

# **Cultural intermediaries in the contemporary British music press**

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**October 2017**

A thesis submitted in partial fulfilment of the requirements of  
Edinburgh Napier University, for the award of Master by Research

## **Declaration**

This is to certify that I, Luke Carr Langlands, am responsible for the work submitted in this thesis. I declare that no portion of the work referred to in this thesis has been submitted in support of any other degree application or qualification either at Edinburgh Napier University or at any other institute of learning.

Signature: Luke Carr Langlands

Date: 19 October 2017

## **Acknowledgements**

Thank you to my parents, without their upbringing this thesis would have been impossible.

Without the expert insights and encouragement of Chris Atton and Allan Boughey, I would not have made it through these part-time post-grad years.

Alicja: Jesteś moją skałą

## Abstract

Forde (2001) argues that the “polyglottic identity” and “discursive autonomy” of the music press in the 1970s was replaced in the 1990s by a “monoglottic branded identity, direction and aesthetic” across the majority of music journalism titles. This thesis aims to build upon Forde’s work, exploring whether the cultural intermediary role in music journalism has experienced similar erosion to that of the “personality writer” which Forde describes.

I argue that a demonstration of a reduced cultural intermediary role in the music press may suggest that readers of the music press now operate as their own cultural intermediaries, with the music press instead operating as a gatekeeper of music cultural products without the aim of explicit influence over reader taste or in the legitimisation of cultural products. Additionally, any demonstrated reduction of the music press’ cultural intermediary role may build upon Forde’s suggestion of “the rise of a new cultural dynamic where individuals are now less interested in both music and in reading about music”.

An identical and continuous three-month span of *NME* and *MOJO* was analysed through a combination of quantitative content analysis and qualitative thematic analysis. Data recorded in the primary research included any demonstration of the cultural intermediary role in use (recorded on an ordinal scale) and the main themes of every article, to determine the importance of non-music topics within each publication. The research found a noteworthy level of content in *NME* and *MOJO* as neutral in language and tone, with the majority of articles being instead factually driven and the cultural intermediary role appearing to be not demonstrated consistently. When the cultural intermediary role is present, it is often through a third person, such as an interviewee, rather than in-house

writers. Between 24 per cent and 55 per cent of every analysed issue of *NME* was found to be focused on non-music topics whilst 100 per cent of every analysed issue of *MOJO* had a complete focus on music. Consequently, I argue that the findings in this study demonstrate a shift in the role and content of the music press, which verifies claims that the role of the music press as cultural intermediary has reduced.

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## 1.0 Introduction

### 1.1. Background and unresolved conflict in current music press research

Academic research focused on music journalism has demonstrated a wide range of shifts in the role and content of the music press, including the “first full flowering” of rock criticism in the mid-1960s (Daley 2006: 1), the rise of “New Journalism” during the advent of punk music (Lindberg et al 2005: 178) and the “meteoric rise” of New Pop and *Smash Hits* (Toynbee 1993: 292). However, following Forde’s (2001) demonstration of the mass homogenisation of UK music press titles during the mid-1990s, no further studies have taken place that have aimed to investigate whether more changes in the music press have taken place. Consequently, there is currently a significant gap in our understanding of the way that the music press currently fits into the cultural sphere of music journalism. Moreover, with the exception of Conner and Jones (2014) there is a significant lack of research that analyses the actual content of the music press in order to demonstrate inherent shifts in its content or role. Instead, pre-existing studies concentrate on either linking the music press to theoretical standpoints, such as Hesmondhalgh’s (2006) work regarding Bourdieu and Fenster’s (2002: 83) comparisons of music press critical discourse and Hirsch, or develop first-hand accounts of shifts in the music press by interviewing music journalists (Forde 2001). Whilst I agree that the use of Bourdieusian theories is important so that the development of cultural fields can be theorised, I contend that there is a need for research focused on the music press that analyses the actual content of the publications.

The extent to which the music press has the influence to dictate reader taste is contradictory within pre-existing research. For example, Frith (1981: 165) claims that a review of a music product in the music press is “important even for those people who don’t buy [music press magazines]” and Shuker (2016: 172) maintains that the music press influences readers that are interested in “exploring the byways of fresh talent”. In contrast, Reynolds (1990: 27) believes that the music press has abandoned the ideological roles of leading its readership and agenda setting whilst Hearsom (2013: 109) states that “there is a current erosion of the... role of the music press [to influence taste].” Consequently, there is no definitive understanding of what influence the music press presently has in taste development or if the music press even continues to act as tastemaker within its content at all. As well as disagreement within current literature regarding the influence of the music press to act as tastemaker, there are conflicting arguments in the literature on the specific role that the music press takes when discussing music products, with the terms ‘gatekeeper’ and ‘cultural intermediary’ often used interchangeably and without distinction, despite both roles being notably different. I argue that this misunderstanding in current literature has led to problems in analysing the role of the music press in dictating reader taste.

## **1.2. Aims and importance of this study**

This study aims to explore if there has been a further shift in the role or content of the mainstream music press following Forde’s (2001: 24, 29) identification that the “polyglottic identity” and “discursive autonomy” of the music press has been replaced by a “monoglottic branded identity, direction and aesthetic”. In order to understand whether a further shift has occurred, this thesis investigates

the extent to which the music press presently has the influence to dictate reader taste of music products.

As this thesis uses Forde (2001) as a sensitizing topic for its aims, Forde's findings were not accepted until a thorough literature review was performed as part of this study to identify similar conclusions from other research. The literature review identified further work which reflect similar conclusions to Forde including O'Brien (2010), Gudmundsson et al (2002), Lindberg et al (2015) and Laing (2006), with these pieces of work also going beyond the narrow example of the music press that Forde investigates (see chapter 2.1.4). Consequently, I concluded that Forde's research has a suitable level of reliability and validity to be used as a starting point in this study. I acknowledge and maintain that the use of interviews by Forde may have been less effective than an analysis of music press content itself, as Forde is relying on his interviewees to provide unbiased insights into a topic that is arguably subjective in its very nature.

Further existing research implies that shifts in the music press have occurred following Forde's (2001) work, such as Shuker (2016: 135) who claims that the internet has been "revolutionary" in superseding the music press, Laing's (2006: 399) belief that "the internet has already substantially lessened the influence of the music journalist as a cultural intermediary" and Morris' (2015: 447-448) argument that "infomediaries", automated cultural product recommendation algorithms (such as Spotify), "can be as effective as human agents in mediating activities." However, no study until this one has taken place to see if any potential shifts can be demonstrated within the actual content of the music press, including Forde (2001) who instead developed findings from interviews with music press journalists. Consequently, as the music press is traditionally

viewed as having a significant impact on the way that music producers are perceived by readers (Negus 1992: 116), I argue that focusing on the use of the cultural intermediary role within the music press is a useful way to understand if any shifts have occurred.

### **1.3. Outline of thesis structure**

This study is divided into separate chapters and sub-sections that correspond to the different stages of this study. Chapter 2 is a discussion of the existing literature regarding the shifting roles and content of the music press, which is presented in order to establish which specific topics regarding the music press appear most appropriate for this study. Chapter 3 (Methodology) highlights the processes and methods used to determine the most suitable means to explore this study's aims, as well as the frameworks used to analyse the results. Chapter 4 (Quantitative Findings) and Chapter 5 (Qualitative Findings) present the results, whilst Chapter 6 (Discussion) and Chapter 7 (Conclusion) discuss the findings of this study's primary research in relation to the existing research in order to highlight the significance of the findings.

## **2.0. Literature Review**

This chapter begins by chronicling demonstrable shifts in the content and role of the music press from the 1960s onwards in order to develop a historical understanding of the evolution of the music press. Later sections discuss the processes and influence of the music press to dictate the taste and listening choices of its readers, as well as highlighting disparity in pre-existing literature regarding the correct classification of the music press' role in influencing reader taste of music products. The final section of this chapter is focused on showing where current research has suggested potential shifts in the music press but has not adequately investigated if these beliefs are verifiable.

### **2.1. Shifts in content and style of the music press**

#### **2.1.1. The “first full flowering” of rock criticism and the emergence of “New journalism”**

By the 1950s, music press publications acknowledged a shift in the taste of its readers and “began to take popular music seriously” (Atton 2015: 438), leading to the development of “a well-articulated media ‘gatekeeper’, with music release schedules and record sales charts published on a weekly basis through *Melody Maker*, *NME*, *Record Mirror* and *Disc*” (Toynbee 1993: 289-290). This era was the first in which a “regular and reasonably accurate list of British record sales” was produced in the music press (Shuker 2016: 166), although music criticism in any form was not an option in non-music outlets (Jones 2002: 3).

Content regarding rock music specifically amounted to “little more than news and gossip” until the mid-1960s (Gudmundsson et al 2002: 41) when rock music

reached its “first stages of maturity” and experienced legitimisation as a cultural form, possibly as a result of the medium “no longer commenting on a community but creating it” (Frith 1981: 88). The cultural legitimacy of rock music led to the music press undergoing its own “first full flowering” (Daley 2006: 1), with music journalists beginning to “ascribe aesthetic and ideological significance” (Leonard 2007: 65) and artistic value (Atton 2009: 53) to rock music. Previous to this, the emergence of rock-focused content within the music press was slow, with *NME* and *Melody Maker* considering the genre to be against their main readership (Brennan 2008: 29) to such an extent that *Melody Maker* “began a campaign to silence rock and roll” (Chambers 1985: 19-20).

From the late 1950s to the late 1960s, we can demonstrate that the music press shifted to giving popular music the same respect as it previously had done to jazz music, with pop music “entrenched in teenage culture” (Brennan 2008: 31). However, throughout this era music was still considered to be entertainment only and was not critically analysed (Brennan 2008: 32), with music reviews amounting to only a few lines of text (McRobbie 1989: xii). Consequently, it would not be until later years until the music press would place authenticity, originality and artistic value onto popular music (Atton 2009: 53). The content of the music press in the 1960s developed a writing style that had more in common with fanzines than with structured print or news journalism, presenting people with an “anyone-can-do-it area of journalism” (Jacke et al 2014: 2). It is interesting to note the parallels between the music press of the 1960s and the 21<sup>st</sup> century, with both eras open to mass participation in music journalism through either the fanzine and DIY production of the 1960s or the rise of music blogs in the early 2000s.

### 2.1.2. Punk, “New journalism” and postculturalism

With the advent of punk in the early 1970s, a discourse in the UK music press emerged which focused on being a part of the “alternative, underground activist media” (Anderton et al 2013: 107). According to Toynbee (1993: 290) “it was not until 1972-73 that a style of journalism which could match the discourse of rock reception finally gained mass distribution... [with content in the music press now having] a sufficiently deep focus to explain rock’s emotional effect.” This shift in writing style of the UK music press was partly as a result of the influence from US counterparts, with the US music press at the time focused on a legitimisation of music journalism that included “fully-fledged” rock criticism (Gudmundsson et al 2002: 41), with outlets such as *Melody Maker* labelling themselves as “the thinking fan’s paper” (Lindberg et al 2005: 197).

The music journalists that embody this era and appeared in the UK music press, such as Nick Kent and Charles Shaar Murray, were recruited from the underground music press scene (Shuker 2016: 166) and focused on producing counterculture “New Journalism” content (Lindberg et al 2005: 178) that related music products to an “imagined rock community” (Gudmundsson et al 2002: 53). *NME*’s recruitment of underground writers during the early and mid-1970s led to the magazine being “a writer’s paradise” (Spencer 1991:x) as a result of its editorial focus shifting from writing about stars of the time to instead featuring “a critical vision of rock and its history that were beyond sales figures” (Frith 1981: 172). This shift in style at *NME* encouraged “a passionate readership” (Lindberg et al 2005: 197) that thrived on the magazine’s “sociological response to rock that valued music for its effects on an audience rather than for its creators’ intentions or skills” (Frith 1981: 172). Consequently, this led to *NME*

attaining an all-time high circulation as a paid-for magazine of 300,000 in 1973 (Hearsum 2013: 107). Forde (2001: 24-25) describes the “discursive autonomy” of the mid-1970s in music journalism as having a “polyglottic identity” due to the “idiosyncratic voices, styles and opinions of the different writers scrambling for attention and domination”. According to Forde (ibid), the apex of the music press in this era was through writers such as Danny Baker, Tony Parsons and Julie Burchill, with Parsons and Burchill answering the publication’s now famous request for “Two Hip Young Gunslingers” to become a part of the editorial team (Savage 1991: 252).

From the post-punk 1980s the style of some music publications shifted again, with writers such as Ian Penman and Simon Reynolds producing expansive 15,000 essays that referenced post-culturalists (Forde 2001: 25) and focused on academic prose, cultural studies and semiology (Toynbee 1993: 296).

Reynolds (2009: 416) describes this period of the music press as “a golden age in terms of adventurous writing”, with the academically-driven content of *NME* at this time leading to the magazine developing “something which strictly speaking had no business to exist, a pop intelligentsia” (Morra 2014: 152). According to Reynolds 2009: 416, the ability for readers to access “cutting-edge” music in the post-punk era was difficult and meant that the music press had an important role as part of the “scarcity economy” of music culture, which in turn promoted “a relationship with music of an intensity that I don’t see today”.

### **2.1.3. New pop and the rise of *Smash Hits***

The arrival of new pop as the antithesis of punk ideals indicated a wave for the music press where “the markers of the high/low split in popular music were



redistributed, as the top of the charts became legitimate subject matter for the weeklies and for a while seemed more important than "underground" or "alternative" rock" (Gudmundsson et al 2002: 55). This period of music journalism included the "meteoric rise" of glossy print publication *Smash Hits*, whose content "simultaneously constructed a genre and a readership" (Toynbee 1993: 292). *Smash Hits* detected a change "in the landscape of music journalism...capitalising upon shifts in the mediation and the flow of information [about music]" (Mills 2012: 13), with typical content in the magazine comprising of "star coverage, gossip and centrefolds for teenagers' walls...the task of the journalists was no more to criticize...but to glamorize" (Lindberg et al 2005: 244). Nick Logan (founding editor of *Smash Hits*) commented that when EMAP distributed a test issue of *Smash Hits* in Middlesbrough in 1978 it was the "glossiness of the paper" (Logan 2001: 283) that most interested the sample audience, rather than its content (Hill 2010: 10). At the time of writing Toynbee (1993: 289) warned that *Smash Hits* "threatens the straightforward alignment of taste and cultural capital which underpins rock hegemony", with Toynbee's prediction demonstrated through *NME's* shrinking readership from the early 1980s onwards, coinciding with a rise in *Smash Hits* circulation which hit a high of around 800,000 in 1988 (Lindberg et al 2005: 201, 244).

#### **2.1.4. "Monoglottism" and the oversaturation of the UK music press**

Forde (2001) investigated the decline of "New Journalism" writing in the music press that had previously personified much of its content during the 1990s. In his study, Forde (ibid: 38,1) concluded that "polyglottism and writer autonomy have clearly subsided within the music press" as a result of "glossy niched monthly titles, the fragmentation and over-saturation of the market for consumer

music titles, the bureaucratic restructuring of music magazines, the occupational re-evaluation of the music journalism profession and an increasingly PR-led industry climate (ibid: 29). What replaced the polyglot “many tongues” content of the music press (ibid: 24) was a homogenised “monoglottic branded identity” focused on a single branded magazine identity.” Frith (2002: 242) further emphasises Forde’s claims, stating that although *NME* was a “one-time writer-friendly magazine... [it has] “gone the way of *Smash Hits*: it no longer employs personality critics with scattershot opinions about everything, but rather edits every contributor into a house style expressing house opinions”.

Forde’s demonstration of a rise in homogenised music press content in the 1990s is reinforced by O’Brien’s (2010: 22) claims that “in the 70s and 80s the weekly music press (particularly *NME* and *Melody Maker*) quite happily featured academic or intellectual writing - but by the early 90s there was a move to simplify the music press, bringing it in line with the rest of the consumer press. Since then writers have been encouraged to keep the theory to a minimum and ‘just talk about music.’” Moreover, Gudmundsson et al (2002: 58) note that the focused effort to block personality journalism in EMAP magazines (such as *Q*) has made it more difficult for new publications to become influencers of taste, whilst Long (2012: 215) claims that saturation of similar music press titles during the 1990s led to a decline in the number of readers, noting that Britpop in particular led to a lack of individuality between UK music press publications.

## **2.2. The development of culture and taste through the music press**

Weinstein's (1991: 175) belief that magazines influence their readers to such an extent that they "freeze the signifiers of a subculture, allowing them to be learned and absorbed" can be demonstrated in research discussing the music press, with Leonard (2007: 65) noting that the music press has historically had a significant impact on the promotion of new music releases and artists whilst Shuker (2016: 161) believes that the music press "sells music as an economic economy while at the same time investing it with cultural significance". Criticism is one of the elements responsible for determining the success of a cultural product in circulating through a population (Cameron 2011: 138), with Frith (1996: 4) noting that one of the key pleasures of popular culture and the value of cultural judgement is in engaging with other people about the perceived "good" and "bad" products of a cultural phenomenon. Frith (ibid) states that critique must go beyond "I like it" and instead be based on reason, persuasion and evidence through arguments that discuss the *value* of the product to the cultural space as much as the personal opinion. I argue that the act of attributing cultural value to music products reflects Bourdieu's (1984: 24-25) belief that cultural products are divided between legitimate and illegitimate pieces of culture. As a result, the processes of legitimising music products through the music press conflicts with Kant's opinion that taste judgements are "universally valid" (Gudmundsson et al 2002: 42), with Kant arguing that "the taste for what appeals to us is the taste of necessity, while the taste for the beautiful is the taste of freedom" (Varkoy 2015: 146). However, I contend that Frith's comments on the key pleasures of popular culture (as discussed above) do reflect Kant's view that "taste is the ability to evaluate an aesthetic experience without resorting to concepts or conscious thinking" (Lindberg et al 2005: 12).

Frith (1981: 165) observes the significant impact that a review could have on the public opinion of a band, commenting that the music press “are important even for those people who don’t buy them – their readers act as opinion leaders...for everyone else”. Negus (1992: 116) reflects the beliefs of Frith, claiming that the music press “decisively affect the way an act is perceived and received”. However, later research conflicts with earlier literature such as Frith and Negus, with Laing (2006: 399) stating that despite music journalism playing an important role “in the production and circulation of meanings, judgements and interpretations of music...the Internet has already substantially lessened the influence of the music journalist as a cultural intermediary”. Moreover, Lindberg et al (2005: 201) claim that *NME* now “offers little in terms of rock criticism”, which is inconsistent with research that describes the magazine as a “serious” rock press (Shuker 2016: 166) and “writer’s paradise” Spencer (1991: x). Therefore, I argue that the demonstrated shift in opinion within pre-existing research of the influence of the music press to dictate taste could be reflective of Forde’s (2001) study into the homogenisation of music press outlets during the 1990s. Consequently, I contend that the lack of coherent knowledge or agreement on the influence of the present music press to influence reader taste is a noteworthy omission to our understanding of the medium’s role in music culture. However, it is important to note that this argument does not undermine the idea that music products require cultural legitimisation, but rather that there is not a sufficient understanding of what role the music press now has in the legitimisation of music products.

Leonard (2007: 65-66) believes that the role of the music press is not to “describe sounds or provide information about popular music” but instead to

“offer ideological positions relating to music”, whilst O’Brien (2010: 114) contends that “the purpose of music journalism is to let you know what music is out there and what is good/worth getting excited about.” Similarly, Shuker (2016: 96) claims that content in the music press requires the reader to have a fundamental understanding of musicology, which is an interesting observation as it suggests that readers of the music press do not require informative content as they are already members of a music knowledge pool. In spite of this, Reynolds (1990: 27) asserts that the music press has abandoned the ideological role of leading its readership and agenda setting to instead offer what Shuker claims is not required: a “service” to readers through the provision of news, gossip and consumer guidance. These examples again show conflict in current research about what content is produced by the music press and exactly how (or if at all) the music press presently influences the music taste of readers.

### **2.3. The music press: cultural intermediary or gatekeeper?**

This section discusses the separate roles of ‘gatekeeper’ and ‘cultural intermediary’ in order to highlight how both terms are ambiguously used to describe the music press. Shuker (2016: 172, 165) notes that critics “remain influential as gatekeepers of taste”, stressing that the “inkies have historically emphasised a tradition of critical rock journalism, with their reviewers acting as the gatekeepers for the tradition.” Whilst I agree with Shuker’s view on the music press traditionally playing an influential role in shaping tastes and music culture, I disagree with his use of the word ‘gatekeeper’ to describe this role. Rather, I contend that the term ‘cultural intermediary’ is a more fitting description of the role that the music press fulfils, despite both terms being used

interchangeably and casually across research (Negus 2002: 1, Perry et al 2015: 725).

Gatekeeping is the act of processing which information will be chosen, crafted and developed into the messages that reach people, determining not only the information selected for dissemination but also the nature and angle of the content selected (Shoemaker and Vos, 2009: 1). The concept of gatekeeper roles in mass communication originate from agenda-setting theories in newspaper newsrooms, with White (1950: 383-384) noting that wire editors act as “gate keepers” that determine what news items are included or omitted from newspapers. Although Inglis (2010: 116) claims that “being a music journalist is not fundamentally different to any other branch of journalism”, I argue that White’s attribution of gatekeeping to news journalism does not reflect the role that music journalists undertake, as news journalists and music journalists produce content with very different aims and audiences. Forde (2003: 114) demonstrates the differences between news journalism and music journalism by illustrating the opposing content produced by both roles, such as news journalism having an “emphasis on objectivity” whilst music journalism has an “emphasis on subjectivity”, echoing Laing’s (2006: 335) observation that the music press differs to other journalism as music journalists are traditionally required to recognise ‘bad’ music as well as ‘good’ music.

The term ‘cultural intermediaries’ was devised by Bourdieu (1984: 325-326) to describe “producers of cultural programmes... or the critics of ‘quality’ newspapers and magazines... [that] divulge legitimate culture.” Cultural intermediaries grant or deny legitimacy to cultural products by attributing both use and exchange values whilst also attempting to “forge a sense of

identification” between the product and the consumer (Negus 2002: 4). In contrast, gatekeepers use a “binary model” to include or exclude products into a cultural sphere (Laing 2006: 335), which is an inappropriate description of the music press as its role is to not only “regurgitate information” about music products but to “write about a selection of *interesting* new releases and offer an *interpretation* of those records to their readers (Leonard’s 2007: 65).

