



Analysing representations in *The Big Issue*: Moving On pages 32-33

Analyse the representations, focusing on the following questions:

- How are representations of social groups constructed?
- How do these representations reflect the industry context/ ideology of *The Big Issue*?
- How is the audience positioned in relation to these representations?
- How can David Gauntlett's ideas be applied to this article?

Suggestions

The article constructs positive stories of vendors overcoming adversity and achieving success in various fields – supporting *The Big Issue*'s ethos of a 'hand up not a hand out' and reinforcing the message that the magazine is achieving its aims.

A diverse range of people represented – male and female, older and younger adults, different ethnicities and nationalities, people with disabilities - reflecting the idea that anyone can experience homelessness and move beyond the experience. Gauntlett's ideas are relevant here – diverse range of representations, also potential role-models, with whom readers may identify.

Many of the people featured are now working for charities, reinforcing the social agenda of *The Big Issue* e.g. Marvina Newton now runs a youth charity 'No-one's going to save you but you.



You're the superhero in your own story. That's the message I got from *The Big Issue* – empowering message that positions the audience to respond positively and align with this point of view.

Positive representations reinforced through media language e.g. low angle shot of Marvina Newton, brightly lit, smiling, bright clothes and jewellery – connoting success, happiness. Also, shot of Joel Hodgson (now working for a legal firm) dressed in a smart suit, kneeling as though an athlete in starting blocks connoting that he is moving on in a positive sense.