

**Media Context:** *Draw summative illustrations in the right side of the tables that relate to the contextual knowledge on the left.*

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| Launched in 1931, GQ began its life as a quarterly publication called Gentleman’s Quarterly, aimed specifically at fashion industry insiders. Its popularity with customers caused its rebranding in 1967 to GQ. |  |
| Produced by Condé Nast, today GQ is a multi-platform brand. Each issue is published in print and on the iPad; it has its own acclaimed website, iPhone apps and an annual event called ‘GQ Men of the Year’. |  |
| GQ has an average circulation of around 115,000 and a readership of almost 400,000 through its various platforms. |  |
| GQ’s catch phrase is ‘the magazine for men with an IQ,’. The brand is built around more traditional ideas of masculinity. It includes coverage of executive concerns and targets a more serious minded, conservative, older reader than some other men’s lifestyle magazines such as Loaded and FHM. |  |

**Social and Cultural Context:** *Draw summative illustrations in the right side of the tables that relate to the contextual knowledge on the left.*

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| In 1994, Mark Simpson an author and journalist coined the word ‘Metrosexual’ in an article for the Independent newspaper after he attended Britain’s first GQ style exhibition. He is famously quoted as saying “I had seen the future of masculinity and it was moisturised.” |  |
| This term gained global popularity in the early 2000s, epitomised by men like David Beckham, when it became more socially acceptable for men to openly care about their looks, clothing and skincare regime. |  |
| Men’s magazines embraced this through their content and advertising. Arguably, the primary role of such magazines is to encourage spending amongst its readers. |  |
| In 2014, Simpson then introduced the term ‘spornosexuals’, men who are extremely bodyfocused, who spend all their time at the gym and make their bodies their best accessory. |  |

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**Historical and Political Context:** *Draw summative illustrations in the right side of the tables that relate to the contextual knowledge on the left.*

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| African Americans have had a long and complex history in the motion picture industry. At the start of the 20th century, many films depicted black characters that supported the dominant stereotype of the time: incompetent, hypersexualised and/or criminals. |  |
| It wasn’t until the growing momentum of the Civil Rights Movement that there was a push against this status quo and there evidently there is still a way to go |  |
| In 2015 April Reign, the Broadway Black managing editor, created the hashtag #OscarSoWhite to bring attention to the Academy’s tendency to overlook performances and achievements by nonwhite professionals. By 2016, little had changed and so many actors and actresses boycotted the 2016 Oscars, branding it ‘racist’ and ‘too white’ |  |