Hesmondhalgh (2006: 226-227) notes that the term ‘cultural intermediary’ is loosely used to describe agents involved in the production of symbolic goods, going on to clarify that cultural intermediaries “*mediate* between producers and consumers.” This is in opposition to Featherstone’s (1991: 89) incorrect view that cultural intermediaries “*provide* symbolic goods and services” as I agree with Hesmondhalgh’s (ibid) argument that Featherstone is actually describing gatekeepers rather than cultural intermediaries. Hesmondhalgh (2006: ibid) goes on to say that it is “critics that act as cultural intermediaries in the recording industry”, opposing Negus’ (1992: 46) view that it is recording industry personnel who are the cultural intermediaries. Consequently, we can be confident that the music press traditionally act primarily as cultural intermediaries, as a gatekeeper-only role would see music products appearing at the ‘gate’ of the music press before being admitted or excluded without critique provided to readers (Negus 2002: 12-13). These points reflect those of the previous section in this chapter, which highlighted that the music press is viewed as influencing taste not only by selecting the products that add value to the field but by also giving rationale and arguments as to why the products should be granted or denied cultural legitimacy.

Whilst I argue that the music press traditionally acts as a cultural intermediary rather than a gatekeeper, the role of gatekeeping in the music press still traditionally occurs through a “filter flow model” (Hirsch 1972: 109) where music press editors act as “institutional regulators” (Hirsch 1972: 132) through the process of dictating what content will be published in the magazine. In his comparative study of the music press, television and radio to influence taste, McLeod (2001: 57) describes the use of gatekeeping in the music press well, noting that “even though they are not the only gatekeepers, rock critics are nevertheless gatekeepers *that influence others and articulate the attitudes of their peers by concretely putting them into writing*”. In using McLeod’s description, we can see that the music press are not ‘true’ gatekeepers as they must explain their rationale and convince readers of the value of the products. Therefore, I argue that the music press act primarily as cultural intermediaries.

Garnham (2000: 162) claims that cultural intermediaries widen the distance between consumers of cultural products and those who create them, suggesting that music journalists have superiority over readers in the process of music product production, legitimisation and consumption. However, Toyne (1993: 299) states that “the music press acts less as a bridge between artists and audiences than as collaborator in the development of discourse, a discourse which embraces both production and consumption... through which readers take on a ‘critical identity’”. The suggestion that music press writers and readers collaborate in a form of joint working to develop broader music knowledge reflects the view that music journalists are “professional rock fans” (Frith 1981: 165) whilst music press readers are the “meaning-makers” of popular music and are not “merely passive” (Atton: 2009: 1) in the process of legitimising music



products. I argue that these points challenge the perceived influence of the music press to act as cultural intermediaries and dictate reader taste (which I have established in this chapter are roles that the music press is traditionally viewed as fulfilling), as the notion of music press readers being peers of music journalists suggests that readers are in a position to reject claims of cultural legitimacy of music products that are provided to them by the music press. Consequently, this may mean that music press readers can act as legitimisers of music products themselves, which I argue could be linked to the rise of digital media in mass communication, with digital media presenting “opportunities for individuals and grassroots communities to tell stories and access stories others are telling, to present arguments and listen to arguments made elsewhere, to share information and learn more about the world from a multitude of other perspectives” (Jenkins 2008: 6). If demonstrated in the music press, Jenkins’ claim would contradict Hirsch’s (1972: 137) view that “cultural organisations strive to control gatekeepers’ decision autonomy to the extent that coverage for new items is... crucial for building consumer demand”, as controlling the autonomy of music readers would not be possible.

Negus (2002: 13) argues that there is a need to understand how to “disaggregate” the practices of cultural intermediaries in order to have a greater sense of how their practices are maintained and to what consequences, with Negus (2002: 17) later asking to what extent do cultural intermediaries make use of well-established ways “of maintaining power, position, privilege and patronage?” This is particularly true in understanding how the cultural intermediary role is used in the music press, as this chapter has demonstrated that there is a diverse yet often vague understanding in pre-existing research of

how the music press uses the cultural intermediary role to dictate reader taste of music products.

#### **2.4. Potential shifts in the music press**

Earlier sections of this chapter have demonstrated that current research focused on the music press highlights shifts in the role and content of the music press across different eras, such as Lindberg (at al 2005), Forde (2001), Jones (2002) and Reynolds (1990). However, with the exception of Conner and Jones (2014) there is a limited number of pre-existing studies that analyse the specific content of the music press itself, regardless of the era being discussed.

Moreover, there is evidence of other possible shifts in the role and content of the music press that are highlighted in literature but are not adequately or actively investigated. Consequently, this section discusses these potential shifts and the current lack of research to evaluate and empirically demonstrate them.

On 18 September 2015, *NME* became a free-to-read magazine in an attempt to increase its readership, with the figure dropping to 15,000 compared to 75,000 in 2005 (Turville 2015). Presently, *NME* has an average weekly print readership of over 300,000 (ABC Distribution Certificate 2016), matching the magazine's previous peak in the 1970s of 300,000 paying readers (Hearsum 2013: 107). In contrast, *MOJO* is currently the most widely read paid-for music publication in the UK, with around 70,000 monthly readers (Ponsford 2015, ABC Distribution Certificate 2015). Although the shift to free circulation has led to a significant boost in *NME*'s readership, the perceived level of quality in *NME* article content may have been reduced, as shifting a magazine from being paid-for to free-to-read may be perceived by readers as an indicator of reduced quality, whereas a

publication that has always been free to consume (such as a music blog) is not perceived to be of the same low quality as an outlet that has changed its pricing model (Anderson 2010: 55-57). Moreover, from the perspective of Bourdieu's field theory, the music press is traditionally viewed as semi-autonomous (Gudmundsson et al 2002: 45, Atton 2009: 6). Consequently, I argue that in becoming a free to read magazine *NME* has shifted from the semi-autonomous pole to the heteronomous, as *NME* no longer focuses "on small-scale, artisanal methods [that are] populated largely by autodidacts" (Atton 2004: 142) in the style of autonomous agents and instead is presented to a very broad readership. However, Reynolds (2009: 418) contends that all of the music press is now heteronomous, saying that "the only place you can find similar levels of freedom are blogs and webzines". If Reynolds was found to be correct, my theory regarding *NME*'s shift from the semi-autonomous pole to the heteronomous would be unsubstantiated.

Frith (1981: 165, 1996: 67) argues that music journalists are in an important position of power and are superior to the "ordinary" consumer, with Stratton (1982: 269) similarly noting that rock critics hold a "perceived independence" that legitimises their position to dictate taste. Hirsch (1972: 649) reflects the views of Frith and Stratton, arguing that critics act as "opinion leaders" by exposing a product to consumers. The claims of Frith, Stratton and Hirsch consider readers of the music press to be of a lower status in the music press than music press journalists, suggesting that the ability to dictate taste is contended between the dominant music press writer and the subservient music press reader. However, from a Bourdieusian perspective, I argue that this is based on a music press reader habitus formed before the proliferation of digital

mass communication. Shuker (2016: 35, 135) supports this view, highlighting the “revolutionary” impact that the internet has had on music culture by noting that “the opportunities offered by the new digital environment... have both inflected and... superseded the older historically dominant forms of mediation”. Moreover, Frith (2010: 115) counteracts his earlier claims regarding the superiority of the music press by stating that “there are more critics out there than ever but not many with much power to influence a significant audience” whilst Atton (2010: 121) believes that it is now readers of the music press who are informing those who write for the music press and Shoemaker and Vos (2009: 7) assert that audiences act as “secondary gatekeepers”, becoming active at the end of the process of music product legitimisation.

Related to the shifting habitus of the music press reader is the use of digital platforms to listen to music products. Spotify is an online and on-demand music service that allows users to listen to music either for free if accompanied by advertisements or for a monthly fee (Wilstrom 2016: 240). There is around 30 million songs on Spotify, of which 4 million have never been listened to (Snickars 2016:196, 204) by any of its 60 million users (Wikstrom and DeFillipi 2016: 2), emphasising the high number of songs that are easily accessible to users through the medium. Heffernan (2016: 93) highlights the freedom in which the Internet gives users to explore cultural products such as music, proposing a user case study of searching for information online regarding Lou Reed: “[The user] goes to Wikipedia...then listens to a song or two on Spotify, consults a lyrics sheet online...and finally ends his search by reading twenty-four reviews... on Amazon. Maybe at some point he posts on Facebook or Twitter to get recommendations.” Moreover, Hargittai (2000: 4) argues that as a result of the

“huge amount of cultural products flooding the market and leaving the user overwhelmed... the central concern is no longer what is produced, but what consumers hear and know about”. These points illustrate an important issue for the music press, as it demonstrates the freedom and confidence that music press readers now have to pursue music information themselves.

Consequently, this allows music press readers the opportunity to make their own informed decisions regarding the cultural legitimacy of music products because of the high level of information that they are subjected to, with Hearsom (2013: 109) claiming that in order for the music press to remain meaningful it must develop a purposeful music discourse based around an “imagined community” that the reader must have an understanding of, with this imagined community partly attributed to the rise of the ease of access to digital information regarding music.

As well as increasing the ease at which readers of the music press can access information regarding music products, platforms such as Spotify use automated algorithms to produce gatekeeping recommendations for users based on their previous listening choices (Morris 2015: 456). Some argue that automated recommendation software is impacting upon the formation of taste cultures, with Beer (2013: 97) claiming that algorithmic recommendations “shape cultural encounters and cultural landscapes. They also often act and make taste visible. The question this creates is about the power of algorithms in culture...in the formation of tastes and preferences.” Moreover, Morris (2015: 447-448) believes that automated recommendations could be shifting the processes of taste culture formation to such an extent that he expanded upon Bourdieu’s cultural intermediary theory by coining the term “infomediaries” to define

“automated and data-based technologies” that assist in dictating taste, with Morris (2012: 565) arguing that “non-human agents can be as effective as human agents in mediating activities.” Similarly, Forde (2010 in Hearsom 2013: 121) believes that the traditional gatekeeping role of the music press is being negatively impacted upon by blog aggregator sites such as *The Hype Machine*, whilst Perry et al (2015: 13) argue that if there was no longer a need for cultural intermediaries it would reflect a creative economy that is “more inclusive, participatory and equal” than it currently is. Consequently, the use of automated recommendation algorithms could be having a significant impact not only on the influence of the music press to act as cultural intermediaries but on our fundamental understanding of how taste cultures are developed, as I argue that a significant number of users who receive automated gatekeeping recommendations on platforms such as Spotify will then listen to the recommended product themselves in order to grant or deny cultural legitimacy to the product without the influence of the traditional music press.

Inglis (2010: 241) believes that “the relationship between popular music and journalism stands at a critical point” as a result of new emerging forms of journalism, an audience that is becoming more adept at accessing information and the proliferation of music sources in areas that are not a part of the music press. Similarly, Hearsom (2013: 109) asks for acceptance that “there is a current erosion of the cultural gatekeeping role of the music press” (as earlier discussed, I argue that “cultural intermediary” rather than “gatekeeper” would better suit Hearsom’s claim) whilst Forde (2001: 28) claims that the rise of Q symbolises the “passing of the belief that the music press could hector and dictate the taste patterns of its readership... [as a result of Q] placing emphasis

on its role as a branded consumer guide”. However, I argue that Hearsom and Forde do not adequately justify their beliefs that the music press can no longer influence the taste of its readership. Considering the accepted traditional role of the music press in dictating the way that people relate to music by explaining the cultural significance of products (Shuker 2016: 161), any demonstration that the music press can no longer influence the taste of its readers would signify a substantial shift in the content and practices of the music press. Forde (2001: 34) attempts to demonstrate his argument through interviews with music journalists, such as *Melody Maker* editor Mark Sutherland, yet Forde’s work does not include any analysis of content from the music press itself. Moreover, although Conner and Jones (2014: 18-19) analysed music press content from the 1960s to the 21<sup>st</sup> century and found that the content had shifted from discussing the artistic merit of a product to having a focus on what impact a release is expected to have on its audience, I argue that Conner and Jones’ work does not give an understanding into whether or not the music press is continuing to produce content aimed at dictating reader taste of music products.

## **2.5. Conclusion**

This chapter has highlighted a number of clear knowledge gaps and disparities in our current understanding of the way that the music press operates, the most noteworthy of which being the influence of the music press to dictate the taste of readers following the homogenisation of UK music publications during the 1990s (Forde 2001). As discussed in this chapter, the influence of the music press to dictate the reader’s taste of music products has possibly reduced as a result of the shifting habitus of readers following increased ease of access to music information and automated music recommendation platforms. Moreover,

this chapter has also shown a contrast in current research regarding how the music press uses criticism in its content to grant or deny cultural legitimacy, with a notable level of uncertainty in pre-existing literature regarding whether the music press acts primarily as a gatekeeper or cultural intermediary. Following a review of the literature, I argue that this chapter effectively demonstrates that the music press traditionally acts primarily as cultural intermediary and secondarily as gatekeeper, with music press criticism requiring the adding of value to a music product (Frith 1996: 4) whilst offering an interpretation of the product (Leonard's 2007: 65). However, no research that is focused on the music press, regardless of its position on what the main role of the music press traditionally carries out, effectively investigates if the actual content of the music press is still primarily focused on influencing reader taste.

The findings in this literature review suggest that content in the music press that is objective does not act as a cultural intermediary, as it does not aim to influence the reader by adding value to a cultural product. Therefore, there is a need to clarify what type of content constitutes being part of this cultural intermediary language and why this may not be seen in monoglotic content. As discussed in this chapter, the language of the cultural intermediary must impart a level of value to the discussed product (Frith 1996: 4) whilst interpreting the product's position through the demonstration of critical distance (Leonard 2007: 65), with the piece contributing to the "sociology" of a music discourse that identifies music products as being part of an identity of a generation (Frith 1978: 14) or "imagined rock community" (Gudmundsson et al 2002: 53). Moreover, cultural intermediary language attributes cultural value to a product, with cultural products divided between legitimate and illegitimate (Bourdieu



1984 24-25) that is based on reason, persuasion and evidence (Frith 1996: 4). These rules of cultural intermediary language require subjective arguments that explain why a music product does or does not deserve to be given cultural legitimacy. Consequently, pieces that are not compatible with cultural intermediary work include those that focus on factual information (i.e. news pieces) or inhibit the writer's ability to give a full and honest opinion of the cultural value of a music product (i.e. PR-driven content or consumer guides).

### 3.0. Methodology

This chapter outlines the processes, theoretical concepts and subsequent rationale of this study's primary research. The aims, methods and processes of this study's primary research have been developed and informed by the completion of a literature review (chapter 2).

Forde (2001: 24, 28) concluded that the homogenisation of the music press reduced the level of "polyglottic identities" in the medium and gave rise to a "monoglottic branded identity, direction and aesthetic" across UK music publications. This study's literature highlights that following Forde's work there has been an insufficient level of research to verify if further shifts in the role or content of the music press have taken place. Moreover, the literature review of this study also highlighted disparities in current literature regarding how the music press uses the cultural intermediary role to grant or deny cultural legitimacy to music products, partly as a result of the impact of automated recommendation algorithms and the proliferation of digital music streaming services. Consequently, it has been determined that this study's primary research will attempt to understand whether or not the music press has experienced a shift in its influence to dictate the reader's taste of music products by developing original knowledge evaluating the level of focus on non-music topics and the extent to which the cultural intermediary role is used to discuss music products within the music press. I argue that a demonstration of either would show a similar significant shift in the music press landscape as previously concluded by Forde (2001). For the remainder of this thesis, the term '(the) cultural intermediary role' will be referred to with the abbreviation 'CIR' and 'cultural intermediaries' with the abbreviation 'CIs'.

### **3.1. The development of primary research questions**

Sensitizing concepts, defined as research starting points that are often developed from pre-existing research (Charmaz 2003: 259), were used when analysing this study's literature review in order to develop theoretical questions to explore this primary research's aims (Corbin and Strauss 2008: 72). When using sensitizing concepts, the researcher takes a loosely defined concept and refines its meaning as the research develops and knowledge expands (Blaikie 2009: 119), allowing the researcher to develop an understanding of what theoretical questions their study should focus on (Gillespie and Cornish 2014: 4). Theoretical questions were chosen because they are effective in highlighting and evaluating connections between different variables of the same topic (Ary et al 2013: 37, Kalof et al 2008: 89, Corbin and Strauss 2008: 71-72) which I argue is useful in this study because of the high number of factors involved in possible shifts in the influence of the music press to dictate taste, as demonstrated within this study's literature review.

The sensitizing concepts of this study were informed by a review of literature which concluded that current research concerned with the music press, including Forde (2001), Frith (2002), Lindberg et al (2005) and Jones (2002), does not adequately explore or demonstrate possible shifts in the influence of the music press following shifting habitus of readers, despite claiming that the influence of the music press to dictate reader taste is now reduced as a result of various internal or external factors such as the homogenisation of music publications (Forde 2001) or the proliferation of digital media (Hearsum 2013: 109 and Laing 2006: 399). I argue that this is the case as no research has aimed to specifically investigate if a perceived reduction in the influence of the

music press to dictate reader taste can actually be demonstrated, despite current literature now contrasting in its opinion regarding the influence of the music press. For example, Lindberg et al (2005: 201) claim that *NME* now “offers little of interest in terms of rock criticism”, contradicting Negus’ (1992: 116) belief that the music press can “decisively affect the way an act [music product] is perceived and received” and Long’s (2012: 2) view that *NME*’s editorial aim was to write “passionately about rock music as a way of making sure that it was always more than just a commodity”. Moreover, further sensitizing topics from this study’s literature review were based on claims that there is a “new cultural dynamic where individuals are now less interested in both music and in reading about music” Forde (2001: 17), with Reynolds (2009: 416) claiming that the “intense” relationship that people had with music during the 1980s is no longer evident. The arguments of Forde and Reynolds are two more examples of literature suggesting cultural shifts relating to the music press but failing to demonstrate them through an analysis of music press content.

Following the use of sensitizing topics to identify where this study could develop original knowledge regarding the shifting role and influence of the music press, the following theoretical questions were developed:

1. Has the music press experienced a shift in its role as cultural intermediary?
2. Does the music press now have a substantial focus on non-music topics?

I argue that this study can most effectively evaluate if there has been a further shift in the role or content of the music press by investigating both the level of influence that the music press has to dictate taste and the degree of focus that the music press has on non-music topics. This belief is based on the conflicting

views in current literature, as discussed in the literature review, of the music press to act as a CI and shifting habitus of music press readers. Following the completion of a literature review this study uses the following definition of CIs:

An authority of legitimisation in a chosen field (Bourdieu 1990: 96) who defines what counts as good taste (Matthews and Maguire: 2014: 1-3) by offering an interpretation on a cultural product (Leonard's 2007: 65) in order to award or deny the product cultural legitimacy (Bourdieu 1990: *ibid*), thereby shaping the attitudes, opinions and consumption patterns of the consumer (Hesmondhalgh 2006: 226).

This section has established and gave rationale for the main focus of this study's primary research and its theoretical questions. The next section discusses the processes of choosing what will be analysed as part of this study's primary research in order to investigate the level of non-music article focus and the extent of CIR content in the music press.

### **3.2. Selecting cases and sample size of primary research**

I decided to use case studies in this study's primary research because case studies allow for a greater understanding of phenomena within its own real-world boundaries and context (Yin 2009: 18). As discussed in the literature review, despite existing research claiming that shifts in the influence of the music press to dictate taste and the level of interest of readers to consume music-focused media have already occurred, there is limited research that has set out to understand if these claims can be demonstrated. Consequently, the use of case studies in this study's primary research will mean that an analysis can take place of the actual content of the music press to understand if it still aims to dictate reader taste and/or has a substantial focus on non-music topics. Moreover, case studies are effective when a study's aim is to address

descriptive questions (Yin 2012: 5), which I contend is useful for this study as the primary research is based around theoretical questions. This study will use purposive sampling in order to determine the cases and sample size used within the primary research. Purposive sampling is a non-random sampling method where the sample is subjectively selected because it is believed to be important to the research (Sproull 2002: 119). I argue that choosing cases and sample size subjectively will allow me to select the samples that best meet this study's needs, thereby developing a richer and more meaningful understanding of the research area (Bailey 1994: 96, Patton 2002: 230).

As this study is aiming to demonstrate significant shifts in the role or content of the music press by analysing the level of non-music topics and the extent of CIR content in the music press, the cases chosen for this study's primary research must have historically demonstrated CIR content in its articles. However, seeking a music magazine that historically has a substantial level of non-music content is not feasible due to the lack of literature about such a topic. Consequently, I concluded that *NME* and *MOJO* would be the best case studies to be used within this study's primary research. *NME* and *MOJO* are the two most widely read music-focused magazines in the UK, with *NME* being the most read free-to-consume physical music magazine (Sweney 2015) whilst *MOJO* is the most read paid-for physical music magazine (Ponsford 2015). Therefore, I argue that a case study consisting of *NME* and *MOJO* will represent the actions of the wider music press effectively. Two case studies were chosen for this study's primary research so that any demonstrated shifts in the content or role of one publication can be compared with findings from the other. Moreover, *NME* and *MOJO* traditionally have different editorial aims that attract dissimilar

audiences, with *NME* influencing readers' listening habits by granting or refusing cultural legitimacy to new music products whilst *MOJO* focuses on feature articles that celebrate musicians that have already attained cultural legitimacy, as well as including reviews of new music from a broad range of genres. Consequently, the editorial and content contrasts in *NME* and *MOJO* further demonstrate the effectiveness of using both publications in this study's primary research, as using case studies of opposing viewpoints or perspectives in a study can result in a richer and broader level of findings for analysis (Eisenhardt 1989: 537).

Case studies are only suitable for use in primary research if they well represent the topic that the research is concerned with (Klenke 2008: 64). Therefore, this study evaluated a number of possible case study candidates before selecting *NME* and *MOJO*, including both independent and mainstream titles. For example *Metal Hammer* and *Kerrang!* were not chosen as case studies because these publications focus on a narrow set of music genres, which I argue would lead to any findings or conclusions from their use as case studies being meaningful to their narrow area of music only. *The Wire* was considered for case study use as Forde (2001: 39), concludes that the publication is "one of the few remaining music titles...[to have a] polyglottic agenda". However, *The Wire* focuses its content around left-field "alternative" music, is "expressly against mainstream music journalism" (Gudmundsson et al 2002: 58) and "is not subject to the same commercial pressure that mainstream music titles are (Forde: *ibid*). Therefore, *The Wire* was not selected as a case study in this thesis as I argue that it would be more effective to use case studies that cater for mainstream audiences. *Uncut* was not selected as a case study because the

magazine has since launch focused on both music and film (PR Week 1997), whereas *NME* and *MOJO* have always been focused primarily on music articles. The use of *Q* as a case study was not feasible as the magazine focuses on a consumer guide-style (Gudmundsson et al 2002: 57) that is not compatible with cultural intermediary language or the dictating of reader taste (Forde 2001: 28) (see chapter 2.5).

