OCR
Oxford Cambridge and RSA

Media Studies

OCR GCSE (9–1) in Media Studies J200/03/04 Creating Media

Statement of Intent

Centre number	Centre name
57357	Churchdown School Academy

Candidate number	Candidate name

Brief chosen: ……

Brief 1 - Magazines

Outline your plans for your production including:

- **How you intend to use Media Language to target your intended audience**
- **How you intend to use Media Representations that are appropriate to your intended audience**

(Maximum 300 words)

My magazine will be called paws due to the connotations of animals and pets making it clear to the audience what the content is about. To ensure it is clear the magazine is aimed at a younger audience I will replace the A with an image of a paw print. This connotes a more fun and playful aspect of the values of the magazine. I also plan to continue this with a play of words for the slogan which will be 'making your life paws-itivley perfect' suggesting that the inclusion of a pet in your life will make it better and this magazine will focus on positive stories of the impact of pets and also the best way to look after them. The main cover image will be in relation to a cover line about animal adoption. I plan to have the image set outdoors and considering this element of mise-en-scene it can further support the idea that pets need outdoor space and exercise and they can encourage their owners to get out more and play. the images I want to use will be of the person adopting the dog having fun with it. Facial expressions and performance will be important here to make sure the audience can see the positive impact the process of adoption and dog ownership has had on both the dog and the owner. To ensure the readers do not just think the magazine is about dogs I will have secondary images with other animals such as cats and additional cover lines to appeal to the audience. Specific features such as games, stories and advice will be included that will also give the audience a clear idea of what is going to be included. I will also make sure to target the younger audience I include a web address on the front cover so they are aware of additional content and the ability to socially interact online. The double page spread will feature an interview style article so the reader can personally identify with the story and relate to the process of adoption if they have either been through it or are considering it. Due to meeting the brief I will ensure the language used will focus on the welfare of the dog and how it has been looked

after through the process. I aim to keep the colour scheme gender neutral throughout using pastel colours to match the clothing used in the main images and not exclude any particular gender reading the paper but when constructing the representation of the owner of the dog I will be using myself so I ensure female and teenage is represented in a positive way. facial expressions and gestures will show the happy and caring nature towards the dog and the interview will show the thoughtful and reflective nature of her as a dog owner.