

research skills have improved- especially when I was compiling data on who my target audience would be. I used a website called YouGov to collect and analyse data on all sorts of things that country fans enjoy, you can even filter it down to the specific country, artist and what the fans like. This research was vital because it made me able to connect with this audience and see what elements from the Uses and Gratifications theory I can tap into to capture and maintain their attention. To organise this data I made a mood board and a dating profile of my ideal target audience member. Mood Boards are a great way to sort all the different things you gather and massively help with research. The creativity that went into this directly impacted my final result positively- it meant that I was able to understand what the audience wants for me and what will get them to buy my magazine and this research was considered in my colour scheme, headlines, cover lines and magazine adverts.

Basically, in summary, Media Studies A level is brilliant and you should definitely take it. There are so many skills that will help you in all areas and teach you so much.

Good luck on your way to being the next vogue editor!

Best Wishes,

Cerys