I argue that *NME* and *MOJO* both cover a broad enough number of music genres and different article types to mean that any findings from their use as case studies in this study will provide a significant contribution to our understanding of the extent to which the music press can inform reader taste. However, I acknowledge that using *NME* and *MOJO* as the only case studies in the primary research means that there is only a narrow example of the music press under examination. Consequently, wider generalisation of any findings in this study may not be possible as case study research is not effective in making generalisations of a sample's wider population (Stake 1995: 8). However, I argue that use of *NME* and *MOJO* as the only case studies in this study will still provide starting points for broader conclusions to be made regarding the extent to which the music press can dictate reader taste, as *NME* and *MOJO* are the most popular free-to-read and paid-for music publications in the UK.

As the majority of current literature regarding the music press is focused on physical music magazines, the sensitizing concepts and theoretical questions that this study's primary research is based on concern the traditional music press. Consequently, I argue that this study's primary research samples should also be examples of *NME* and *MOJO*'s traditional magazine outputs. Moreover, I contend that this study's aims of investigating shifts in the role and content of



the music press through an analysis of article focus and CIR content is better suited to physical media, as research has already suggested that CIR content of physical music journalism may have been effected by external phenomena (Laing 2006), yet no study has actively investigated this claim.

I have decided that this study's primary research methods will analyse 12 successive issues of *NME* and three successive issues of *MOJO*, with the sampled issues of both magazines being published during the same three-month time frame. I believe that this sample size, which is the largest feasible in the period that this study is taking place, will produce a level of data large enough to be representative of *NME* and *MOJO*'s overall output of non-music articles and CIR content, with studies analysing a large sample size having a higher likelihood of producing findings that effectively represent the broader population (Margoluis and Salafsky 1998: 122). It was determined that the sample sizes of *NME* and *MOJO* would be based on an equal time span, rather than an equal number of issues, because a standard issue of *MOJO* is approximately 2.5x larger than a standard *NME* issue, meaning that analysing the same number of issues of both magazines would lead to a significantly higher level of *MOJO* data in comparison to *NME*. Moreover, a consecutive three-month period has been selected that avoids special editions of either *NME* or *MOJO* as much as possible, such as content focused on seasonal celebrations, as sampling content that is not considered part of an average issue of *NME* and *MOJO* could produce findings that are not a true representation of either publication's standard content.

### **3.3. Triangulation of primary research methods**

I argue that a primary research methodology consisting of quantitative content analysis and qualitative thematic analysis of the physical magazines of *NME* and *MOJO* is the most effective way to answer this study's primary research questions.

The triangulation of quantitative and qualitative research in this study's primary research will mean that findings can be developed regarding the article focus and use of CIR content in *NME* and *MOJO* from different methodological perspectives (Reviere 1996: 69, Denzin 1978: 291, Jick 1979: 604), allowing for this study's findings to be clearer and more rounded than if a single research method was used (Gerrish et al 2010: 391). More broadly, mixed mode and triangulated research methods in research can be particularly advantageous when the research method involves a mixture of quantitative and qualitative methods, such as this study (Deacon et al 1999: 134). Regarding this study's primary research methods, I evaluated that although content analysis is trusted to deliver quantifiable results that can outline recurring patterns in primary research (Berger 2010: 213, Stausberg and Engler 2011: 117), the method has no "phenomenological grasp" of the data that it collects (Parker 2005: 99-100). Consequently, the use of quantitative analysis as this study's only primary research method would not be effective, as this study requires a phenomenological understanding of the sampled sources in order to understand why any demonstrated shifts in the article focus and level of CIR content in the music press may have occurred. Consequently, qualitative thematic analysis will also be employed in this study's primary research in order to take advantage of its ability to interpret data (Keegan 2008: 203) and identify themes that are implicit (Boxill et al 1997: 46, Namey et al 2007: 138).

### 3.3.1. Content analysis

Content analysis is “a research technique for making replicable and valid inferences from data to their context” (Krippendorff 1980: 21) through a systematic, objective and quantitative analysis of the data (Neuendorf 2017: 1).

The use of content analysis will bring the rigour of authoritative scientific method to this study (Deacon et al, 1999: 115-116, 133) through findings that are formulated through statistical and empirical means (Franzosi 2008: xxi).

Moreover, I argue that the use of content analysis in this study’s primary research will also help in identifying themes from the sampled content as the collation of quantitative data can highlight patterns accordingly, which will be advantageous as it can be difficult for studies to demonstrate themes when using thematic analysis as a single method (Pope et al 2007: 97).

Quantifying variables in the samples of *NME* and *MOJO* that are used as part of this study’s primary research means that replicable data can be developed that contextualises the article focus and level of CIR content in both magazines, allowing for benchmarking between articles, issues and publications. Lasswell (1942: 15) notes that non-quantitative methods of analysis can lead to researchers characterising content with no evidence that their conclusions truly represent the data that they are analysing, whereas quantitative analysis makes the “criteria of judgement as explicit as possible”. Consequently, I argue that qualitative thematic analysis alone in this study’s primary research would not be capable of delivering rigorous findings regarding the article focus and level of CIR content in *NME* and *MOJO* due to the difficulty of comparing qualitative samples in an objective manner, particularly due to the high level of data that will comprise this study’s primary research. The content analysis and thematic

analysis portions of this study's primary research will be recorded through a codebook (see section "Recording and Analysing the Data" of this chapter and Appendix 3 for more about this study's codebook).

The extent to which CIR content is demonstrated within *NME* and *MOJO* articles analysed in this study's primary research will be quantitatively measured through the use of an ordinal rating scale. Ordinal scales are the most common type of scale used in social sciences, with the numbers on the scale providing classification of a sample and also a means to rank the sample based on factors regarding the research in question (Ingule and Gatumu 1996: 4). When conducting the thematic analysis of this study, every article that is analysed will be evaluated for its level of CIR content (see section "Thematic analysis" of this chapter for more). The article will then be assigned one of five values on the ordinal scale (henceforth known as the CIR rating scale) to measure its level of CIR content. This process will mean that the perceived level of CIR content, a semantic value, can be transformed into a numerical value that can then be evaluated and compared with other articles' CIR content ratings through statistical analysis.

I argue that qualitatively analysing the extent to which this study's primary research samples demonstrate CIR content would not be as effective as using the CIR rating scale, as a qualitative analysis method would not be capable of effectively processing and comparing the high number of articles involved in this study's primary research. Finally, using the CIR rating scale is an effective way to investigate not only if *NME* and *MOJO* enact CIR content, but also *to what extent* that they do so, which may help to increase variance and reliability in any findings from this study's primary research findings (Pearse 2011: 161).

The CIR rating scale to be implemented in this study's primary research will include the following 1-5 scale:

1. No evidence of CIR content
2. Low evidence of CIR content
3. Some evidence of CIR content
4. Strong evidence of CIR content
5. Very strong evidence of CIR content

It was determined that the CIR rating scale would have an odd number of rating options as this allows for two polar options on the scale, which could be useful when comparing findings (Moser and Kalton 1993: 359). Moreover, a five-point scale was chosen for this study because I argue that this will give an adequate range of different levels of CIR content, whereas a three-point scale would have been too restrictive and a seven-point scale too expansive.

The content analysis findings of this study's primary research will be compared with the thematic analysis findings, thereby developing an exhaustive understanding of *NME* and *MOJO*'s article focus and level of CIR content.

Reliability in the content analysis portion of this study's primary research will be ensured by replicating the procedures used to analyse the sampled issues of *NME* and *MOJO* with no deviation, meaning that all of the data gathered will remain constant regardless of variations within the samples themselves (Kaplan and Goldsen 1965: 83-84).

In summary, this study's primary research will be partly conducted through quantitative content analysis, which will allow for a systematic and objective method to this study in its aim of understanding the level of non-music article focus and CIR content in *NME* and *MOJO*. Moreover, the use of content analysis will mean that the sampled magazines can be statistically analysed,

which will add an empirical understanding that both contrasts and adds to the more subjective thematic analysis portion of this study's primary research.

### **3.3.2. Thematic analysis**

One of the main issues in analysing three months' worth of *NME* and *MOJO* articles as part of this study's primary research is the subsequently high number of articles that will be analysed. Consequently, qualitative thematic analysis has been chosen as one of the methods to be used in this study's primary research as the method allows for a flexible means to organise and summarise findings from large bodies of research (Pope et al 2007: 97) through the identification of patterns within data (Braun and Clarke 2006: 7).

This study defines thematic analysis as being the process of qualitatively analysing materials through categorisation in order to highlight inherent themes within the samples (Howitt and Cramer 2011: 336, Gibson 2010: 303). This study uses Boyatzis' (1998: 4) definition of a theme: "a pattern found in the information that at minimum describes and organises the possible observations and at maximum interprets aspects of the phenomenon". Conducting thematic analysis helps to develop latent and manifest meanings. Latent meanings are inferred and interpreted from data whilst manifest meanings are directly observable (Henwood 2006: 79). When both latent and manifest meanings are recorded through the coding of data, themes can emerge which are both inductive and deductive (Willig 2001: 60). Consequently, the use of thematic analysis in this study will be beneficial as the meanings within the sampled content of *NME* and *MOJO* could be both latent and manifest.

There is a danger when conducting thematic analysis of not correctly recognising subtle themes in samples and as a result not highlighting their importance and context (Beardsworth 1981: 375), which can mean that a sample's data is interpreted incorrectly and any subsequent findings unreliable (Ely et al 1997: 205-6). Therefore, when plotting the thematic analysis results onto this study's codebook I will follow Braun and Clarke's (2006: 87-293) recommendations regarding thematic analysis codebooks, which can be found in Appendix 3.

Following the review of identified themes through Braun and Clarke's recommended methods and confirmation that the themes represent the sampled article in a truthful and effective manner, I will conduct a detailed analysis of how the themes impact upon the article focus and CIR content of *NME* and *MOJO*. This will be done by using the developed themes as starting points to then analyse the sampled issues of *NME* and *MOJO* in greater detail. Moreover, it will be important to ensure that no theme developed in this study's primary research is idiosyncratic (Foster and Parker 1995: 204, Bryman 2015: 631), meaning that as well as using the thematic analysis steps by Braun and Clarke, the thematic analysis of this study's primary research will also use Braun and Clarke's (ibid) checklist for conducting good thematic analysis:

**Table 1**

<b>Braun and Clarke's checklist for a good thematic analysis</b>		
<b>Process</b>	<b>No</b>	<b>Criteria</b>
<b>Coding</b>	<b>1</b>	Each data item has been given equal attention in the coding process.
	<b>2</b>	Themes have not been generated from a few vivid examples (an anecdotal approach), but instead the coding process has been thorough, inclusive and comprehensive.
	<b>3</b>	All relevant extracts for all each theme have been collated.
	<b>4</b>	Themes have been checked against each other and back to the original data set.
	<b>5</b>	Themes are internally coherent, consistent, and distinctive.
<b>Analysis</b>	<b>6</b>	Data has been analysed, interpreted and made sense of rather than just paraphrased or described.
	<b>7</b>	The analysis and data match each other and the extracts illustrate the analytic claims.
	<b>8</b>	Analysis tells a convincing and well-organized story about the data and topic.
	<b>9</b>	A good balance between analytic narrative and illustrative extracts is provided.
<b>Overall</b>	<b>10</b>	Enough time has been allocated to complete all phases of the analysis adequately, without rushing a phase or giving it a once-over-lightly.
	<b>11</b>	The assumptions about, and specific approach to, thematic analysis are clearly explicated.
<b>Written report</b>	<b>12</b>	There is a good fit between what you claim you do, and what you show you have done i.e. described methods and reported analysis are consistent.
	<b>13</b>	The language and concepts used in the report are consistent with the epistemological position of the analysis.
	<b>14</b>	The researcher is positioned as active in the research process, themes do not just 'emerge'.



As discussed earlier in this chapter, an ordinal rating scale will be used to quantitatively measure the extent to which every sampled article demonstrates CIR content. Although the final measurements and calculations from the rating scale will be quantitative, the process in determining to how much CIR content every sampled article has will be done through qualitative means. The processes used to understand where every article should be placed on the CIR rating scale can be found in Appendix 3.

In summary, this study will use qualitative thematic analysis as part of its primary research methods in order to collate and understand any major or conflicting themes that are demonstrated within the sampled content of *NME* and *MOJO*, with the findings used to analyse the level of focus on non-music topics and the extent to which CIR content is used. This study's thematic analysis will maintain strong reliability and validity through the use of pre-existing processes that will ensure that the thematic analysis in this study is of a high quality, such as Braun and Clarke's (2006: 6-8) recommendations for conducting thematic analysis. Consequently, the combination of quantitative content analysis and qualitative thematic analysis in this study will mean that knowledge is developed that is informed by data that has been developed from both empirical and implicit outputs.

### **3.4. Recording and Analysing the Data**

A codebook will be used to record both the content analysis and thematic analysis portions of this study's primary research, as codebooks are pivotal in linking collected data and developing emergent theories accordingly (Charmaz 2006: 44). The codebook outlined by Deacon et al (1999: 125-128) will be

adapted for use within this study's primary research (see Appendix 1 to view the codebook). A separate codebook was used for every sampled issue of *NME* and *MOJO*, with the articles of the same issue collated on the same codebook. Both the content analysis and thematic analysis portions of this study's primary research were recorded onto the same codebooks for every article and issue, as I argue that this will encourage the development of insights that are informed by all aspects of this study's primary research.

Codebooks allow for the framing of a sample's information so that it can be easily organised and analysed (Deacon et al 1999: 389), meaning that this study can effectively evaluate the level on non-music article focus and CIR content of both *NME* and *MOJO*. An understanding of what information is of most interest to this study when recording data in the codebook was developed by this study's literature review (chapter 2). Keeble's (2006:109-110-36) classification and description of different article types will be used when recording this study's samples onto the codebook. I argue that by using Keeble's different article types this study is more likely to have a greater level of uniformity when plotting data from the sampled issues of *NME* and *MOJO* onto the codebook, meaning that any subsequent findings regarding article type and CIR content will be stronger. The variables to be recorded on this study's codebook can be found in Appendix 3.

Every *NME* and *MOJO* article analysed as part of this study's primary research will be assigned a decimal reference that will be recorded in the codebook in order to make it easier to identify the article for future analysis and/or reference. This decimal reference system is coded by: (Magazine issue).(Page number in issue).(Which article it is on the page). For example, a reference to *MOJO* 1.5.2

would refer to *MOJO*, issue 1 (out of the 3 analysed), page 5 and the second article on the page. What number an article is on a page is determined by starting at the top left-hand side of the page and working from left to right until reaching the bottom right-hand side of the page.

Following the recording of all of this study's samples onto the codebook through content analysis and thematic analysis, an analysis of the data will take place. Whilst analysing the data, Kuckartz's (2014:20-21) research analysis rules will be used in order to ensure that the development of original findings is rigorous and meticulous. Kuckartz's research analysis rules can be found in Appendix 3. This study is relying on a single observer to record and analyse the primary research data that is collected. Consequently, this could lead to eventual findings that have undergone bias (Rubin and Babbie 2009: 37). In order to avoid this from happening, the analysis of this study's data will implement both positivist and interpretivist approaches, as the use of multiple analysis approaches reduces the likelihood of bias and inconsistencies which can come from single-observer studies (Denzin 1978: 14).

To recap, this study will use a codebook in order to record and collate its primary research methods in a way that is easy to analyse and evaluate, with the quantitative content analysis and qualitative thematic analysis both being recorded within the same codebook. Moreover, pre-existing methods for data analysis will be used in order to ensure a strong level of validity of any eventual findings that this study develops, including the use of both positivist and interpretivist analysis approaches.

### **3.5. Reliability and validity**

The processes and actions that are outlined in this section will be incorporated into this study's primary research methodology in order to ensure that any eventual findings or conclusions regarding the level of non-music article focus or CIR content of the music press are reliable, robust and have a strong level of external validity. A study's reliability is determined by the replication of the same results when another researcher conducts the same methods and processes on an identical sample (Bailey 1994: 72), whilst validity is the degree to which a study can prove its ability to successfully measure and/or analyse what it claims to be capable of doing so, which allows for the demonstration that any conclusions and claims made are valid to the research area (Schensul et al 1999: 271).

As discussed in earlier sections of this chapter, this study will incorporate Keeble's (2013: 34) classifications of article types, Braun and Clarke's (2006: 87-293) recommended thematic analysis steps, Deacon et al's (1999: 125-128) codebook design and Kuckartz's (2014: 20-21) research analysis processes. These pre-existing procedures are to be replicated in this study as repeating established methods and approaches in a new study can improve its reliability and validity (Babbie 1998: 153). In addition, Shenton's (2004: 68-69) recommended procedures for carrying out a reliable study will also be implemented in order to further ensure strong validity and reliability (see Appendix 3).

As this study's primary research methods include qualitative analysis, there is a danger that the analysis of the primary research findings will lead to interpretations and associations that cannot be retroactively evidenced in the

primary research samples (Kuckartz 2014: 21). Accordingly, when analysing this study's primary research findings I will regularly reflect on my work and the sampled content in order to ensure that all findings are well evidenced, as regularly reflecting on the development of conclusions can help to reduce any possible researcher bias that could prejudice findings (Boeije 2010: 190).

Strong internal and external validity need to be demonstrated in a study so that its overall reliability is not compromised (Babbie 1998: 150). Internal validity can be increased through the demonstration that any interpretative observations are trustworthy (Mischler 1990: 419) and through triangulation of research methods (Greene 2007: 43). Studies that employ quantitative-only research methods can fail to demonstrate that their findings truly reflect the topic in which it is studying (Rubin and Babbie 2009: 230), whilst qualitative-only studies can overlook or neglect data that would have otherwise been noted if a quantitative method had been used (Yauch and Steudel, 2003: 472). Consequently, I argue that any findings and conclusions in this study's primary research will be trustworthy and therefore have a strong level of internal and external validity as a result of this study's use of triangulation in its methods and analytical processes.

### **3.6. Pilot study**

A pilot study was conducted of this study's intended primary research methods to determine how reliable and valid the processes were in analysing the level of non-music article focus and extent of CIR content in the sampled issues of *NME* and *MOJO*, with pilot studies acting as a platform to evaluate a study's ability to adequately undertake its intended aims (Moore et al 2012: 8-9).

Overlooking a pilot study increases the likelihood that a researcher has not detected problems in their methodology, which can make effective analysis of samples difficult (Blessing and Chakrabarti 2009: 114). Consequently, if a pilot study had not been undertaken in this study it could have led to subsequent data being misunderstood and/or unprecedented and therefore any conclusions unreliable. This study's pilot followed the feasibility study method, which is a smaller-scale equivalent of the research methods that are planned for the main research that the pilot intends to replicate (Williams 2014: 467).

This study's pilot consisted of an analysis of three physical copies of *NME* through the methods and procedures intended for this study's main primary research, which equated to a pilot study that analysed one-quarter of the *NME* issues that the final primary research will analyse. I argue that this was a large enough sample size to ensure that the procedures and methods intended for the main study were valid. No issues of *MOJO* were analysed as part of this study's pilot because I argue that analysing *MOJO* in the pilot as well as *NME* would lead to data oversaturation and would not further confirm or disprove whether the intended procedures and methods of the final primary research were acceptable. In order to ensure that this study's pilot could be as effective as possible, a pre-pilot was also undertaken which highlighted issues with the planned presentation methods of this study's primary research data findings. Following the alteration of this study's primary research methods as a result of its pre-pilot, the main pilot of the study was conducted. Consequently, a problem was detected when determining the level of CIR content during the content analysis portion of the primary research methods, which was subsequently fixed by developing a more clear definition of what CIR is. Raw

data from this study's pilot can be found in Appendix 2, with further information about the pre-pilot in Appendix 5.

In summary, this study's intended primary research methods and analysis processes underwent a thorough pre-pilot and pilot in order to determine that the final methods to be used in evaluation of the level of non-music focus and extent of CIR content in the music press are robust and have strong validity. Both the pre-pilot and pilot studies highlighted issues with this study's planned research methods, which I argue demonstrates that the final methods to be used in this study will be effective.

### **3.7. Conclusion**

This study conducted a review of literature regarding the shifting role and content of the music press (chapter 2) that demonstrated a number of conflicts regarding the influence of the music press to grant or deny cultural legitimacy to music products. Consequently, the knowledge gained from conducting this study's literature review was used as sensitizing topics in order to develop the overall aims of this study, which is focused on investigating potential shifts in the content or role of the music press since the work of Forde (2001). I determined that the best way to evaluate if any shifts in the music press have taken place following Forde would be to explore the influence of the music press to dictate taste, through an analysis of the level of non-music topic focus and the extent to which CIR content is used within the music press. In order to explore this study's main questions as effectively as possible, it was decided that this study's primary research will use quantitative content analysis and qualitative thematic analysis to examine a sample of *NME* and *MOJO*'s

traditional physical magazine, with a codebook implemented to record the primary research data whilst a mixture of positivist and interpretivist analytical methods are used to analyse the findings.

Following an evaluation and readdressing of the intended methods used in this study's primary research by means of a pre-pilot and pilot, this study can now conduct the main primary research with the confidence that the planned methods are effective in achieving this study's intended aims. Moreover, reliability and validity of this study's primary research methods will be ensured through the utilisation of eminent pre-existing processes throughout, with procedures that predate this study used in part to analyse the primary research samples, record the sample data and/or analyse the data in order to develop findings and conclusions.

This chapter has provided a full rationale and explanation for the processes to be used as part of its primary research methods. The next two chapters discuss the original findings that were developed following the completion of this study's primary research.



## **4.0. Quantitative findings**

This chapter summarises data that was gathered from the quantitative content analysis portion of this study's primary research. Findings are organised in this chapter by the different topics that this study is exploring. All raw quantitative data from this study's primary research can be found in Appendix 1.

Arithmetic mean was used to express averages throughout this study's quantitative and qualitative findings because it is reliable and the least affected by sample size variation out of all common methods for producing averages (Sharma 2014: 95). Proportions and arithmetic mean of the primary research in this section are expressed as percentages, as I argue that this is an effective way to analyse the large spread of data in this study and to make comparisons between different data sets. The calculations used to express the arithmetic mean in this section can be found in Appendix 4.

### **4.1. The level of focus on non-music topics in *NME* and *MOJO***

#### **4.1.1. Article topics of all issues of *NME* and *MOJO***

Table 2 shows the proportion of articles within *NME* that are focused on music topics or non-music-topics, whilst Table 3 shows the equivalent figures for *MOJO*. The minimum and maximum figures in both tables express the lowest and highest percentage of article topics that were found in every analysed issue of *NME* and *MOJO*. Analysing the proportion of articles that are focused on music and non-music topics in *NME* and *MOJO* will provide an understanding into what content the magazines comprises of, which I argue will be effective in

investigating the overall focus that *NME* and *MOJO* have for music and non-music articles.

