heroes, striving for excellence
2. MOJO's selection of a cover photograph of a young, white male may be to fit the stereotype of rock musicians – this will enable instant recognition by audiences, MOJO's anti-stereotypical positive representation of older people as popular musicians, e.g. the artist from CSNY on the front cover. This may reflect the anti-ageism of an older audience
3. MOJO's front cover only represents white male musicians in photograph, often underrepresenting female musicians and musicians of colour
4. MOJO's front cover associates musicians with quest, danger and struggle, celebrating the values associated with rock music of 'living fast and dying young'
5. MOJO's representations reflect the continuing significance of a 1960s generation who developed popular music in a period of social upheaval

USES AND GRATIFICATIONS: MAGAZINES

Social Interaction

Offers news and gossip that might form the basis of real-life conversations. MOJO magazine has a regular 'mind-blowers' section that offers obscure and edgy recommendations and lengthy feature articles - both might spark debate. Mags follow a familiar format and offer regular consumption as a form of ritual. For example, MOJO magazine has a regular sections (see Surveillance. These might provide a substitute for real life interaction in which the magazine is seen by its readers as a good and reliable 'friend'.

Personal Identity

Often address the fandom of a specialised audience and may reinforce the reader's sense of being a fan of a particular genre of music. MOJO magazine addresses educated lovers of 'authentic' music and so might serve to reinforce that identity. Offer aspirational role models. MOJO magazine features a 'legendary' musician on the cover every month. May reinforce a reader's values –MOJO magazine values popular music in the seriousness with which it is discussed and celebrates the 'classic rock' values of authenticity and passion.

Surveillance (Knowledge)

Music magazines offer a sense of being in contact with the world, giving information about the world of popular music. MOJO magazine regularly offers: 'What goes on' – short articles about music news and current affairs, 'Regulars' include 'Real gone' – obituaries – and 'Ask Fred' – answers to readers' questions , 'Filter' includes reviews of recorded music, books, TV and film, and live events, plus 'how to buy' – recommendations of the key works by classic artists.

Entertainment

Music magazines offer a range of entertainment pleasures, such as comedy, gossip, CDs and other free gifts, striking visuals, and attractive stars. Music magazines can offer escape into a utopian world of stars, celebrity and pleasure. MOJO magazine offers escape from everyday life into the affairs of bands and artists.