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 focus on day and the welfare of them as pets. The masthead will show the title of dog days but the slogan says 'only the best for our besties. This plays on the idea that dogs are 'mans' best friend and we should give them the best back. The main cover story will be a large image of a dog in a garden setting which will form the back ground of the front cover. This is to show the importance of this dog and portray them in a happy setting. The dog will be show to have a collar and a lead on to show they are now owned by someone. This is important as the story will be an adoption story. The coverline for this story will say 'mollie's story' which will make the story more emotive and show it is about a journey she has been on but there will be a happy ended due to the media language suggesting she is now part of a family. Other coverline will meet the brief by showing other stories to help care for your dogs. A story on a shar pei's eyes, a guide to getting a new puppy and different ways to groom the dog. The variety of secondary mages to go with these cover lines will all appeal to the target audience and I will try to include images of younger people in to further show this is aimed at younger people. The double page spread will feature a teenager who is the person who has adopted the dog. They will only feature in a small number pictures though as the focus should be on the dog and how happy they are now they are with a family. The interview will be conducted with the teenager though allowing the audience to personally relate to the story and imagine that could be them. Many teenagers want dogs and this could be a good way to do a good deed and give a dog a second chance as well as get a dog. Many of the image used will shots to show the dog is happy in their new life and the image with the owner will represent them as being someone who loves their dog and wants to care for it. this will also be supported in the interview.