**Table 2**

<i>NME</i> article topic – all issues			
<b>Article topic</b>	<b>Arithmetic mean</b>	<b>Minimum</b>	<b>Maximum</b>
<b>Music</b>	65%	45%	76%
<b>Other</b>	35%	24%	55%

**Table 3**

<b>MOJO article topic – all issues</b>			
<b>Article topic</b>	<b>Arithmetic mean</b>	<b>Minimum</b>	<b>Maximum</b>
<b>Music</b>	100%	100%	100%
<b>Other</b>	0%	0%	0%

Table 2 suggests that almost two-thirds (65 per cent) of *NME* articles are proportionally focused on music. However, an average 35 per cent of articles in every analysed *NME* issue were demonstrated as having a non-music focus, with one issue having a proportionally higher percentage of non-music articles than music articles (55 per cent). Consequently, I argue that Table 2 suggests that *NME* has a noteworthy focus on non-music articles. However, Table 2 is not significant enough alone to develop conclusions without evaluating all of the findings from this study's primary research regarding *NME*'s level of non-music focus.

Table 3 demonstrates that all articles in the analysed issues of *MOJO* are focused on music-based topics, which suggests that *MOJO* has no editorial focus outside of music. Consequently, I argue that further analysis of *MOJO*'s level of non-music article focus is not required in this chapter, as Table 3 is an empirical enough demonstration of *MOJO*'s complete music focus. Therefore, the remainder of this chapter will discuss findings related to *NME* only.

#### **4.1.2. Comparison of music and non-music articles in *NME* based on article page spread**

Table 4 shows the proportion of all articles based on page spread size in the sampled articles of *NME*. The minimum and maximum figures express the lowest and highest page spread proportion of music articles in all analysed issues. Table 5 reflects the figures in Table 4 but for non-music articles in *NME*. Page spread size is useful in this study in order to determine the perceived importance of music and non-music articles in *NME*, as a media outlet's agenda can be determined by factors including page spread (Li 2006: 263).

**Table 4**

<b>NME articles focused on <u>music</u> – proportion of all articles based on page spread size</b>			
<b>Page spread</b>	<b>Arithmetic mean</b>	<b>Minimum</b>	<b>Maximum</b>
<b>More than 2 pages</b>	13%	8%	17%
<b>Two pages</b>	9%	0%	19%
<b>Full page</b>	67%	53%	80%
<b>1/2 page</b>	2%	0%	13%
<b>1/4 page</b>	0%	0%	0%
<b>1/8 page</b>	9%	0%	14%
<b>Less than 1/8 page</b>	0%	0%	0%

**Table 5**

<b>NME articles <u>not</u> focused on music – proportion of all articles based on page spread size</b>			
<b>Page spread</b>	<b>Arithmetic mean</b>	<b>Minimum</b>	<b>Maximum</b>
<b>More than 2 pages</b>	1%	0%	9%
<b>Two pages</b>	11%	0%	33%
<b>Full page</b>	61%	40%	80%
<b>1/2 page</b>	3%	0%	20%
<b>1/4 page</b>	0%	0%	0%
<b>1/8 page</b>	23%	8%	44%
<b>Less than 1/8 page</b>	2%	0%	11%

Table 4 suggests that the most common page spread for music articles is 'Full page' (67 per cent), with the next most common being 'More than 2 pages' (13 per cent). In isolation, Table 4 demonstrates that most *NME* music articles have a medium-to-large page spread, with 89 per cent of music-focused articles being at least a full page, further emphasising the importance of music articles to *NME* alongside the demonstrated higher percentage of all music articles compared to non-music articles (Table 2 and Table 3). However, an average of 72 per cent of non-music articles are one or two pages in size (Table 5) and cross-analysing Table 4 and Table 5 suggests that music and non-music articles have a similar proportion of full page articles (67 per cent and 61 per cent). Furthermore, the highest full page spread proportion for non-music articles in a single *NME* issue is 80 per cent. Subsequently, these findings suggest that a significant percentage of *NME*'s non-music articles have a large page spread. Nevertheless, 23 per cent of non-music articles are 1/8 page in size compared to 9 per cent of music articles, whilst 13 per cent of music articles are more than two pages in size compared to 1 per cent of non-music articles. Consequently, although there are demonstrable similarities in the proportion of music and non-music articles that are full page or two pages in spread, there is a disparity between the article types when analysing the smallest and largest page spreads in *NME*.

Table 4 and Table 5 suggest that the most important *NME* articles are usually music-focused (articles that are more than two pages) whilst the majority of the least important articles are usually non-music (most 1/8 page spread articles are non-music articles) and articles of medium importance are a mixture of both



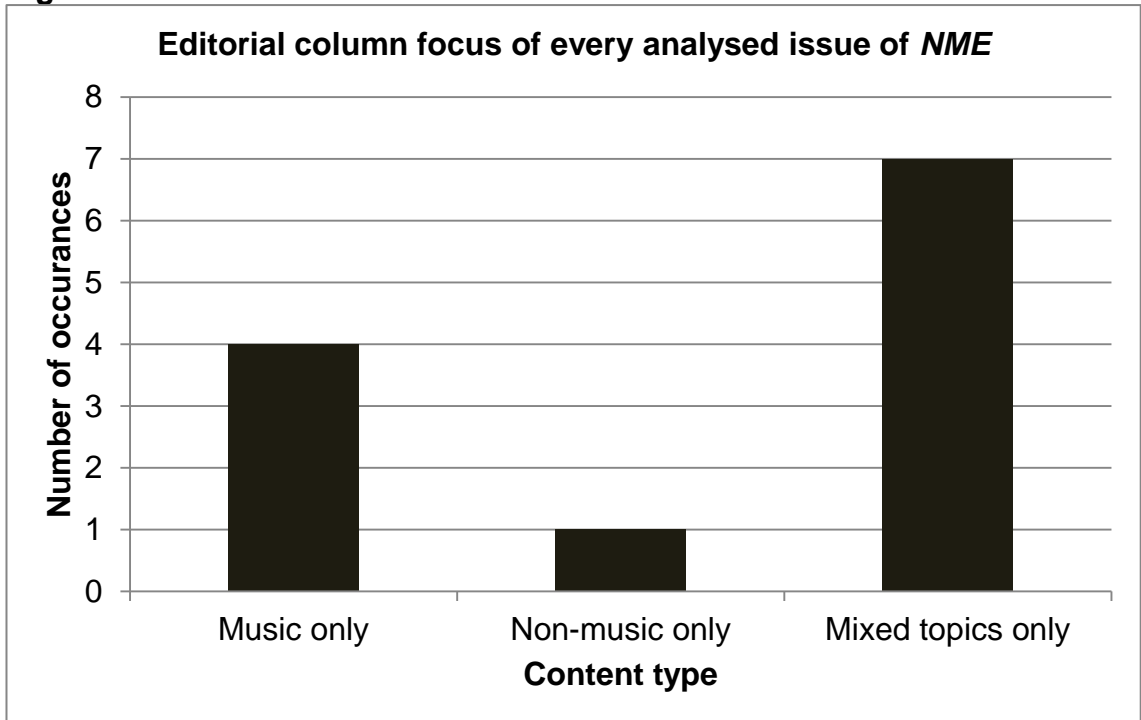
music and non-music (both article types share a similar number of full page articles).

#### **4.1.3. Editorial column topics in *NME***

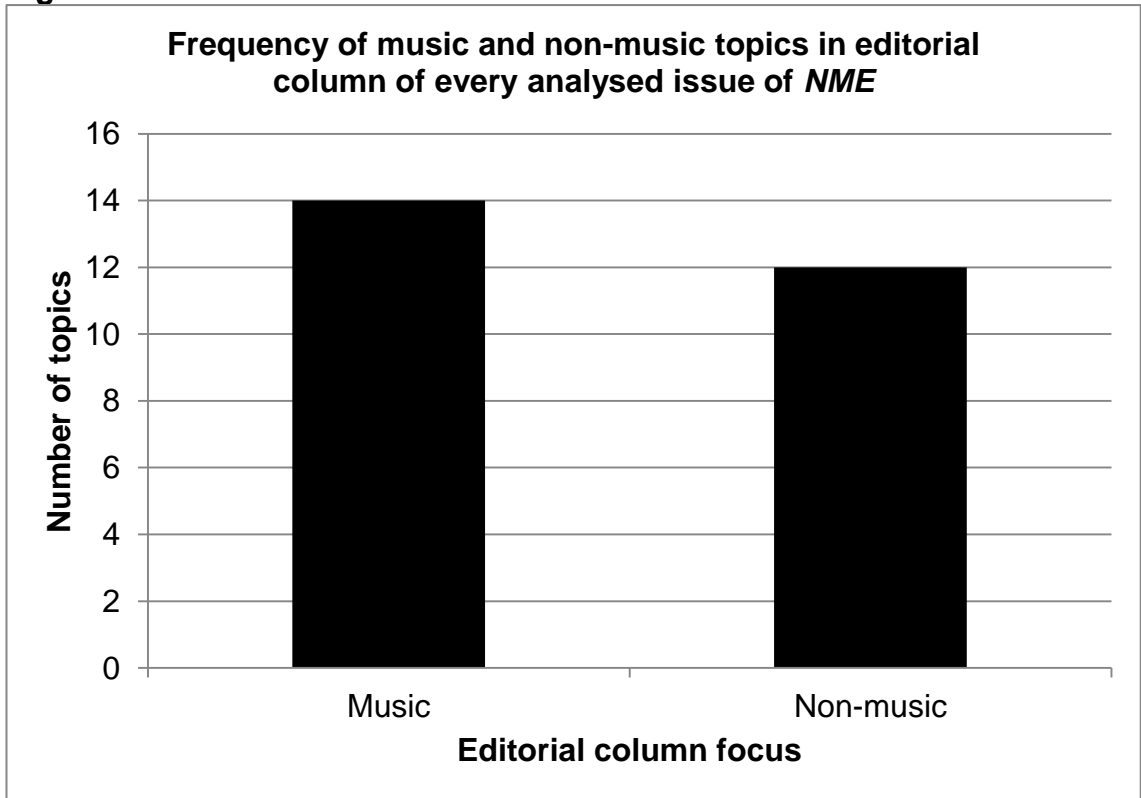
Editorial columns articulate a publication's ideology and give the opportunity to discuss topics considered representative of the needs and desires of readers (Fourie 2006: 349). Consequently, this section presents this study's quantitative findings regarding the frequency of music and non-music topics in the editorial column of *NME*.

Figure 1 presents the overall topic focus of every analysed *NME* editorial column whilst Figure 2 expresses the frequency of music and non-music topics in the same editorial columns.

**Figure 1**



**Figure 2**



The findings in Figure 1 suggest that editorial columns of a mixed topic are of a high importance to *NME* whilst music-only editorial columns are not a high priority. Figure 2 establishes that there is an even spread of music and non-music topics covered within *NME*'s editorial column, with 14 music-focused topics and 12 non-music topics. Interestingly, there is a higher frequency of music-only editorial columns than non-music columns (Figure 1) yet there is an even spread of both topic types discussed across all columns (Figure 2), suggesting that the majority of mixed topic editorial columns included a high number of non-music topics.

Figure 1 and Figure 2 demonstrate that non-music topics are of a substantial importance to *NME*'s editorial columns, as evidenced by the high frequency of mixed-focus editorial columns (Figure 1) and the number of non-music topics (Figure 2). However, Figure 1 and Figure 2 also suggest that music-focused topics are of greater importance than non-music topics to *NME*, as music-only editorial columns are more regularly observed than non-music columns. These findings reflect those in Table 2, Table 4 and Table 5, which demonstrate that non-music topics have a smaller, yet still significant, focus in a typical *NME* issue in comparison to music topics.

#### **4.1.4. Average word count of music and non-music articles in *NME***

Table 6 shows the average number of words for every music article and non-music article in all analysed issues of *NME*, with the minimum and maximum figures expressing the lowest and highest recorded word count for both article types across all issues. Analysing the average word count of music and non-music articles will give an understanding into how much information about

music and non-music topics is presented to readers. I argue that this will be useful in developing an understanding into the perceived level of focus that *NME* has for music and non-music articles when combined with the other quantitative findings that have been already discussed in this chapter.

**Table 6**

<b>Word count arithmetic mean of all issues in <i>NME</i>, by article topic</b>			
<b>Article topic</b>	<b>Arithmetic mean</b>	<b>Minimum</b>	<b>Maximum</b>
<b>Music</b>	477	370	643
<b>Other</b>	345	200	518

Table 6 demonstrates that music articles have a higher word count across all issues of *NME* in comparison to non-music articles, with an average word count that equates to music articles having a 28 per cent longer word count on average when compared to non-music articles. When synthesised with other findings in this section, Table 6 suggests that a greater level of music content is produced in *NME* when compared to non-music content. However, as discussed earlier (Table 4 and Table 5), the majority of articles with large page spreads in *NME* are music articles, whilst the majority of articles with small page spreads are non-music articles. Consequently, I argue that a 28 per cent longer average word count for music articles compared to non-music articles is a smaller percentage difference than what would be expected.

#### **4.1.5. Average proportion of music and non-music article word count based on page spread**

Table 7 shows the average word count of all music articles in every analysed issue of *NME*, with the articles grouped by page spread. Table 8 replicates Table 7, but with figures for non-music articles. Table 7 and Table 8 help to develop an understanding into how much information is provided to readers about music and non-music articles, which is useful alongside other findings from this study's primary research to demonstrate the level of focus that *NME* has for music and non-music topics.

The second column in Table 7 and Table 8 displays the number of analysed issues (out of 12) that contained either a music or non-music article of the corresponding page spread, which is important in order to ensure that any analysis of data is statistically relevant, as an analysis or any comparison based

on a small number of articles may not be robust enough to develop meaningful insights. Accordingly, any average word count of page spread that is based on a small number of issues will not be analysed further, in order to ensure that this study maintains a high level of rigour and reliability.



**Table 7**

<b>Word count arithmetic mean of <u>music</u> articles in all analysed articles of <i>NME</i>, organised by page spread</b>		
<b><u>Music articles</u></b>	<b>Arithmetic mean word count</b>	<b>Number of issues with articles of this page spread</b>
<b>More than 2 pages</b>	1323	12
<b>Two pages</b>	603	9
<b>Full page</b>	337	12
<b>1/2 page</b>	275	3
<b>1/4 page</b>	0	0
<b>1/8 page</b>	128	10
<b>Less than 1/8 page</b>	0	0

**Table 8**

<b>Word count arithmetic mean of articles <u>not</u> focused on music in all analysed articles of <i>NME</i>, organised by page spread</b>		
<b><u>Non-music</u> articles</b>	<b>Arithmetic mean word count</b>	<b>Number of issues with articles of this page spread</b>
<b>More than 2 pages</b>	1475	2
<b>Two pages</b>	716	8
<b>Full page</b>	327	12
<b>1/2 page</b>	200	2
<b>1/4 page</b>	0	0
<b>1/8 page</b>	112	12
<b>Less than 1/8 page</b>	0	0

Table 7 and Table 8 demonstrate that there is an almost identical average word count in music and non-music articles that are either full page in size (337 words and 327 words respectively) or 1/8 page in size (128 words and 112 words respectively), suggesting that music and non-music articles share a similar level of content in articles of these page spreads. However, Table 7 and Table 8 also show that non-music articles that are two pages in size have a higher word count than music articles that are two pages, which may be significant when considering Table 5's demonstration that there is a slightly higher average of two page non-music articles compared to two page music articles across all analysed issues of *NME*, suggesting that non music articles with a two page spread are not only more frequent than music-focused articles but also have a greater level of content.

Table 7 and Table 8 show that there are only 3 instances of half-page music articles and 2 instances of non-music articles across all analysed issues of *NME* that are 1/2 page in size. In addition, Table 7 and Table 8 also show a large disparity between the number of music and non-music articles that are more than 2 pages in size (12 articles and 2 articles respectively). Consequently, it was judged that there is not a high enough level of data to effectively analyse the word count averages of either music or non-music 1/2 page articles or non-music articles of more than two pages, either through comparisons with other data sets or in an analysis of the word counts in isolation, as there is not enough articles observed for any analysis to be meaningful.

#### 4.1.6. Conclusion

This study's primary research has demonstrated that every article in *MOJO* is focused on music topics (Table 3), suggesting that the magazine has no interest in non-music topics. Regarding *NME*, this study has observed that the majority of articles in the publication are focused on music, with 65 per cent of articles being music focused and 35 per cent being non-music focused (Table 2).

Articles with the highest page spread in *NME* have been evidenced as almost always being music articles (Table 4), whilst the smallest page spread articles in *NME* are mostly non-music articles (Table 5). Moreover, the primary research also demonstrates a similar number of music and non-music articles in *NME* that are one page in size (Table 4 and Table 5). These observations suggest that non-music topics in *NME* are usually published as small and medium-sized articles, whilst music topics are often medium or large-sized articles.

Furthermore, it was also found that the majority of editorial columns in *NME* are of a mixed topic, with only 1/3 of columns being wholly music-focused (4 articles) and 1/12 being non-music focused (one article). However, despite there being only one *NME* editorial column with a complete focus on non-music topics, it was found that there is an even spread of music and non-music topics across all analysed editorial columns (Figure 2), suggesting that non-music topics are of a strong importance to mixed-topic editorial columns in *NME*.

Consequently, all findings in this study related to *NME* so far suggest that whilst the magazine has a primary focus on music there are still a significant number of articles and a level of content focused on non-music topics.

## **4.2. The cultural intermediary role in *NME* and *MOJO***

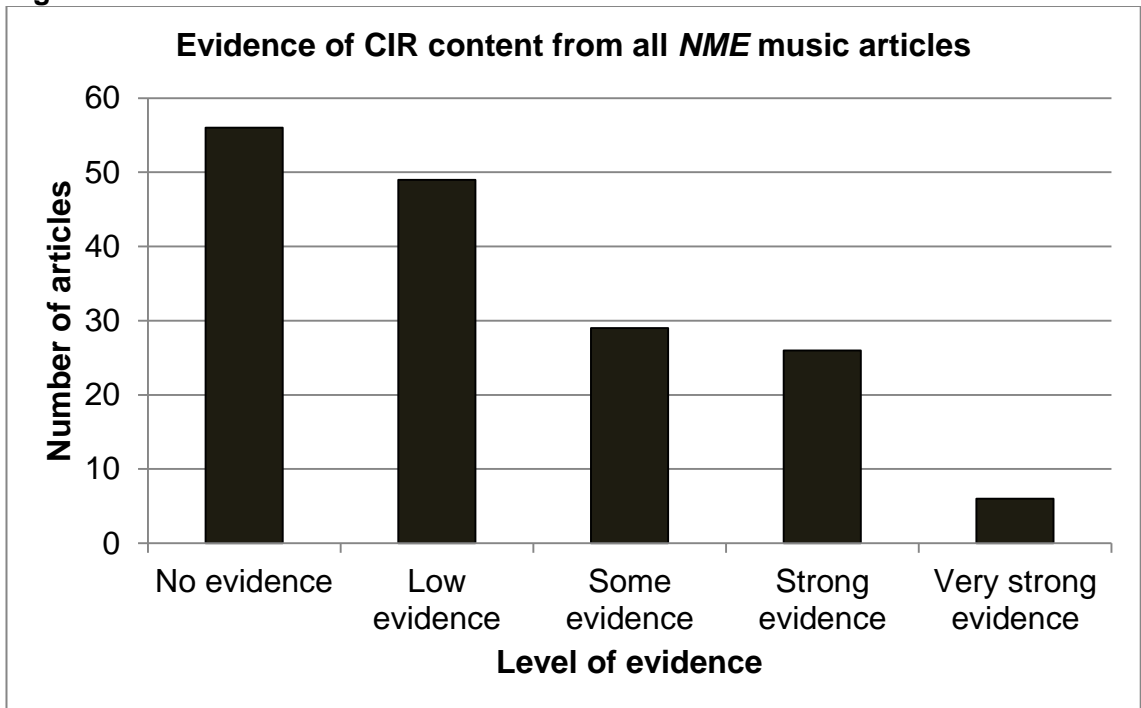
### **4.2.1. Mode values of *NME* and *MOJO* music articles on the cultural intermediary role rating scale**

Table 9 and Figure 3 show the total frequency of all *NME* music articles on the CIR rating scale, calculated by taking the sum of all scale values across every analysed issue of *NME*, with Table 10 and Figure 4 showing the same figures as Table 9 and Figure 3 but for *MOJO* articles written in-house. Moreover, Table 9 and Table 10 also show the arithmetic mean percentage of the total level of CIR content evidence in *NME* and *MOJO*.

**Table 9**

<b>Evidence of CIR content from all <i>NME</i> music articles</b>														
	08-Apr	15-Apr	22-Apr	29-Apr	06-May	13-May	20-May	27-May	03-Jun	10-Jun	17-Jun	24-Jun	<b>Total</b>	Mean %
<b>Very strong evidence</b>	1	0	0	0	0	1	1	1	2	0	0	0	<b>6</b>	3%
<b>Strong evidence</b>	1	1	1	4	3	2	3	3	2	1	3	2	<b>26</b>	15%
<b>Some evidence</b>	3	3	3	4	3	3	2	1	2	2	1	2	<b>29</b>	18%
<b>Low evidence</b>	2	6	3	4	6	3	2	3	6	4	5	5	<b>49</b>	30%
<b>No evidence</b>	4	2	5	4	4	6	8	6	4	3	4	6	<b>56</b>	34%

**Figure 3**



**Table 10**

<b>Evidence of CIR content from in-house articles of all <i>MOJO</i> articles</b>					
	<b>April</b>	<b>May</b>	<b>June</b>	<b>Total</b>	<b>Mean %</b>
<b>Very strong evidence</b>	3	2	4	<b>9</b>	5%
<b>Strong evidence</b>	3	4	8	<b>15</b>	9%
<b>Some evidence</b>	19	14	18	<b>51</b>	30%
<b>Low evidence</b>	16	15	13	<b>44</b>	26%
<b>No evidence</b>	15	19	15	<b>49</b>	29%



**Figure 4**

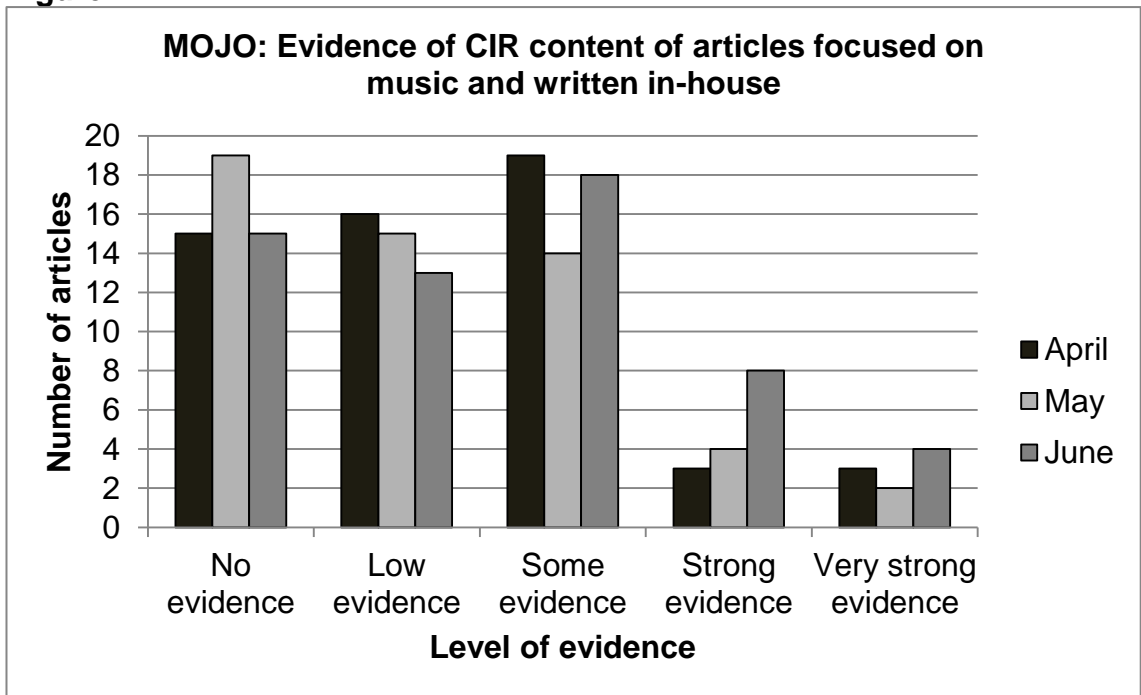


Table 9 and Table 10 suggest that there is a low level of CIR content across *NME* music articles and in-house *MOJO* articles. Table 9 demonstrates that the stronger the level of CIR content, the smaller the number of *NME* articles that demonstrate that level of CIR content, with the modal level of CIR content in *NME* being “No evidence” (56 articles / 34 per cent of articles) whilst the least frequent level of CIR content is “Very strong evidence” (6 articles / 3 per cent of articles). In contrast, Table 10 shows that the modal level of CIR content in *MOJO* in-house articles is “Some evidence” (51 articles / 30 per cent of articles). However, other than “Some evidence”, a similar pattern is found in Table 10 as in Table 9, with an increasing number of articles shown for the decreasing level of CIR content, with only a small number of *MOJO* in-house articles showing “Strong” or “Very strong” levels of CIR content (15 articles / 9% and 9 articles / 5% respectively).

