



## Defining Masculinity

Analyse how men 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.





## Differentiation - Defining Masculinity

Analyse how men 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 are these cover lines saying about what men should be?

### Cover Star's pose

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



### Choice of cover star

How does Statham support the stereotype?  
How does he appeal to the target audience?  
He is considered very attractive by lots of women, is this important?

### Cover Lines

By focusing on money and physical fitness, what is this cover line saying about how men should be?

### Costume

What is the typical costume of a men's magazine cover star?  
Why have these clothes, or lack of, been chosen for this particular star? What does this image offer the male readers?