

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 its 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 ex-

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.

CONVERGENCE

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

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

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.

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

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.