#### **4.2.2. Cultural intermediary role rating scale of all guest-written articles in *MOJO***

This study defines a guest-written article as being an article published in either *MOJO* or *NME* that was written by someone who is not a journalist at the magazine. Table 11 presents guest-written *MOJO* articles placed on the CIR rating scale used in this study’s primary research. Table 12 compares the proportion of CIR content of guest-written and in-house articles in *MOJO*. A comparison of in-house and guest-written *MOJO* articles through the CIR rating scale may help to develop an understanding into the roles of different writers in *MOJO* and the extent to which these writers dictate reader taste.

**Table 11**

<b>Evidence of CIR content from guest-written articles of all <i>MOJO</i> articles</b>				
<b>Level of evidence</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>Total</b>
<b>Very strong evidence</b>	3	3	1	<b>7</b>
<b>Strong evidence</b>	1	1	0	<b>2</b>
<b>Some evidence</b>	0	0	1	<b>1</b>
<b>Low evidence</b>	0	0	1	<b>1</b>
<b>No evidence</b>	3	3	2	<b>8</b>

**Table 12**

<b>Comparison of CIR content from guest-written and in-house articles of all MOJO articles</b>		
<b>Level of evidence</b>	<b>In-house</b>	<b>Guest-written</b>
<b>Very strong evidence</b>	5%	42%
<b>Strong evidence</b>	9%	7%
<b>Some evidence</b>	30%	7%
<b>Low evidence</b>	26%	10%
<b>No evidence</b>	29%	35%

Table 11 suggests that guest-written articles either contain a high level of CIR content or none at all. Table 12 demonstrates a significant difference in the level of CIR content from in-house and guest-written *MOJO* articles, with guest-written articles appearing to be more likely to have “Very strong” evidence of CIR than in-house articles. Moreover, in-house articles demonstrate a more even spread of CIR content compared to guest-written articles.

#### **4.2.3. Conclusion**

This section has used the quantitative portion of this study’s primary research to show that a high frequency of music articles in *MOJO* and in-house *NME* articles use a low level of CIR content (Figure 3 and Figure 4). One reason for this could be because these articles are not focused on dictating reader taste through the granting or denying of cultural legitimacy. When comparing the average mean proportion of CIR content of in-house and guest-written *MOJO* articles through the CIR rating scale (Table 12) a divergence can be seen between both article types and “Very strong” CIR content, with 42 per cent of guest-written articles demonstrating “Very strong” CIR content compared to 5 per cent of in-house articles. In addition, 77 per cent of guest-written articles in *MOJO* are on both ends of the CIR rating scale, compared to in-house articles which have a broader spread. This suggests that in-house and guest-written *MOJO* articles have different editorial aims and level of influence to dictate reader taste.

## **5.0. Qualitative findings**

This chapter presents the qualitative findings of this study's primary research and where appropriate highlights related findings from chapter 4 (Quantitative findings). Chapter 4 demonstrated that 100 per cent of articles in *MOJO* are dedicated to music, which I argue is a definitive enough finding to illustrate *MOJO*'s complete focus on music topics. Consequently, this chapter does not present findings evaluating *MOJO*'s article focus. References in this chapter to articles that were sampled in this study's primary research correspond to the decimal coding system that was discussed in chapter 3 (Methodology).

### **5.1. Qualitative analysis of *NME* editorial columns**

As discussed in chapter 4, the editorial column of a magazine represents what is perceived as the most important topic(s) to both the magazine and also to its readers (Iqani 2012: 10). Chapter 4 demonstrated that there are a substantial number of non-music topics within the editorial columns of the sampled issues of *NME* (Figure 2). This section presents the findings of the thematic analysis of the editorial columns of *NME*.

Every occurrence of *NME*'s editorial column discusses the cover star or topic of the same issue. 3.2.1, a mixed-topic editorial column, begins by emphasising that the issue is "brought to you by...Biffy Clyro", suggesting the column perceives the Biffy Clyro interview included in the issue to be of high importance. However, the column goes on to discuss wholly non-music topics. Similarly, there is a pattern in the editorial columns throughout all of the sampled *NME* issues of non-music topics being featured, which I argue could be because these articles are not primarily focused on dictating reader taste of

music products through the granting or denying of cultural legitimacy (e.g. 12.3.1, 8.3.1).

2.2.1 is the only wholly non-music editorial column from the sampled issues of *NME* and places a high emphasis on shared experiences between the magazine and its readers regarding television show *The Wire*: "...I assume you've either seen it or have had enough people bang on at you relentlessly about its brilliance..." Interestingly, the column supposes that readers have heard about the "brilliance" of the programme from peers, rather than *NME* giving high praise itself to the programme to convince readers of its merits. Four editorial columns are purely focused on music topics, with three including anecdotal content with minimal CIR content (4.2.1, 6.2.1 and 11.2.1) whilst the fourth (7.2.1) demonstrates a very strong level of CIR content by describing Super Furry Animals as "the most eclectic, cosmic and consistently brilliant band since The Beatles". Therefore, these findings suggest a polarised level of CIR content within music-focused editorial columns. Conversely, mixed-focus and wholly non-music editorial columns in *NME* contain a higher level of CIR content than music-only columns.

The thematic analysis of *NME*'s editorial columns as part of this study's primary research suggests that *NME*'s editorial team acknowledge the importance of non-music topics to readers even when the topic is not going to be discussed later in the issue. Equally, music topics are unlikely to be mentioned in *NME*'s editorial column unless the topic is discussed in a later article of the same issue. These findings reflect the findings chapter 4 which found that whilst *NME* has a primary focus on music topics it still produces a substantial level of content regarding non-music topics (Table 2).

## 5.2. The cultural intermediary role in *NME* and *MOJO* music reviews

This study's primary research suggests that there is a lower than expected level of CIR content across all music articles within both *NME* and *MOJO* (see chapter 4). A qualitative thematic analysis of the music reviews in *NME* and *MOJO* will help to understand how this low level of CIR content is reflected within content that critiques music products, which I argue will be instrumental in achieving this study's aim of evaluating the influence of the music press to influence dictate reader taste.

All music reviews published by *NME* are placed within the section titled "Radar". The majority of *NME* music reviews with "Low evidence" of CIR content (based on this study's CIR rating scale) feature a high level of content that does not attempt to grant or deny cultural legitimacy to the reviewed product, instead delivering informative content to the reader. For example, 5.31.1, a review of Thomas Cohen's new album, is centrally focused on the musician's personal life and includes a substantial biography of Cohen. Although 5.31.1 does make comments about the album itself these comments are at a minimum. Similarly, 5.35.1 focuses on comparisons between the featured band and other artists, with CIR content not appearing to be a priority.

Although there are some occasions where very strong CIR content is demonstrated in *NME* music reviews, these articles have a primary focus of providing factual information to readers about the music product whilst CIR content is a secondary focus. For example, although 6.28.1 demonstrates very strong CIR content the article mainly discusses the product's development and factually describes characteristics of the product with little critique.



Every review in the regular *NME* column “Best New Tracks” has a very low word count of 25 – 40 words each. Consequently, the reviews are often to the point and rarely include historical information about the artist, resulting in CIR content being more direct compared to other *NME* music reviews (i.e. 12.27.1, a review of Kanye West’s song Saint Pablo: “A brilliant collab... [that] sees West back at his best – intelligent and totally in control.” I argue that 12.27.1 is a demonstration of CIR content that aims to influence the reader’s taste in the same way as the music press is traditionally expected to do so. However, there remain a substantial number of articles in “Best New Tracks” that have limited CIR content, such as 1.27.1: “King Krule’s singer-songwriter pal brings in rapper Rejjie Snow to guest on the swirling, soulful opener to debut mixtape.” Although 1.27.1 is descriptive it does not express any specific critique or opinion through CIR content, meaning the reader is given the option of acting as their own CI based on the information given to them in order to decide for themselves if they want to further pursue the music product.

Music reviews in *MOJO* are placed within the section “Filter”, which includes main feature articles and short-form additional reviews, with some articles also including accompanying interviews with the reviewed artists. These mini interviews vary in the extent to which they demonstrate CIR content, suggesting that the role is not a primary aim in the articles. The *MOJO* equivalent of “Best New Tracks” is “Playlist”, which is a selection of new songs that *MOJO* consider to be the strongest of the month’s releases. As in “Best New Tracks”, “Playlist” includes content that is largely informative. However, compared to “Best New Tracks” there is significantly less diversity in the extent to which CIR content is used, with the content across all analysed samples demonstrating a low level of

CIR content. Moreover, articles in “Playlist” regularly compare a featured artist to similar products, helping the reader better understand the genre of the music product but not through content that aims to directly influence the reader’s taste. Interestingly, “Playlist” also outlines where the featured song can be streamed online. These points suggest that *MOJO* provides readers with information so that the reader can operate as their own CI, contrasting with the traditionally held role of the music press as influencer to reader taste.

Based on the CIR rating scale of this study and the findings in chapter 4, in-house music reviews in *MOJO* rarely demonstrate very strong CIR content. Music reviews in *MOJO* that show high levels of CIR content either praise the historical relevance of musicians or are reviews of album reissues where the product already has cultural legitimacy. Conversely, *MOJO* journalists are less likely to produce content with a high level of CIR content when discussing new music products, reflecting the finding that *NME* music reviews with strong levels of CIR content often have a primary objective of informing readers rather than persuading. Short-form music reviews in “Filter” generally have a stronger level of CIR content than *MOJO*’s longer reviews, reflecting the observation that *NME*’s “Best New Tracks” column contains reviews that have stronger and more direct CIR content than in other *NME* reviews due to the section’s limited word count. However, there are still a significant number of short-form reviews in *MOJO*’s that are primarily focused on providing factual information. For example, a review of Ray LaMontagne’s “Ouroboros” (1.88.1) focuses on the fact that LaMontagne’s album is wholly different to his previous releases, with the article doing this without the use of critique. Based on the CIR rating scale, a substantial number of album reissue reviews in *MOJO* contain “Some

evidence” of CIR content or greater, with reissue reviews often celebratory and discuss the historical significance of the product. For example, 1.100.1 describes The Manic Street Preachers’ album “Everything Must Go” as the “epicentre of a temporary but seismic cultural shift... Everything Must Go] is one of the all-time great acts of artistic reinvention.”

*NME* and *MOJO* use star ratings throughout all music reviews, with exceptions being “Best New Tracks” (*NME*), “Playlist” (*MOJO*) and live reviews section “Filter Lives” (*MOJO*). Instead of star ratings, reviews in “Filter Lives” are observational. For example, *MOJO* 2.116.1 highlights that at a Black Sabbath farewell concert “There were no overt expressions of sentiment... other than Osbourne’s gleefully profane cheerleading... the setlist was strictly rear-view mirror with all but one song pulled from Sabbath’s first four LPs.” Whilst much of the content in *MOJO*’s “Filter Lives” section does not always directly critique live performances, its observational content allows readers to decide the merits of the performance themselves, with readers thereby acting as their own CI. This reflects the finding that *MOJO*’s album reviews primarily focus on increasing the reader’s factual knowledge even when strong CIR content is used. Live reviews are very limited in the sampled issues of *NME*, meaning that there is not a large enough data set available to allow for effective analysis in the same way as has been done for *MOJO*.

Almost all *NME* music reviews contain additional consumer guide-style recommendation sections, titled either “Like this? Try this!” or “For fans of”, which highlight bands that are similar to the artist that is being reviewed in the corresponding article. Similarly, *MOJO* produce regular buyer’s guide articles titled “How to Buy”. “How to Buy” includes a factual biography of the featured

band and provides recommendations from the band's discography, with CIR content appearing in the section to varied degrees. Interestingly, "How to Buy" includes content produced by *MOJO* readers as well as *MOJO* journalists. The use of reader content within "How to Buy" suggests that readers are as capable of awarding cultural legitimacy through CIR content as *MOJO*'s in-house writers, reflecting the earlier finding that in-house *MOJO* content has a lower proportion of "Very strong" evidence of CIR content than guest articles (Table 12). Consequently, "How to Buy" suggests that *MOJO* readers are knowledgeable enough to make their own decisions regarding the cultural legitimacy of products and therefore in-house *MOJO* articles do not need to contain strong levels of CIR content.

In summary, this study's thematic qualitative analysis of music reviews in the sampled issues of *NME* and *MOJO* demonstrates that the majority of articles have a primary focus on providing readers with factual information whilst content to grant or deny cultural legitimacy to the reviewed product is a secondary focus, even when strong levels of CIR content is observed. Moreover, this study's primary research suggests that *NME* and *MOJO* produce factual content so that readers can make more informed decisions about which music products they would like to pursue themselves, giving readers the option to act as their own CI.

### **5.3. The cultural intermediary role in *NME* and *MOJO* in non-review articles**

This section presents the qualitative findings from this study's primary research regarding the extent to which CIR content can be observed within *NME* and

*MOJO* music articles that are not reviews of music products, with the exception of interview articles as they are discussed later in this chapter.

The news sections of *NME* and *MOJO* are “Agenda” (*NME*) and “What goes on!” (*MOJO*). The music-focused topics in these sections primarily report on the latest news regarding the music industry. Interestingly, “Agenda” articles often do not include any CIR content or opinion regarding the article’s topic from the magazine, which I argue is an unexpected finding. Similarly, “What goes on!” articles also often report on music news in an overtly factual manner. The sub-heading of “Agenda” is “What’s Everyone Talking About This Week”, which is noteworthy as it attributes no importance to what *NME* itself considers important topics, rather that third-parties are dictating what content is published in the section. In comparison, *MOJO*’s “What Goes On!” does not disclose whether or not its content is driven by trending topics or discussions external to the magazine.

Along with little or no demonstration of CIR content, the majority of articles in “Agenda” are based on quotes or the actions of third parties, with a minimal of in-house content included. For example, 6.5.1 highlights the release of a Radiohead album by describing the reactions of Radiohead fans but no critique or opinion from the magazine regarding the product is included. The minimal level of opinion from *NME* within “Agenda” suggests that readers do not read the section as a means to understand what the magazine considers the most newsworthy topics of the week but that instead “Agenda” is a digest of what the most newsworthy topics of the week are, as dictated by third parties.

Consequently, this suggests that *NME* operates not as a CI but as a platform where the most noteworthy topics of the week can be collected into one place. It

could be argued that *NME* are in part culturally legitimising the music content that they feature in “Agenda” regardless of whether they make comments or include CIR content within the section, reflecting the observation that the section “Best New Tracks” does not include high levels of CIR content as featuring products in the section alone fulfils a filtering role of music products. In comparison, articles in *MOJO*’s “What goes on!” contain observational content and quotes from musicians whilst the opinion of the magazine is also at a minimum.

Other non-review music columns in *NME* and *MOJO* include *MOJO*’s “*MOJO* working” which informatively previews upcoming album releases. I argue that CIR content would be expected to feature in “*MOJO* working” in order to increase anticipation from readers about upcoming album releases. However, it appears that the primary aim of the section is to provide readers with factual information only. This observation is similar to the earlier suggestion that *MOJO* readers primarily consume music reviews in order to be informed about the characteristics of new releases rather than to understand which products have cultural legitimacy.

A noteworthy finding in this study’s thematic analysis is the use of factually-driven content instead of CIR content in the sections “Under the Radar” (*NME*) and “*MOJO* Rising” (*MOJO*). “Under the Radar” and “*MOJO* Rising” both showcase new artists that *NME* and *MOJO* do not expect readers to have previous knowledge of. Therefore, I argue that it would be expected for both columns to have strong levels of CIR content, as “Under the Radar” and “*MOJO* Rising” are attempting to grant cultural legitimacy to featured music products and as a result dictate reader taste. However, “Under the Radar” and “*MOJO*

Rising” instead concentrate almost wholly on factual information, with the primary aim of both sections being to provide informative content on the featured artist rather than to discuss why the artists deserve cultural legitimacy. Both “*MOJO* Rising” and “Under the Radar” highlight pieces of music from the featured artists that the publications deem to be particularly noteworthy, yet these recommendations are descriptive with little or no CIR content, Interestingly, similarities can be seen in the sections “Under the Radar” (*NME*), “*MOJO* Rising” (*MOJO*), “Best New Track” (*NME*) and “Playlist” (*MOJO*), with all of these sections observed as primarily using filtering or gatekeeping rather than having a main aim of granting cultural legitimacy to products.

*MOJO* regularly publishes a Letters to the Editor section, named “Theories, Rants, etc.” Letters to the Editor sections allow readers of publications to convey their opinions on topics related to the magazine, with letters chosen for inclusion in a magazine considered by editorial staff to be fair and accurate pieces of correspondences (Zelizer and Allan 2010: 68). “Theories, Rants, etc.” comprises of praise or criticism from readers responding to articles previously featured in *MOJO*, with a smaller number of submissions correcting statements from previous reader letters. There is a strong level of CIR content demonstrated by reader letters in “Theories, Rants, etc.”, with the letters critiquing in a way that awards or refuses cultural legitimacy not only to music products but also to *MOJO* itself. “Theories, Rants, etc.” suggests that *MOJO* journalists and readers consider each other to be peers, with readers demonstrating an ability to critique *MOJO* and music products.

In summary, the findings in this section suggest that regularly occurring non-review music articles in both *NME* and *MOJO* have a primary purpose of

delivering factual information to the reader, with articles often containing no evidence of either CIR content or general comment from the publications. The findings in this section mirror those of the analysis of music reviews in *NME* and *MOJO*, where it was found that music reviews are heavily focused on providing informative and factual information to readers rather than on using CIR content to grant or deny cultural legitimacy to products. Moreover, there is the demonstration in some *MOJO* columns that readers are considered peers of the magazine's writers.

#### **5.4. A comparison of guest-written and in-house articles in *MOJO***

This study has already shown that a significantly higher proportion of guest-written articles in *MOJO* demonstrate "Very strong" CIR content compared to in-house articles (chapter 4, Table 12). However, quantitative analysis alone of in-house and guest-written CIR content is not enough to understand the context of why these CIR content choices are being made. Consequently, a thematic analysis of in-house and guest-written *MOJO* articles must take place.

Opinion-led guest-written columns include "All Back to My Place" (e.g. 1.9.1), "Last Night a Record Changed My Life" (e.g. article 1.25.1) and "Mind Blowers" (e.g. 1.23.1). These columns are usually untimely and based on the CIR rating scale often have "Very strong" CIR content, with the articles featuring writers discussing the moments in their lives that they discovered a music product important to them. Factually-driven guest articles in *MOJO* provide readers with knowledge that neither they nor *MOJO* in-house journalists would otherwise have access to, demonstrating a situation where both *MOJO* readers and journalists share the same knowledge gaps regarding music topics. The



majority of guest-written articles in *MOJO* are untimely, regardless of whether they are factually-driven or opinion-driven. I argue that this demonstrates the high level of influence that guest-writers have in the eyes of *MOJO* readers, as it suggests that readers are interested in the opinion of guest writers regardless of an article's timeliness, whereas in-house articles are usually timely.

In summary, the qualitative thematic analysis portion of this study's primary research has shown that guest-written and in-house *MOJO* articles use CIR content in very different ways, with guest writers using high levels of CIR content as a platform to praise other musicians in the context of their own lives whilst in-house articles use high levels of CIR content to emphasise the significance of musicians in the context of the historical development of music. Moreover, factually-driven guest articles offer insights into music topics that would not be possible through in-house articles and include information that is not likely to be known by readers, particularly in untimely and factually-driven guest articles that discuss first-hand accounts of the music industry.

### **5.5. The use of quotes in *NME* to drive cultural intermediary role content**

In comparison to *MOJO*, the sampled issues of *NME* in this study's primary research do not include regularly occurring guest-written articles, with only a very small number being identified across all analysed issues on *NME* in this study (such as 12.11.1 and 6.16.1). Consequently, this section does not discuss guest-written articles for *NME* in the same way as it has done for *MOJO*.

However, this study has observed a high occurrence of music articles in *NME* that include a significant number of musician quotes, which often take up the majority of content within some articles. Consequently, this study will analyse

the use of musician quotes in *NME* from a qualitative perspective, as I argue that the high use of quotes in the magazine could be noteworthy to this study's evaluation of CIR content in *NME*.

A significant number of *NME* music articles rely on third-party quotes to make up the proportion of content within the corresponding article, with the articles containing a low level of content from in-house writers as well as a minimum of CIR content. For example, 4.5.1 contains very strong CIR content through quotes from musicians in praise of musician Prince following his death, yet the article has only a minimum of CIR content from in-house writers. Articles such as 4.5.1 suggest a hesitancy of *NME* writers to contribute in-house CIR content to articles that already include the opinions of third parties, reflecting earlier findings of this study's primary research showing that in-house *MOJO* articles are less likely than guest-written *MOJO* articles to operate with strong CIR content (see chapter 4). Moreover, as discussed earlier in this chapter, when effective CIR content is demonstrated by *NME* journalists in music articles the same article often highlights when musicians share the opinion of *NME*'s writers. For example, the sub-heading "Famous Fan" is regularly used in music reviews to highlight quotes from music industry personnel that praise the reviewed artist.

