

**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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| Pride is a UK monthly women’s lifestyle magazine that targets women of colour. |  |
| It has been in publication since 1990 and has a circulation of over 30 000 copies per month and a readership of over 146 000. |  |
| Pride is distributed in the UK by COMAG, part of Condé Nast. |  |
| It’s easy to see how people may mistake Pride for a gay magazine, as this word has become synonymous with the gay community over recent decades. In fact, the modern gay movement has its roots in the black liberation movement of the 1960s with Gay Pride borrowing its name from Black Pride. |  |

**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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| Social and cultural context In the 1950s and 60s, women’s magazines moved away from articles on homemaking and moved towards articles on beauty. |  |
| Black Lives Matter (BLM) is an international activist movement which originated in the African American community. It campaigns against violence and systematic racism towards black people. |  |
| So, with consumption at the top of the agenda, readers were being reminded that they should look and feel the best they could and the best way to achieve this was by purchasing the latest cosmetics and hair care advertised within the magazine’s pages. |  |
| Britain now runs on a consumerist society – which advocates for people to constantly better themselves by buying new things in commercial shops. |  |
| The dominance of this movement on social media may possibly have something to do with the huge number of twitter followers and Facebook likes Pride magazine now has. According to their website, they have 300% more followers and likes than any other title in the ethnic market. |  |

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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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| Around the time of The Civil Rights Movement of the 1960s, Black Pride was a response to dominant white cultures and ideologies that encouraged black people to celebrate black culture and embrace their African heritage. |  |
| At this time, the Afro hairstyle, which was associated with everything natural, came to symbolise Black Pride and Power, in contrast with the artificial hairstyles of those wearing wigs or having relaxed hair, both of which were seen as pandering to European notions of beauty. |  |
| So, with consumption at the top of the agenda, readers were being reminded that they should look and feel the best they could and the best way to achieve this was by purchasing the latest cosmetics and hair care advertised within the magazine’s pages. |  |