



Defining Femininity

Analyse how women are represented and how this representation has been constructed.

Consider:

- Choice of cover model, including clothing, pose, gesture and expression.
- Shot type and size, framing and composition of the image.
- Title and sell lines – content, language and mode of address.





(Differentiated) Defining Femininity

Analyse how women are represented and how this representation has been constructed.

Colour palette

What are the connotations of the colours used?
How does this link to the image and the ideologies the magazine is trying to convey?

Cover Lines

By focusing on body image, what is this cover line saying about what women should be?

Cover Star's pose

What message does the cover star's pose convey?
How does this fit with her personality/star status?
Why has this representation of femininity been chosen then?



Choice of cover star

How does Rose subvert the stereotype?
How then does she appeal to the target audience?
She is still very attractive, is this important?

Cover Lines

By focusing on sex, what is this cover line saying about how women should behave?
What does the money reference say about society?

Costume

What is the typical costume of a women's magazine cover star?
Why have these clothes been chosen for this particular star?
What does this image offer the female readers?