There is evidence of third-party quotes representing the majority of content within *NME* music articles. For example, 6.16.1, titled "50 Albums to Hear Before You Die", is a buyers' guide article whose content is comprised completely of quotes from musicians and non-music media celebrities. It is interesting that 9.16.1 includes quotes from non-music third-parties as this reflects previous findings in this study's primary research that a substantial

focus of *NME* is in on non-music topics (see chapter 4). Moreover, it is a noteworthy observation that 9.16.1, an article which focuses wholly on granting cultural legitimacy to music products, does not include any comment or CIR content from *NME* journalists.

“What’s on Your Headphones?” is a regularly occurring vox-pop column in *NME* that highlights the music that readers are listening to and why, as well as discussing fashion choices and other cultural trends. The column demonstrates CIR content from readers whilst no in-house content is featured. It appears that “What’s on Your Headphones?” signifies that *NME* readers are viewed by the outlet as having the same influence to dictate taste as the magazine’s in-house writers, which suggests that *NME* journalists and readers are peers. This reflects earlier findings in this chapter that reader-generated content in *MOJO*’s sections “How to Buy” and “Theories, Rants etc.” demonstrate CIR content that grants or denies cultural legitimacy to products.

To recap, the qualitative findings of this study’s primary research show that *NME* relies significantly on the use of quotes by musicians or readers in order to reinforce or wholly represent CIR content in articles. This suggests that readers do not consider in-house CIR content to be as influential enough to award cultural legitimacy to products when unaccompanied by similar beliefs from influential third-parties, with CIR content from third-parties appearing to have a greater influence than *NME*’s writers. Moreover, the demonstration of readers producing CIR content in the sampled issues of *NME* suggests that the magazine considers its readers to be as influential as its own journalists in influencing taste.

## **5.6 Interviews in *NME* and *MOJO* and use of the cultural intermediary role**

This section presents the qualitative thematic analysis findings from this study's primary research regarding the extent to which CIR content can be observed in interview articles of the sampled issues of *NME* and *MOJO*.

Interviews and profiles of musicians make up a substantial portion of a standard issue of *NME*, with interviews appearing across regularly occurring columns of the magazine such as news section "Agenda" and music reviews section "Radar". Interviews in *NME* are either fully-structured (e.g. 2.6.1) or semi-structured (e.g. 8.16.1). Articles with fully-structured interviews in *NME* do not include any observations or first-person prose from the journalist, with the articles instead showing only the questions and answers of the interview in a uniformed structure in order to provide readers with factual knowledge. In contrast, semi-structured interview articles in *NME* are observational and written in the first-person whilst providing a broader overview of the interviewee's personality and traits.

Structured interviews in *NME* contain at best "Low evidence" of CIR content (based on the CIR rating scale of this study's primary research) and are focused on specific topics that are neutral in tone. For example, 11.8.1 asks specific questions to Bastille about the band's new single but conveys no CIR content during the interview. Semi-structured interviews in *NME* demonstrate a higher level of CIR content in comparison to structured interviews, although the highest level remains "Some evidence" at best. Moreover, journalist responses to interviewee answers are very rarely featured within semi-structured interviews in *NME*, meaning that the reader is unable to follow what role the journalist had in the development of CIR content within the interviews. Instead of utilising CIR

content in interviews in order to grant or deny cultural legitimacy to music products, *NME* focuses mostly on retrieving set information from the interviewee with little demonstrable interaction between interviewee and journalist. Consequently, in order for the topics of interviews to be granted or denied cultural legitimacy the reader is required to operate as their own CI based on factual content produced in the articles, as the journalist remains neutral throughout.

The majority of interviews and profiles in *MOJO* are semi-structured. Semi-structured interviews in *MOJO* are written either in first-person with a high level of observational content (i.e. 1.40.1) or third-person with no observational writing included (i.e. 2.22.1). In comparison to *NME*, *MOJO* interviews demonstrate a more frequent and higher level of CIR content, with journalists taking an active part in interviews, including praise and critique directed to the interviewee. This suggests that *MOJO* readers are interested in understanding the relationship between interviewer and interviewee, possibly as it helps readers understand how questions are developed. First-person interviews in *MOJO* contain a higher level of CIR content than those in *NME*, although this level is still limited and is often portrayed more by the interviewee than the interviewer.

Overall, this study's primary research has demonstrated that first and third-person interviews in *MOJO* have a higher level of CIR content in comparison to *NME* when measured on the CIR rating scale, although this still represents a modest level of CIR content. *MOJO* interviews attempt to influence readers through either a stronger use of CIR content or by making strong observations about the interviewee's character or background. In comparison, *NME*

interviews generally contain a low level of CIR content and instead aim to increase reader knowledge through set questions about a narrow topic, which I argue gives readers the option of acting as their own CI in order to grant or deny cultural legitimacy to the interviewee or the article's topics. One possible reason for the disparity between the content and style of interviews in *NME* and *MOJO* is that both magazines have very different editorial aims, with *NME* traditionally covering new music whilst *MOJO* celebrates and discusses historical music that already has cultural legitimacy.

## **5.7. Conclusion**

This study has attempted to understand the influence that the music press has to dictate reader taste by conducting primary research measuring the level of focus on non-music topics and the extent to which CIR content is used in *NME* and *MOJO*. In review of the results that have been discussed in chapter 4 and chapter 5, I argue that this study has developed sufficient original findings to contribute noteworthy knowledge regarding the shifting role and content of the music press.

This study's primary research has demonstrated that there is a significant focus in *NME* on non-music topics (Table 2), which was further reinforced by the observation that the majority of editorial columns in *NME* are mixed topic (Figure 1). Moreover, an analysis of the average page spread of music and non-music articles in *NME* found that, although the majority of larger page-spread articles are music-focused and the majority of smaller page-spread articles are non-music focused, there is an equal spread of one-page articles in *NME* that are music or non-music (Table 4 and Table 5).

It has also been shown in this study's primary research that both *NME* and *MOJO* operate with a lower than expected level of CIR content, with the majority of music articles in both publications demonstrating either "No evidence" or "Low evidence" on the CIR rating scale (Figure 3 and Figure 4). These findings are further supported by the observation that music articles in *NME* and *MOJO* primarily aim to inform the reader through the delivery of factual information, with CIR content that grants or denies cultural legitimacy being a secondary focus. Although the minimal use of CIR content was consistently demonstrated across all sampled issues of *NME* and *MOJO*, when CIR content was observed it was found that both magazines use the role for different means, which could be as a result of the different demographics that the publications target. It was demonstrated in chapter 4 and chapter 5 that there is a disparity in CIR content between in-house and guest-written *MOJO* articles, with guest-written articles being more likely to have stronger levels of CIR content than in-house articles. Moreover, it was also found that guest-written articles are more likely to contain no evidence of CIR content when compared to in-house articles, with in-house articles demonstrating a broader spectrum on the CIR rating scale when compared to guest-written articles, which are almost always on either polar sides of the scale. I argue that one reason for this could be that guest writers in *MOJO* are perceived by readers as having a greater level of influence than in-house journalists to award cultural legitimacy. Furthermore, it was found that both *NME* and *MOJO* include a high number of quotes and endorsements from musicians to support in-house CIR content, possibly in order to legitimise the opinions of in-house writers.

The qualitative findings from this study's primary research suggest that readers of *NME* and *MOJO* are not receiving information from either magazine in a one-way filter flow system (Hirsch 1972: 109). Rather, readers are instead actively participating and engaging with *NME* and *MOJO* journalists to assist with the granting or denial of cultural legitimacy to music products. This can be seen most notably through *MOJO*'s "Theories, Rants etc." and "How to Buy" and *NME*'s "What's On Your Headphones", with these columns in particular suggesting that readers of *NME* and *MOJO* are considered as knowledgeable and influential as in-house writers. Consequently, I argue that this could possibly mean that journalists and readers of the music press are considered peers, which would have implications for the influence that the music press has to dictate reader taste.



## **6.0. Discussion**

This study has investigated if a further shift in the role or content of the music press has occurred following Forde's (2001: 29) demonstration of a rise in "monoglottic branded identity, direction and aesthetic" within the music press during the 1990s. Using the knowledge gained from a literature review (chapter 2), I decided that the best way to explore any possible shifts in the role and content of the music press would be to evaluate the influence of *NME* and *MOJO* to dictate the reader's taste of music products. Consequently, this study's primary research comprised of quantitative content analysis and qualitative thematic analysis that analysed the extent to which non-music topics and CIR content are observed within *NME* and *MOJO*. I contend that the demonstration of either a high level of non-music topics or a low use of CIR content in *NME* or *MOJO* will establish that the music press has experienced another major shift in its role or content since the publishing of Forde's study.

This chapter takes the findings of this study's primary research that were presented in chapter 4 and chapter 5 and synthesises the results alongside the existing research that was discussed in this study's literature review (chapter 2). By doing this, an understanding of what new knowledge regarding the music press this study has developed will be formed, as well as a greater understanding of this study's impact on existing research.

### **6.1. Article focus of *NME***

The findings of this study's primary research demonstrate that the majority of articles in *NME* are focused on music, with the publication having a greater average arithmetic mean of music articles compared to non-music articles

across all issues (Table 2). Moreover, it was also found that music articles in *NME* take up a greater proportion of page spread in all *NME* issues in comparison to non-music articles, whilst music articles also have a higher word count than non-music articles (Table 4 and Table 6). However, although this study establishes that *NME* is primarily focused on music topics, the level of focus towards music articles is not as high as what was anticipated before this study took place. Furthermore, the lowest ratio of non-music to music articles in a single issue of *NME* was 24 per cent to 76 per cent, with the highest being 55 per cent to 45 per cent. I argue that the observation in this study's primary research that at least almost one-quarter of every issue of *NME* does not have a main focus on music topics is a noteworthy finding, considering that that *NME* is the longest running and sole-surviving music weekly in the UK and has historically been at the centre of UK music since its founding as a rival to Melody Maker in 1952 (Lindberg et al 2005: 198, Laing 2006: 334). Consequently, this study's primary research has concluded that *NME* has a substantial focus on non-music topics.

To further demonstrate *NME*'s substantial focus on non-music topics, the findings in this study's primary research show that 13 per cent of music articles in all issues of *NME* are two or more pages in size compared to 1 per cent of non-music articles, whilst 23 per cent of non-music articles are 1/8 page in size compared to 9 per cent of music-focused articles (Table 4 and Table 5). These findings suggest that the majority of articles with a large page spread size in *NME* are music-focused, whilst the majority of articles with a small page spread are non-music focused. However, there is a similar percentage of music and non-music articles in *NME* that are one page in size (67 per cent and 61 per

cent respectively), suggesting that articles that are one page in size have a similar likelihood of having either a music or non-music focus (Table 4 and Table 5). Moreover, the arithmetic mean word count of music-focused articles across all analysed issues of *NME* was found to be 477 words, whilst non-music articles was 345 words, equating to music articles having an average of 28 per cent more words than non-music articles (Table 6). However, I argue that the percentage gap in wordcount between music and non-music articles is unexpectedly low when considering that there are a significantly higher number of music articles that are two pages or greater in size compared to non-music articles. Moreover, 25 per cent of non-music articles have a page spread of only 1/8 page or less, compared to 9 per cent of music articles (Table 4 and Table 5). Consequently, these findings suggest that there is a higher level of content in non-music articles compared to music articles.

By analysing the front cover and editorial columns of *NME*, an understanding can be developed into the perceived level of importance that non-music topics have in the magazine. Of the *NME* issues that were sampled as part of this study's primary research, 7 out of the 12 editorial columns included both music and non-music topics, whilst 4 were focused on music topics only and one column focused on non-music topics only (Figure 1 and Figure 2). Moreover, an even spread of music and non-music topics were demonstrated across all *NME* editorial columns, suggesting that there were a high number of non-music topics discussed in the mixed topic columns. I argue that the regularity of non-music content in *NME*'s editorial column suggests that a substantial level of non-music content is considered important to every issue. However, the low number of editorial columns that are wholly dedicated to non-music topics demonstrates

that non-music topics are rarely considered of *greater* importance than music topics. Moreover, a comparison of all editorial column topics (Figure 2) shows that there is a similar number of music and non-music topics discussed throughout all editorial columns, suggesting that non-music topics, although rarely the main editorial focus of the magazine, still hold a level of importance to the magazine.

We might think of the article focus of a typical *NME* issue as a triangle: The peak and most important part of the triangle is almost completely made up of music articles, the middle of the triangle is a mixture of music and non-music articles and the base of the triangle largely consists of non-music articles. The peak of the triangle (music articles) relies on the remainder of the triangle (mostly non-music articles) to be able to stand, as without this support the triangle would collapse. I argue that this triangle analogy, which is evidenced across music and non-music article frequency, word count, page spread and editorial column focus, demonstrates both *NME's* inability to survive without non-music articles and its reliance on non-music articles.

In summary, although this study's primary research has demonstrated that *NME* has a primary focus on music-related topics, a substantial level of content in the magazine is also centred on non-music topics. By judging that the most important topics to a publication can be measured based on article frequency, page spread, word count and editorial column focus, this study's primary research findings suggest that the most important articles in *NME* are usually music-focused, whilst the majority of articles considered less important are non-music. However, this study's primary research has also established that both music and non-music articles in *NME* share a similar number of articles that are

of a one page spread, suggesting that music and non-music articles have a similar number of articles that are of medium importance to every issue. Consequently, I argue that this study's primary research has established that a typical *NME* issue would be unable to operate without non-music articles, as the magazine publishes a high number of non-music articles that are of a small and medium page spread.

## **6.2. Article focus of *MOJO***

The findings in this study's primary research demonstrate that every article of the analysed issues of *MOJO* was focused on music, with no non-music articles being observed (Table 3). This finding is in contrast to those regarding *NME*'s article focus, with *NME* having a significant focus on non-music articles in every issue analysed. The first findings that were analysed from this study's primary research were the frequency of music and non-music articles in *NME* and *MOJO*. As this initial analysis concluded that there are no non-music articles published in *MOJO*, it was considered unnecessary to continue with any analysis of findings regarding *MOJO*'s article focus – such as page spread, word count and editorial focus – as analysing the primary research of these elements from a *MOJO* perspective would not further prove or disprove *MOJO*'s article focus any further than the demonstration of 100 per cent music articles across all issues. Consequently, further findings from this study's primary research that investigated article focus were analysed from an *NME* perspective only. However, other findings regarding *MOJO* in this study's primary research were still analysed in order to evaluate the publication's use of CIR content, which can be found later in this chapter.

It was found that *MOJO*'s articles mainly focus on factual news, album previews, features on historical periods in music and interviews with musicians. Other article types were also observed such as book and film reviews, but these articles still have a complete music focus, such as a review of the memoirs of musician Moby (3.114.1) and a review of a Mavis Staples biopic (1.114.1), with these articles not only reviewing the products themselves but also discussing the historical impact of both featured musicians. In comparison, similar articles in *NME* do not have a music focus, such as a review of film *Captain America: Civil War* (5.36.1) which makes no reference to music. When conducting this study's primary research, there was a necessity for clarification into how to categorise an article as having a music or non-music focus when it discusses both music and non-music topics. One example of this in *MOJO* is an interview with musician Andy Partridge (2.19.1), which includes non-music topics but ultimately exists in order to provide the reader with a better understanding of Partridge's personality and artistic drive, meaning that 2.19.1 was categorised as being music-focused. A similar conclusion was made in *NME* in 3.34.1, where actor Don Cheadle discusses his admiration for Miles Davis. As a result, 3.34.1 was also determined to be music-focused as the interview is driven by music topics. These examples help to demonstrate that identical procedures took place across *NME* and *MOJO* when determining whether ambiguous articles had music or non-music focus during this study's primary research, as the finding of 0 per cent non-music articles in *MOJO* may call into question the robustness of this study's primary research. Moreover, the methodology of this study underwent an exhaustive pilot study to confirm its rigour and I therefore argue that the finding in this study regarding *MOJO*'s complete focus on music has strong external validity.

In summary, *MOJO* has a complete focus on music topics, with no articles being found that demonstrate an overall focus on non-music topics. One possible reason for the disparity in article focus between *MOJO* and *NME* could be *MOJO*'s readership, with the magazine appealing to a very specific and relatively narrow demographic that take a significant step to read *MOJO* by purchasing the magazine. Consequently, *MOJO*'s readership demonstrate their passion and commitment by choosing to purchase a music magazine, suggesting that they would prefer to consume a magazine that is wholly music focused rather than one that also includes non-music topics. One example of the high level of passion and knowledge that *MOJO* readers have for music is the section "Theories, Rants etc." (as discussed in chapter 5). In comparison, *NME* caters for a broad and varied readership who I argue may not be as interested in a magazine wholly focused on music as *MOJO* readers.

### **6.3. The use of cultural intermediary role content in *NME***

This section discusses the findings from this study's primary research that aim to develop knowledge regarding the use of CIR content in *NME* music articles. The primary research from this study suggests that the majority of music articles published in *NME* demonstrate a low level of CIR content, with the articles instead having a greater focus on providing readers with factual information and observations so that readers have enough information to then act as their own CI. As this study is not interested in understanding the use of CIR content in non-music articles, this section discusses the CIR content of music articles only. However, data regarding CIR content of non-music articles in *NME* was still recorded as part of this study's primary research as at the time of the primary

research taking place it was believed that data regarding non-music article CIR content might have been of use (see Appendix 1).

The quantitative content analysis of *NME* in this study's primary research demonstrates that the greater the level of CIR content in an article, the lower the frequency of articles observed, with an arithmetic mean average of 64 per cent of all music articles containing either low or zero evidence of CIR content (Table 9 and Figure 3). Music articles in *NME* with strong or very strong levels of CIR content were still recorded, with an average of 18 per cent of all music articles containing strong or very strong CIR. However, the overall level of CIR across all music articles in *NME* remains lower than what had been expected prior to this study's primary research taking place, considering *NME*'s perceived legacy of "writing passionately about rock music as a way of making sure that it was always more than just a commodity" (Long 2012: 2) through an "irreverence" in order to expand rock criticism (Lindberg et al 2014:200). Despite *NME*'s history in passionate writing, the identification of a relatively low number of articles with "Strong" or "Very strong" CIR content (based on this study's CIR rating scale) suggests that this historical aim is now less evident. Rather than primarily act as a traditional CI between producers and consumers of music products, this study's primary research has found that *NME* instead takes the primary role of factual informer, equipping readers with knowledge about an artist so that they can decide for themselves if they will invest further time in the music product and act as CIs themselves.

As discussed in chapter 5, although all reviews in *NME* demonstrate at least a low level of CIR content, the level rarely exceeds minimal levels. Shuker (1994: 94) claims that the rise of Q to the point of achieving over 170,000 monthly



sales in August 1990 was as a result of the magazine's non-partisan editorial style and the "avoidance of vehemence" in its content, with Shuker noting that both of these characteristics can be seen in *NME*'s writing style. The vehemence and partisan writing of *NME* that Shuker highlights has not been observed within this study's sampled issues of *NME*. Rather, this study's primary research found that music reviews in *NME* focus on delivering factual and informative content to readers, rather than CIR content in order to grant or deny cultural legitimacy to music products. *NME*'s focus on delivering factual information in articles is to such an extent that even reviews that have a strong level of CIR content still have a primary aim of delivering factual content. I argue that the low level of CIR content in *NME*'s music reviews suggests that the magazine does not have the required influence to shape the tastes of readers and award cultural legitimacy to music products. With a low level of influence to dictate reader taste, *NME* instead focuses on producing factually-rich content that informs readers, which allows the magazine to remain useful to readers by providing information so that readers can make an informed decision themselves about whether or not the artist would be of interest to them, thereby acting as their own CI.

This study has shown that *NME* relies on third-person quotes across the majority of music articles to either support the magazine's CIR content or to act as CIR content itself. A substantial number of news articles in *NME* include quotes from musicians but have no content directly from the magazine, demonstrating how at times *NME* does not articulate its own opinions on newsworthy topics and issues around music. In music reviews, there is a substantial level of evidence from this study's primary research of *NME* using

the opinions of musicians to support CIR-driven comments from in-house writers. The use of third-party quotes to support in-house CIR content in *NME* suggests that the magazine does not have the influence to dictate reader taste if their opinions are not legitimised by more influential third persons. Moreover, the regular column “What’s on your Headphones?” is an example of *NME* readers directly acting as cultural intermediaries, with the column featuring vox-pops of readers discussing music products that they enjoy. Whilst it can be assumed that *NME* select vox-pops in “What’s on Your Headphones?” that reflect the magazine’s editorial aims and beliefs, it is noteworthy to this study that the column never includes opinion or comment from in-house *NME* writers, as it suggests that readers are capable of granting cultural legitimacy with no support from the magazine.

The majority of music articles in *NME*’s news section “Agenda” contain little or no evidence of CIR content, either factually recounting information with no comment from the magazine or relying on quotes from third-persons to convey the article’s story. As discussed in chapter 5, it is interesting to note that “Agenda” has the sub-title “What Everyone’s Talking About This Week”, as this suggests that the content of “Agenda” is not what *NME* wishes to highlight to readers but rather that the external world dictates to the magazine what are the most important topics of the week. Consequently, “Agenda” acts passively and retrospectively rather than setting the agenda itself. This is noteworthy to this study’s aims, as it signifies that *NME* acknowledges that it is no longer an agenda-setter, which in turn could be leading to the lack of in-house CIR content in the majority of “Agenda” articles. I argue that the role of “Agenda” is not for *NME* to dictate what topics should be important to the reader but to act

as a platform to highlight the most noteworthy news topics as dictated by third parties, with the act of placing a topic in “Agenda” still giving *NME* a form of dictating cultural legitimisation on its own.

The most noteworthy example of *NME* choosing to produce articles with a primary focus on delivering factual content when it would be expected that CIR content would be heavily used is the section “Under the Radar”, which highlights new musicians that *NME* believe the reader may not have previously known about. Upon analysis, “Under the Radar” includes a high level of quotes from the featured artist and factual information whilst containing a low or non-existent level of CIR content. The low evidence or complete lack of CIR content in “Under the Radar” was an unexpected finding in this study, as it is a column type that *NME* would be expected to evidence the strongest CIR available to them in order to award cultural legitimacy to the featured artist. Instead, the factually-focused content in “Under the Radar” provides readers with information so that they have the option to make a decision themselves about whether or not they would like to listen to the band, acting as their own CI accordingly.

To summarise, this study’s primary research has demonstrated that there is a low level of CIR content demonstrated across all music articles in *NME*. Instead of using CIR content, *NME* articles primarily comprise of factual content so that the reader can be informed and have the option of acting as their own CI.

Where strong or very strong evidence of CIR has been observed in *NME*, the corresponding article utilises quotes and statements from third-parties that support *NME*’s claims. Moreover, articles within the news section of *NME* rarely include comment or opinion from the magazine, with the majority of articles

instead delivering factual content or relaying the opinions and actions of third-parties. Consequently, I argue that *NME*'s influence is no longer strong enough to shape reader taste when its in-house opinions are not legitimised by more influential third parties. Instead, the magazine focuses on relaying factual information to readers so that they can make more informed decisions themselves regarding the cultural legitimacy of artists.

#### **6.4. The use of cultural intermediary role content in *MOJO***

This section discusses the findings from this study's primary research that are focused on developing an understanding of the use of CIR content within *MOJO*. The findings from this study suggest that there is a disparity in the use of CIR content in *MOJO*, with articles by guest writers more likely to use high levels of CIR content than in-house articles. This has led to the hypothesis that guest-written articles in *MOJO* have a greater level of influence on shaping opinion than *MOJO* writers, with in-house articles focusing instead on content that develops the reader's music knowledge rather than on granting or denying cultural legitimacy. In addition, the findings from this study suggest that *MOJO* readers consider themselves to be peers of *MOJO* writers, increasing the inability of *MOJO* to effectively use CIR content through in-house articles. The hypothesis that *MOJO* writers primary focus on the delivery of factual content and that their use of CIR content is minimal is similar to the hypothesis that *NME* writers write factually-focused content due to a lack of credible influence to enact CIR content effectively.

The quantitative content analysis of in-house *MOJO* articles in this study's primary research demonstrates a correlation in the increasing level of CIR content and a reduced frequency of articles, which is a similar finding to that made regarding *NME* music articles (Figure 3 and Figure 4). However, a disparity can be seen in the categories "Some evidence" and "Strong evidence" of CIR content when comparing both magazines (Figure 4), with a proportionally high number of articles in *MOJO* evidencing "Some evidence" and a proportionally high number of articles in *NME* evidencing "Strong evidence". One possible reason for this is that *MOJO*'s content is largely focused on musicians and bands of previous eras, meaning that the musicians that are featured already have cultural legitimacy and as a result *MOJO*'s journalists do not need to produce CIR content. Conversely, the reason that *NME* demonstrates a higher number of articles with "Strong evidence" compared to *MOJO* may be because *NME* tends to highlight and recommend new musicians and bands that do not have existing cultural legitimacy. The implication is that *MOJO* readers do not consume the magazine to be informed about which music products have cultural legitimacy (as seems to be the case with *NME*), but that they read *MOJO* to learn more about artists that they are already aware of. This observation confirms that *MOJO* readers are informed about music in a different way to *NME* readers even when an article's primary aim is to provide factual information, suggesting that a reduction or lack of CIR content in *MOJO* articles would have less of an impact on *MOJO* than *NME*.

Although this study argues that *MOJO*'s writers primarily aim to provide factual information to readers, very strong CIR content is still regularly and clearly demonstrated in the magazine through guest-written articles. A strong disparity

can be seen between the level of CIR content in guest-written and in-house *MOJO* articles, with guest-written articles having a stronger level of CIR content than in-house articles. Based on the CIR content rating scale which was used as part of this study's primary research, an arithmetic mean average of 14 per cent of in-house articles in *MOJO* demonstrate "Strong" or "Very strong" evidence of CIR, in comparison to 49 per cent of guest-written articles (Table 12). I argue that this disparity is because guest-written articles are considered more influential by *MOJO*'s readers than in-house articles that demonstrate a similar level of CIR content. Consequently, I hypothesise that *MOJO* readers, who purchase a wholly music-focused magazine primarily to become more knowledgeable about artists that they are already aware of, consider *MOJO*'s writers to be their peers, which reduces the influence of *MOJO* writers to influence reader taste. This is supported by the observation that *MOJO*'s music reviews of new releases and new artist column "*MOJO* Rising", both have a low level of CIR content. In comparison, although *NME* does not regularly publish guest-written articles as in *MOJO*, it does rely on third-person quotes to either support the magazine's CIR content or to award or deny cultural legitimisation of music products without any input from the magazine's writer's. This is in a similar format to how *MOJO* relies on musician-written articles to produce CIR content. However, *NME* still attempts to retain CIR content for itself by using musician quotes and statements to support its own opinions, whereas the majority of strong and very strong CIR content in *MOJO* is demonstrated within guest-written content rather than from in-house articles.

Although the majority of guest-written articles in *MOJO* demonstrate "Very strong" evidence of CIR content, the next most common rating on the CIR scale

for guest-written articles is “No evidence”, with an arithmetic mean average of 35 per cent of all guest-written articles not demonstrating any use of CIR content. In comparison, 65 per cent of in-house articles demonstrate “Low”, “Some” or “Strong” evidence of CIR in comparison to 34 per cent of guest-written articles, showing that in-house *MOJO* articles have a relatively even spread across the CIR rating scale compared to guest-written articles which occupy both extreme ends of the CIR rating scale (chapter 4, Table 12). The evidence that the majority of guest-written articles in *MOJO* contain either no or very strong CIR content reflects the finding that guest-written *MOJO* articles are produced to either persuade or inform readers. In comparison, in-house articles occupy a broader range on the CIR scale and are not as definitive or influential as guest-written articles, instead generally demonstrating low levels of CIR content in articles.

The argument in this study that in-house *MOJO* writers are not as influential as guest writers and that *MOJO* readers consider in-house writers to be their peers can be better understood by analysing the few examples of very strong CIR content evidence from in-house *MOJO* writers, which often celebrate or emphasise the significance of musicians from a historical standpoint, such as the re-release of a noteworthy album. The featured products in these articles already have cultural legitimacy and I contend that the reader will already be aware of them. Consequently, *MOJO* writers see these articles as an opportunity to celebrate the article’s topic alongside the reader, with the articles acting to reinforce cultural legitimacy rather than to grant or deny the product cultural legitimacy it in the first instance.

The argument that *MOJO*'s readers consider themselves peers to the magazine's writers is further reinforced when analysing *MOJO*'s "Theories, Rants etc.". The column is written entirely by readers and features a mixture of both high praise and criticism for the contents of the magazine, as well as responses to content by readers from previous issues. The mixture of praise, criticism and correction by readers in "Theories, Rants etc." allows readers to grant or deny cultural legitimacy against *MOJO* itself and to provide additional knowledge about music products to other readers, as well as the magazine's writers. Again, this suggests that *MOJO* readers are peers of *MOJO* writers in terms of music knowledge and expertise, as the column contains no rebuttal or comment from *MOJO* writers which I contend demonstrates the diminutive influence that *MOJO* writers have on influencing their readers. Moreover, publishing content from readers that praises previous articles in *MOJO* could be a way for the magazine to add cultural legitimacy to its own writing in the eyes of other readers in the same way that this study's primary research has found that *NME* uses quotes to legitimise their CIR content in music reviews.

*MOJO* readers are not peers with *MOJO* writers in terms of having the opportunity to write full articles within the magazine. However, there is evidence in this study's primary research of readers participating and contributing to *MOJO* articles beyond "Theories, Rants etc." such as in the regularly occurring section "How to Buy". Structured as a buyer's guide about specific artists, "How to Buy" includes content produced by both *MOJO* writers and readers. The structure and content of "How to Buy" is significant to this study, as the column demonstrates that *MOJO* readers are capable of granting cultural legitimacy and producing CIR content regarding music products that is of the same



influence as in-house writers. This further reinforces the hypothesis that *MOJO* readers are considered peers of *MOJO* writers and further explains why in-house *MOJO* articles demonstrate a minimum level of CIR content. A similar example of readers demonstrating CIR content can be seen in *NME* and the section “What’s On Your Headphones?” with readers giving their reasons for why they listen to certain music products. However, in comparison to “How to Buy”, “What’s On Your Headphones?” is not a collaboration between magazine writer and reader to enforce the same opinion, as “What’s On Your Headphones” highlights the opinions of readers only, with no comment from *NME*’s writers.

To summarise, articles in *MOJO* that are written in-house demonstrate a low level of CIR content, with the articles instead focusing on developing the reader’s knowledge of music topics through factual content. This finding reflects the finding from this study’s primary research that *NME* music articles also demonstrate a low level of CIR content in favour for factual content. Moreover, this study has found that guest-written articles in *MOJO* demonstrate a significantly higher level of CIR content than in-house *MOJO* articles, with guest-written articles focused on praising fellow artists by recounting first-hand experiences. This is similar to the demonstration in this study that quotes from musicians are used in *NME* to legitimise claims made by in-house writers when the magazine is attempting to use CIR content. In addition, more guest-written *MOJO* articles were found to demonstrate no evidence of CIR content in comparison to in-house articles, which I argue is because guest-written articles give an insider’s view into music topics that would not be possible for in-house *MOJO* writers to achieve.

This study has hypothesised that *MOJO* readers and writers are peers, meaning *MOJO*'s in-house writers do not have a strong enough level of influence to dictate reader taste through the granting or denying of cultural legitimacy to music products. Rather, CIR content that has been observed in in-house *MOJO* articles is used to celebrate historical moments in music history which already have cultural legitimacy. This hypothesis has been developed following the observation in this study's primary research of the use of CIR content by readers in the columns "Theories, Rants etc." and "How to Buy". A similar role is seen in *NME*'s "What's On Your Headphones?" where CIR content is observed by *NME* readers but with no corresponding in-house content included. This observation conflicts with those in this study's literature review (chapter 2) that claim the music press are superior to the music press reader (Frith 1981: 165, 1996: 67 and Stratton 1982: 269).

## **6.5 Conclusion**

The study's primary research has demonstrated that *NME* has a substantial level of focus on non-music topics whereas *MOJO* has a complete focus on music topics. Moreover, this study's primary research has also shown that both *NME* and *MOJO* both use an unexpectedly low level of CIR content, with articles in the publications focused on providing readers with factual content regarding music topics rather than on dictating reader taste.

It is beyond the parameters of this study to conclude exactly why *NME* now has a substantial focus on non-music topics. However, the wide availability of *NME* could be a contributory factor in the magazine's level of focus on non-music articles. As *NME* is now free to read, it may have resulted in a broad and diluted

readership that is not as interested in music in comparison to a readership paying for a wholly music-focused magazine, such as *MOJO*. Consequently, *NME* produces a broad range of articles including those on non-music topics in order to appeal to its mixed readership. This argument may also be linked to the findings in this study that *NME* articles do not demonstrate strong levels of CIR content and instead focus on factual information, as it may now be difficult for *NME* to write effectively with strong CIR content as its readership is now too mixed and has too wide a range of interests for the magazine to effectively dictate taste. Moreover, *NME*'s broad and high readership may be contributing to advertising pressures and influences onto editorial choices of the magazine, which could be lowering the magazine's overall use of CIR content whilst further broadening the focus of articles in the publication. Similar conclusions were made by Forde (2001: 40), who found that editorial restrictions led to the removal of polyglottism in favour of "branded monoglottism" in the music press, which I contend is similar to this study's demonstration of a reduced level of CIR content in *NME* music articles.

In comparison to *NME*, *MOJO* continues to have a complete focus on music topics, as well as continuing to maintain a readership that must pay to read the magazine. As a paid-for publication, *MOJO* attracts fewer readers than *NME*. However, having a smaller readership allows *MOJO* to target a narrower and more specific demographic, allowing the magazine's content to be more targeted. Moreover, having a more specific readership than *NME* also means that *MOJO* attracts a narrower sphere of advertisers, meaning that its content has to continue to appeal to a specific demographic. Consequently, the differences between *NME* and *MOJO*'s readership demographic could be a

factor in the disparity both magazines demonstrate in music and non-music article focus.

One reason for the low level of CIR content in *NME* music articles and *MOJO* in-house articles could be the ease of access that readers now have to music-related media. As highlighted in this study's literature review (chapter 2), the proliferation of online platforms such as Spotify is leading to the awarding of cultural legitimacy by traditional CIs (such as the music press) as being an out-dated concept which is neither needed nor desired by readers, as readers can act as their own CIs when listening to music products or receive automated recommendations for music products that may appeal to them. Consequently, the reduction in influence of *NME* and *MOJO* to act as CIs for readers is leading to an increase in the provision of factual information in the magazines and a decrease in content that aims to grant or deny cultural legitimacy to music products, as an increase in the amount of factual content enables readers to become more informed about an artist to better understand if the product would interest them or not. However, although this study has found that in-house content from *NME* and *MOJO* now has a reduced influence to dictate reader taste, this does not seem to be replicated in content by third parties within the magazines, with the findings from this study's primary research suggesting that musicians still have the required level of influence to effectively grant or deny cultural legitimacy across both *NME* and *MOJO*.

Table 13 demonstrates the process by which a reduction in CIR content, accompanied by a rise in factual content, might prompt readers to act as their own CIs. As shown in Table 13, the main differences between CIR content-focused and factually-focused music reviews is how active or passive the

magazine and reader are within both processes, with a CIR content-focused review based on the traditional process whereby the reader does not have access to a music product before purchasing it. Although both review types demonstrate a magazine's ability to act as gatekeeper or recommender to readers, in a CIR-focused review the magazine takes an active role in shaping reader taste through the granting or denying of cultural legitimacy to the product, which is done whilst the reader remains passive throughout. In contrast, in a factually-focused review the magazine passively relays factual information about the product to the reader. At this point, the reader becomes active, choosing whether or not to listen to the product as a result of the factual information given to them from the article. Regardless of the reader's choice in Step 3, they will reward or deny cultural legitimacy of the music product themselves. If the reader chooses to pursue the product, the reader will then act as their own CI by deciding for themselves if they enjoy the product or not when they listen to the product.

**Table 13**

<b>The processes of awarding or denying cultural legitimacy in cultural intermediary role focused and factually-focused music reviews</b>		
	<b>CIR-focused review</b>	<b>Factually-focused review</b>
<b>Step 1</b>	Magazine ( <i>active</i> ) listens to a song (product).	Magazine ( <i>passive</i> ) writes factually-focused review of a song (product)
<b>Step 2</b>	Magazine ( <i>active</i> ) writes review granting or denying cultural legitimacy to product through CIR content. Some factual information about product is also given to add context to review.	As a result of the review, the reader ( <i>passive</i> ) is informed about the characteristics of the product, such as genre and background etc.
<b>Step 3</b>	Reader ( <i>passive</i> ) then informed through CIR content in article of whether or not the product has cultural legitimacy.	Reader ( <i>active</i> ) now has the option to decide for themselves, based on the factual information given in review, whether or not to listen to the product.
<b>Step 4</b>	Product has been given cultural legitimacy by magazine. Reader ( <i>passive</i> ) seeks to purchase product.	Reader ( <i>active</i> ) listens to product due to factual information in magazine article and acts as their own CI, rejecting or awarding cultural legitimacy in process
	<b>Or</b>	<b>Or</b>
	Product has been refused cultural legitimacy by magazine. Reader ( <i>passive</i> ) avoids product	Reader ( <i>active</i> ) decides not to listen to product due to factual information in magazine article, rejecting cultural legitimacy

The argument in this study that both *NME* and *MOJO* are now primarily focused on providing factual information over CIR content is significant, as it demonstrates a cultural change in the perception of what role the music press provides to readers as well as showing that influence is shifting towards readers. These findings contradict previous observations that CIR content in the music press has the influence to “decisively affect the way an act is perceived and received” (Negus 1992: 116). Table 13 demonstrates how the inclusion of a greater amount of factual content in a music publication might allow a magazine that is traditionally focused on dictating reader taste (such as *NME*) to continue to be relevant and useful to readers. However, the provision of factual content over CIR content in the music press conflicts with existing literature that believes that the music press must “offer an interpretation” on music products and not “simply regurgitating information” (Negus 1992: 116), with the traditional role of the music press viewed as being to “offer ideological positions relating to music” (Leonard 2007: 65-66).

As previously discussed, high levels of CIR content in *NME* and *MOJO* are most evidenced from third-parties, with *NME* relying on quotes from musicians to either legitimise the magazine’s critique or to act as the main source of CIR content in the magazine whilst the majority of CIR content in *MOJO* is in guest-written articles. However, *NME* and *MOJO* differ in that *NME* attempts to retain its tastemaking influence by demonstrating that musicians agree with their CI claims, whereas the strong levels of CIR content in guest-written *MOJO* articles have no endorsement or connection to the magazine itself. Consequently, this study hypothesises that *NME* and *MOJO* writers no longer have the level of influence required to dictate reader taste, with musicians and people in the

music industry now demonstrating a greater level of influence than *NME* and *MOJO* journalists. I argue that *NME*'s reliance on external quotes to support in-house critique of music products demonstrates the lack of authority that *NME*'s journalists have to produce CIR content, with *NME* feeling the need to legitimise their own tastes in the eyes of readers through endorsements by third-parties who share the same opinion, suggesting that *NME* considers third-parties (such as musicians) to be of a higher authority than *NME*'s writers from the readers' perspective. Similarly, a significantly greater proportion of guest-written *MOJO* articles demonstrate "Very strong" levels of CIR content in comparison to in-house articles, suggesting that musicians are judged to have a greater level of influence than in-house writers.

The differences between *NME* and *MOJO* in their use of quotes and guest-written articles to enact CIR content reflect the historical focuses of both magazines, with *NME* focused on influencing reader taste of new music products through CIR content whilst *MOJO* primarily celebrates historical music products. Consequently, present-day *NME* still produces CIR content articles but with a lessening level of influence due to its overly broad readership, leading to a reliance on third-party endorsements to support its CIR content whilst the magazine has a largely anonymous voice throughout many of its articles. Meanwhile, *MOJO* does not claim to be superior to the reader but instead continues to champion music products that already have cultural legitimisation. Consequently, *MOJO*'s content represents collaboration between reader and writer in the pursuit of greater musical knowledge, even if the collaboration by readers is largely symbolic through the act of purchasing the magazine in the first place rather than through direct article contribution (with the exception to



this being the reader content in “How to Buy” and “Theories, Rants etc.”). In contrast, *NME* is more restricted as it continues to attempt to be at the forefront of new music despite a perceived lower influence to produce CIR content and a broad readership that has a questionable degree of passion for music. *NME* continues to adhere to its historical editorial aims of being at the forefront of new music. However, the findings in this study suggest that *NME* does so in a way that is fundamentally different than what might have been previously expected, with the focus on reviews being to deliver factual content to readers so that they can act as their own CI (Table 12). This suggests that *NME* still attempts to be a part of the cultural legitimacy process but in a way that empowers the reader whilst lessening the influence of the magazine. However, it could be argued that inclusion of a music product within *NME* is still a step towards granting cultural legitimacy to the product as it encourages the reader to evaluate the product in the first place.

## 7.0. Conclusion

This study has attempted to identify if further significant changes to the role and content of the music press can be demonstrated following Forde's (2001: 24, 29) conclusion that the "polyglottic identity" and "discursive autonomy" of the music press was replaced by a "monoglottic branded identity, direction and aesthetic". In order to evaluate whether a further shift has occurred, this thesis investigated the extent to which the music press presently has the influence to dictate reader taste of music products by analysing the level of non-music topic focus and extent of CIR content in *NME* and *MOJO*.

Prior to this study's primary research taking place, it was anticipated that this study's eventual findings would show that *NME* and *MOJO* both have a minimal level of focus on non-music topics and demonstrate strong use of CIR content in order to grant or deny cultural legitimacy to music products. These hypotheses were based on the opinion that the music press has the influence to "decisively affect the way an act [music product] is perceived and received" and offers an interpretation on music rather than "simply regurgitating information sent from the publicity departments of record companies" (Negus 1992: 116). However, the findings of this study's primary research were unexpected, demonstrating that *NME* has a significant level of focus on non-music topics and that both *NME* and *MOJO* use only a minimal level of CIR content within music articles. Rather than focusing on the production of CIR-focused music articles, *NME* and *MOJO* were found to produce music articles with a primary focus on factual content, despite existing research claiming that music journalism is important in formulating and maintaining the taste cultures of readers through recommendations of new musicians and releases (such as

Michelsen 2015: 211 and Leonard 2007: 66). Consequently, the findings in this study that *NME* and *MOJO* are focused on passively producing factually-driven articles rather than on the active role of awarding or denying cultural legitimacy to a product contrast with previous research regarding the role of the music press. The primary research from this study also confirmed that *MOJO* has a complete focus on music topics, which aligned to expectation before the primary research took place (see Discussion Conclusion (5.5)).

As discussed in Quantitative Findings (chapter 4), Qualitative Findings (chapter 5) and Discussion (chapter 6), this study has concluded with the argument that *NME*'s focus on non-music topics is partly attributed to the magazine now being free to read, as this may have resulted in *NME* having a broad readership whose main interests are not focused on music. Consequently, *NME* has had to include a significant focus on non-music articles in order to appeal to a wider range of people whilst also maximising opportunities for advertising opportunities across a range of brands beyond music. In contrast, *MOJO* remains wholly focused on music topics due to its smaller readership being of a narrow demographic that is interested in purchasing a paid-for magazine specifically for its music-focused content. Moreover, this study has reasoned that the focus on factual information over CIR content in *NME* music articles and *MOJO* in-house articles is as a result of the ease in which readers can access music digitally. I argue that access to vast digital music libraries could be leading to traditional CIs being less influential, with readers no longer relying on the music press to grant cultural legitimacy to music products as they now have the option to perform the role for themselves. Consequently, *NME* and *MOJO* are increasing the level of factual content in their articles in order to

make readers better informed so that they have the option of operating as their own CIs.

### **7.1. Implications on the longevity of *NME* and *MOJO***

I contend that an increased desire by readers for factual content in music articles and a reduced level of influence of the music press to dictate reader taste will have a greater impact on *NME* than on *MOJO*. *NME*'s traditional editorial output has been to discuss and recommend new music to readers, with the magazine being at the forefront of new music and influencing the taste of readers. Consequently, any reduction in the desire for CIR content in the music press could negatively impact upon *NME* as its traditional editorial aims rely on the magazine having a strong level of influence so that writers can effectively use CIR in the granting or refusal of cultural legitimacy to music products. In contrast, a reduction the desire for CIR content in the music press will be of minimal consequence to *MOJO*, as the publication does not have a traditional editorial aim dictating reader taste. Instead, articles in *MOJO* are focused on increasing the knowledge of readers regarding historical bands and artists in a manner that celebrates music products that already have cultural legitimisation. This means that any reduction in the influence of *MOJO* writers to shape the tastes of readers will not reduce the desire for its readers to consume the magazine. Moreover, this study argues that *MOJO* readers and in-house writers are considered peers and are equally knowledgeable about music (see chapter 6) Consequently, the content in *MOJO* remains relevant and useful to readers despite a low level of CIR content being used, as its readers have never considered the granting or refusal of cultural legitimacy from in-house *MOJO* writers to be a primary reason for them to purchase the magazine.

This study argues that *NME* now has an overly broad readership, an editorial strategy that aims to cover a wide range of non-topics in order to attract a wide range of advertisers and is negatively impacted as a result of the reduced needs of the reader for CIR content that influences their taste. Consequently, I argue that *NME* is at risk of no longer fulfilling its traditional editorial aim of granting or denying cultural legitimacy in order to dictate reader taste. I foresee that *NME* will continue to reduce its level of CIR content and increase the amount of factual content within its articles, as a higher provision of factual content about an artist will give readers the knowledge required to decide themselves whether or not to peruse to artist and act as their own CI. However, even as a factually-focused outlet, *NME* must now compete with digital platforms such as Spotify and Google Play Music that not only allow instant access to music but also offer automated taste recommendations based on the previous music choices of the user. Therefore, I contend that as machine recommendations become increasingly popular, the need for traditional tastemakers like *NME* to even provide factual information about new artists will reduce, in-part because hearing a piece of music has a greater impact on influence than reading about the same piece (Shuker 1994: 93). Consequently, although it is beyond the scope of this study to confirm it, the longevity of *NME* might now be in doubt as the magazine is not only impacted upon by the lack of necessity from readers for the magazine to produce CIR content but also by the ease in which a reader can receive automated recommendations. One alternative to this that may ensure *NME*'s longevity is that the magazine increases the level of content that sees the publication act as a digest or round-up of music information based on the actions of external stakeholders and with little or no comment from *NME*'s writers themselves. As discussed in Discussion

(chapter 6), this digest/round-up content style of content is already demonstrable in the “Agenda” section of *NME* and would mean that *NME*’s pages could act as an overview of the music landscape. This would ensure that *NME*’s gatekeeping role is preserved and its interest to readers maintained, although the magazine’s influence and ability to develop CIR content would still be minimal.

In contrast to the negative outlook hypotheses regarding the longevity of *NME* based on this study’s primary and secondary research, I argue that *MOJO* will continue to be culturally significant and will have a long-term future. Unlike *NME*, *MOJO* does not have a primary aim of influencing the tastes of readers, with the majority of in-house *MOJO* articles with evidence of CIR content mostly celebrating artists or historical moments in music that already have cultural legitimacy. As highlighted in Quantitative Findings (chapter 4), Qualitative Findings (chapter 5) and Discussion (chapter 6), I argue that in-house *MOJO* writers do not and have never had a strong influence over its readers, with *MOJO* readers and in-house writers being considered peers in their knowledge and influence. This is in contrast to *NME*, who are traditionally viewed as being very influential in shaping the tastes and listening habits of readers. Although *MOJO* does not have a primary aim of granting cultural legitimacy to music products, the majority of articles in *MOJO* with “Strong” or “Very strong” CIR content (based on the CIR rating scale) are written by highly influential guest-writers from the music industry. Guest-written articles in *MOJO* offer insider knowledge to readers into the music industry that in-house writers would not be capable of and that readers are unlikely to have the opportunity to read elsewhere, meaning that guest-written articles further supplement *MOJO*

readers' already strong knowledge of music and ensure that *MOJO* continues to offer readers something that is unique to their publication. Consequently, if *MOJO* continues to produce factual in-house articles that celebrate music alongside the publishing of highly influential guest-written articles with either strong levels of CIR content or an insider's view into the music industry, the longevity of *MOJO* looks positive. Although it is beyond the scope of this study to fully demonstrate, I argue that the main problem facing *MOJO*'s longevity will be in continuing to attract new readers to a physical media. However, by catering for a highly targeted readership and focusing on content that increases reader knowledge whilst offering CIR content articles through guest-written articles, I contend that *MOJO*'s readership should remain committed for the foreseeable future.

## **7.2. Significance of this study**

The findings in this study's primary research are significant and challenge previous research claiming that CIR content is a major element of music journalism (such as Negus 1992: 116). Forde (2001) demonstrated a shift in the content and landscape of the music press following market over-saturation and an industry increasingly led by PR interventions, with the 'personality writer' style of content that was entrenched in the music press during the 1970s and 1980s being replaced by a single branded identity. This thesis has built upon Forde's work by showing that the music press is now experiencing another significant shift in the style and type of content developed by publications, with the demonstration that *NME* and *MOJO* deliver content that is primary focused on factual information rather than on CIR content and that readers now take an active role in the granting or denial of cultural legitimacy to products.

Unlike Forde (2001), this study argues that it is not internal pressures that are encouraging a shift in the content and style of the music press but rather that it is external forces that are doing so, with this study arguing that a reduction in the need for CIR content in the music press is as a result of the reader's ease of access to digital music platforms and the growing ability for readers to act as their own CI. The findings from this study's primary research are particularly noteworthy in developing our understanding of CIR as it demonstrates that the roles of the music press and readers has shifted, with readers now taking a more active role in the process of taste making whilst the music press has become increasingly passive and diminutive.

Previous studies regarding the music press have discussed its changing practices (such as Forde 2001, Brennan 2008, Lindberg et al 2001, Jones 2002) whilst the impact of the Internet on the music press has also been thoroughly researched (such as Jones 2000, Michelsen 2015), including studies noting the impact of digital media on music journalism's role as CI (Laing 2006). However, no study prior to this thesis has investigated or demonstrated how the music press is evolving in reaction to its reduced level of influence and ability to act as CIs possibility as a result of digital platforms. Consequently, I argue that this study is highly significant as a result of its primary research enhancing our understanding into areas regarding the music press and CIR content where knowledge was previously not in existence.

### **7.3. Limits of this study**

This study has investigated both *NME* and *MOJO* as part of its primary research, with the study analysing the equivalent of three months' worth of



issues during the same time period of both publications, which equates to 12 issues of *NME* and 4 issues of *MOJO*. This sample size was the largest that was possible within the time period that this study was undertaken. I maintain that the findings in this study's primary research are demonstrable of all outputs from *NME* and *MOJO* as a result of this study's robust and reliable methodology. However, some may argue that a limitation of this study is that an inadequate level of data has been analysed in this study's primary research from either *NME* or *MOJO* to allow its findings to have strong external validity. Consequently, there is a need to draw attention to the recommendation that future studies looking to investigate shifts in the music press do so by analysing issues of a specific publication until it is judged that the sample has been exhausted and adding further issues will not improve the study's external validity (Henry 1990: 118).

A significant portion of this study's findings were based on data from a rating scale used to measure the level of evidence that every article in the analysed issues of *NME* and *MOJO* demonstrated CIR content. As discussed in Methodology (chapter 3), Quantitative Findings (chapter 4) and Qualitative Findings (chapter 5), the CIR rating scale allowed semantic values to be encoded as different numerical values, meaning that the evidence of CIR content in articles could be compared and analysed to a degree that purely qualitative analysis would not allow, with every article undergoing the same strict and rigorous analysis when being placed on the CIR rating scale. Although I am confident that the CIR rating scale has strong external validity and that the findings in this study are highly reliable, one possible alternative to

qualitatively analysing every article by hand would be to utilise qualitative analysis software that assigns scores to programmable codes.

Although the findings and conclusions made from the primary and secondary research in this study are clear and well documented the significance of their findings are only representative of the physical formats of *MOJO* and *NME*, as this study does not extensively explore the digital platforms of either magazine, such as their websites or mobile/tablet outputs. Prior to this study's primary research taking place, it was deliberated for this study's primary research to also analyse the websites of *NME* and *MOJO*. However, this option was abandoned as analysing both the physical and website versions of *NME* and *MOJO* as part of this study's primary research would have been overly ambitious and too time-consuming. Moreover, upon the completion of this study and the demonstration that it has produced original and noteworthy findings, I argue that the decision to focus on physical media only was a positive choice. Analysing only the physical magazines of *NME* and *MOJO* across this study has meant that this study's research area has been narrower but more focused than if website content was also involved, which I argue has increased the depth and quality of this study's findings and conclusions as a result. However, it would be of interest for future studies to follow a similar methodology as has been used in this study's primary research in an analysis of the level of influence for digital music publications to dictate reader taste.

The research presented in this study cannot empirically demonstrate that CIR content in *NME* and *MOJO* has shifted over a period of time. This limitation means that it is not possible for this study to say whether levels of CIR in *NME* and *MOJO* were higher before the widespread use and popularity of digital

platforms across music press readers. If it was proven that CIR content was stronger in *NME* and *MOJO* in the pre-digital media landscape, it would reinforce this study's argument that the ease in which readers can digitally access music and receive automated music recommendations is reducing the overall influence of the music press to act as CIs. Consequently, it is recommended that future studies that are concerned with shifting practices of CIR content and the granting or refusal of cultural legitimacy to music products analyses *NME* and *MOJO* from pre-digital eras using a methodology similar to the one in this study.

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## Appendix 1. Primary research codebooks

MOJO issues analysed in primary research:

1. April 2016
2. May 2016
3. June 2016

<b>Publication</b>	MOJO
<b>Date</b>	April
<b>Study issue #</b>	1

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.2.1	Advertisement	Music*	Full page	N/A				
1.3.1	Backgrounder/preview/curtain-raiser	Music	Two pages	550	Complete	Contents page	Contents page highlighting articles deemed most noteworthy in issue	Contents page highlighting articles deemed most noteworthy in issue
						Overview of content in issue	Mixture of factually-driven, non journalist-led and journalist-led articles	Low level of cultural intermediary role
						Brief synopses of elements deemed key in issue	Low level of cultural intermediary role	
						"...speaks to Andrew Male about the highs and lows of life as an indie idol"		
						regular naming of		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						journalists		
						"Joni Mitchell looks back on the liberation of her jazz years"		
						Featured issue is a mixture of musicians talking about themselves and journalist colour features		
						Descriptive language evident		
1.5.1	Advertisement	Music*	Full page	N/A				
1.6.1	Timeless feature	Music	Two pages	1000	Complete	Free CD overview	Track-by-track listing and overview of free CD	Track-by-track listing and overview of free CD with insights from musician
						Description of tracks provided in free CD as part of issue	Emphasis on track selection requiring high level of knowledge	No cultural intermediary role present but high emphasis on gatekeeping role
						"...in association with Josh Homme [musician]"	Low level of persuasive language in track descriptions	
						Suggestion that musician association of what to put onto CD is important	Collaboration with musician to develop strong playlist	
						Factually-driven		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"This bespoke <i>MOJO</i> compilation reflects the work of that amalgam of players and has been assembled in association with Josh himself"		
1.8.1	Advertisement	Music*	Full page	N/A				
1.9.1	Timeless feature	Music	Full page	900	Complete	Mini interviews with celebrities about music	Untimely mini interviews with celebrities about music	Untimely mini interviews with celebrities about music
						"The stars reveal the sonic delights guaranteed to get them going"	Driven by responses and opinions of interviewees, no voice from magazine	No cultural intermediary role present from magazine, some evidence of cultural intermediary role present by interviewees
						Questions about favourite album and musicians etc.	Descriptive and persuasive language by interviewees	
						No descriptive or persuasive language from <i>MOJO</i>		
						Driven by interviewees		
						Quotes from interviewees: "...is a psychedelic masterpiece...he's a great wordsmith and writer"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.10.1	Letters to the Editor	Music	Two pages	1100	Complete	Letters to the Editor section	Letters to the Editor providing thoughts on <i>MOJO</i> and music as a whole	Letters to the Editor providing thoughts on <i>MOJO</i> and music as a whole
						Opinions and thoughts of readers	Highly descriptive and persuasive letters	Some evidence of cultural intermediary role from readers, Low evidence of cultural intermediary role present from magazine
						Issue welcome section from editor included	Some evidence of persuasive language from magazine	
						Opinions include broad music topics and opinions of <i>MOJO</i> magazine itself		
						Complaint from reader about poor ratings system in <i>MOJO</i>		
						Editor column included in section		
						Editor: It is great to hear and, during what has been a period of great sadness, it makes you realise that music is truly the ultimate celebration of life, in all its phases. That is why, as Frank Zappa		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						once remarked, music is the best		
						"Thanks for the excellent article on...it was a concise and well-written account"		
1.12.1	Soft news	Music	Two pages	750	Complete	Round-up of recent music news	Round-up of recent music news deemed important to reader by magazine	Round-up of recent music news deemed important to reader by magazine
						Section title: "What goes on!"	Factually-driven with high level of quotes from third persons	No cultural intermediary role evident
						"Hot news and bizarre stories from planet <i>MOJO</i> "	Low level of descriptive or emotive language	
						Factually-driven		
						Article driven by quotes		
						"Damon Albarn...granted status of a local king in Mali"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.14.1	Soft news	Music	Full page	650	Complete	Round-up of recent music news	Factually-driven interview with musician regarding timely music topic	Factually-driven interview with musician regarding timely music topic
						Section title: "What goes on!"	persuasive and descriptive language by interviewee	No cultural intermediary role present from magazine
						Factually-driven	No persuasive or descriptive language by writer	
						Interview by musician about timely newsworthy music topic		
						"Despite drummer Brad's death, The Specials will go on. Frontman Terry Hall explains why"		
						Interview-driven		
1.14.2	Diary items	Music	1/8 page	150	Complete	Short-form overview of recent music events	Short-form overview of recent music events deemed important to reader by magazine	Short-form overview of recent music events deemed important to reader by magazine
						Factually-driven	Connecting music news with actions of MOJO	Low evidence of cultural intermediary role
						"Expect new songs and gems from the back catalogue"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"maybe he can also tell us what happened to the phantom Strands album...reviewed in <i>MOJO</i> 261 but then mysteriously removed from release schedules"		
						Events which magazine deem important for reader		
1.15.1	Advertisement	Music*	Full page	N/A				
1.16.1	Soft news	Music	Full page	700	Complete	Round-up of recent music news	Round-up of recent music news deemed important to reader by magazine	Round-up of recent music news deemed important to reader by magazine
						Section title: "What goes on!"	Experiences of writer from a first-hand view	Low evidence of cultural intermediary role from magazine
						Factually-driven	Conclusions drawn by writer about topic	
						"Hendrix's restored Mayfair bolt-hole is now open to the public. <i>MOJO</i> has a poke about"		
						"the impression left on the modern visitor is of ordinary domestic bliss"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Stepping back into the apartment's recreated bedroom is a mooch back in time"		
						Experience of writer from a first-hand view		
						High level of quotes included		
1.17.1	Advertisement	Music*	Full page	N/A				
1.18.1	Profile/interview	Music	Full page	600	Complete	Timely interview with musician	Timely interview with musician giving preview to new album	Timely interview with musician giving preview to new album
						Preview of new album	Descriptive and persuasive language from interviewee	No cultural intermediary role evident by magazine
						"The pioneering electric rocker works on album 21"	Developing a deeper understanding of musician through their own words	
						Developing a deeper understanding of musician		
						Factually-driven		
						High level of quotes included		
						"It's got to be a good record because I did a lot of good with the last album and I'd be horrified if I undid that"		
1.19.1	Advertisement	Music*	1/2 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.19.2	Advertisement	Music*	1/2 page	N/A				
1.20.1	Colour feature	Music	Full page	1000	Complete	Section title: "MOJO playlist"	Recommended playlist developed by MOJO based on recent releases	Recommended playlist developed by MOJO based on recent releases
						Recommended playlist developed by MOJO	Descriptive and persuasive content	Low level of cultural intermediary role but Strong evidence of gatekeeping role
						"Time for this month's [playlist]...can you defend it?"	Mixture of factual and opinion content	
						"Hyde's psychobabbling makes twisted (non)sense...as the track powers forwards and upwards"		
						"elegant, sophisticated synth pop"		
1.21.1	Profile/interview	Music	Full page	700	Complete	Section title: "Self-portrait"	Self-reflective article written by musician, based on set questions	Self-reflective article written by musician, based on set questions

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Self-reflective overview written by musician	No voice from <i>MOJO</i> present in article	No cultural intermediary role present by magazine, low level of cultural intermediary role evidenced by interviewee
						Mixture of set questions not all focused on music	Persuasive and descriptive language by interviewee	
						"Music changed me by giving me a way to talk to other people and sing my emotions"		
						Developing a deeper understanding of musician		
1.21.2	Diary items	Music	1/8 page	200	Complete	Section title: "Mondo <i>MOJO</i> "	Overview of new and upcoming album releases with some comments from magazine	Overview of new and upcoming album releases with some comments from magazine
						Overview of new and upcoming album releases	Some evidence of persuasive language from magazine	Low level of cultural intermediary role
						Evidence of comments from magazine of topics	Factually-driven	
						"Now they just need to start making the reels...say it aint so"		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Quotes included from musicians		
1.22.1	Profile/interview	Music	Full page	700	Complete	Section title: "MOJO rising"	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of emerging musician
						"For fans of"	Reader education on new artist	Low evidence of cultural intermediary role
						Profile of new and upcoming artist	Gatekeeping of new music but low cultural intermediary role	
						Artist background and overview	Recommended similar bands in consumer guide-style	
						Does not expect pre-knowledge of reader		
						Recommendation of tracks		
						Driven by quotes from musician		
						"His most recent project, a bewitching trilogy of album..."		
						Factually-driven		
1.23.1	Timeless feature	Music	Full page	700	Complete	Recommendations of songs by musicians	Untimely song recommendations by musician based on broad topic	Untimely song recommendations by musician

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Untimely music recommendations by musician	Persuasive language by guest author	Very strong evidence of cultural intermediary by third-person, not by magazine
						No voice or narrative by magazine	No persuasive language from magazine	
						Driven by opinion of musician		
						Strong persuasive language		
1.24.1	Profile/interview	Music	Full page	850	Complete	Interview with musician	Interview with musician in preview of memoirs release	Preview interview with musician
						Looking deeper into character and personality of interviewee	Factually-driven but some evidence of persuasive language	Some evidence of cultural intermediary role by writer
						Interview taking place for preview of interviewee's memoirs	Attempts by journalist to produce persuasive questions	
						Driven by interviewee's answers		
						Factually-driven introduction		
						Writer: "In large swarthes, it's very revealing and painfully so"		
						Questions focused around increasing interest in memoir		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Tell us something you've never told an interviewer before"		
1.25.1	Timeless feature	Music	1/2 page	500	Complete	Section title: "Last night a record changed my life"	Musician-authored article of influential record in their life	Untimely musician-authored article of influential record in their life
						Musician-authored article	Evidence of persuasive language from writer	Very strong evidence of cultural intermediary role by third-person
						Musician discusses influential record from their past	No voice from magazine	No evidence of cultural intermediary role by magazine
						"After I heard it I had to have it"	Untimely article	
						"I steal from [this record] endlessly; I'm not done plundering these guys"		
						No voice from magazine		
						Driven by historical account of experiences from musician		
1.25.2	Advertisement	Music*	1/2 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.26.1	Timeless feature	Music	More than two pages	1200	Complete	Musician-authored article	Untimely musician-authored article	Untimely musician-authored article of noteworthy period of their career
						Untimely article discussing career	Some evidence of persuasive language by guest writer (musician)	No evidence of cultural intermediary role
						"Guitarist and co-pilot...on unexpected rapture, drugs and mustard motors"	No voice from magazine evident	
						Historical feature article and opinions from musicians	Developing new knowledge for reader about band's career	
						Driven by musicians' voices		
						"we were already ancient history and we'd not even sold a thousand records"		
						"We'd done it. We'd pulled off this legendary concert"		
						Developing a deeper understanding of historical music event and band		
1.29.1	Advertisement	Music*	Full page	N/A				
1.30.1	Profile/interview	Music	Two pages	1200	Complete	Section title: "On the road"	Profile/interview of musician in preview of upcoming album	Profile/interview of musician in preview of upcoming album

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Preview to upcoming album and live gig review	Some persuasive language evidenced by writer	Some evidence of cultural intermediary role by writer
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	
						Factually driven		
						Writer: "...who criticised [musician]for his over-reliance on covers... Surprisingly, the first person to agree with this was Bonamassa"		
						Developing a deeper understanding of musician		
						Writer: "It's both faintly ridiculous and deadly serious, as all quality entertainment should be"		
1.32.1	Timeless feature	Music	Two pages	1100	Complete	Section title: "Time machine"	Untimely feature on noteworthy occasion in music	Untimely feature on noteworthy occasion in music to develop reader knowledge
						Untimely feature on previous noteworthy events in music	Factually-driven but containing persuasive arguments	Strong evidence of cultural intermediary role from writer

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Profile of music agent	Development of reader knowledge of past event	
						Factually-driven		
						"...he loved music and wanted the best for the singers and musicians he represented"		
						"a superbly imaginative album"		
						"It was a triumph..."		
1.34.1	Advertisement	Music*	Two pages	N/A				
1.36.1	Obituaries	Music	Two pages	1000	Complete	Section title: "Real gone"	Biographical overview of deceased musician's life and work	Biographical overview of deceased musician's life and work
						Obituary of musician	Some evidence of persuasive language by writer	Low evidence of cultural intermediary role
						Factual overview of musician's life	Heavy use of quotes from musician to drive option	
						Driven by quotes from profiled musician		
						Writer..."[album defined the Californian sound: mellow, melodic, country rock with sophisticated layers of harmony and guitars"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.38.1	Obituaries	Music	Full page	550	Complete	Section title: "Real gone"	Biographical overview of deceased musician's life and work	Biographical overview of deceased musician's life and work
						Obituary of musician	Some evidence of persuasive language by writer	Low evidence of cultural intermediary role
						Factual overview of musician's life	Heavy use of quotes from musician to drive option	
						Driven by quotes from profiled musician	Writer draws conclusions on character of profiled musician	
						Writer: "...he looked more like Peter & Gordon's Peter Asher with a Brian Jones barnet than a rock revolutionary in the making"		
						Written in first-person perspective of writer		
1.39.1	Obituaries	Music	Full page	125	Complete	Section title: "Real gone"	Biographical overview of deceased musician's life and work	Biographical overview of deceased musician's life and work
						Obituary of musician	No persuasive language from magazine	No evidence of cultural intermediary role
						Factual overview of musician's life		
						Driven by historical actions of life of musician		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.39.1	Obituaries	Music	Full page	375	Complete	Section title: "Real gone"	Biographical overview of deceased musician's life and work	Biographical overview of deceased musician's life and work
						Obituary of musician	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role by writer
						Factual overview of musician's life	Writer draws conclusions on character of profiled musician	
						Writer: "...as president of Mott's fan club for four years, this writer recalls Buffin's extraordinary consideration when it came to writing newsletters."		
						"A quiet soul with a devilish sense of humour"		
						Written in first-person perspective of writer		
1.40.1	Profile/interview	Music	More than two pages	4000	Complete	Profile of musician	Profile/interview of musician in preview of upcoming memoirs	Profile/interview of musician in preview of upcoming memoirs
						Interview for preview of upcoming memoirs	Some persuasive language evidenced by writer	Some evidence of cultural intermediary role by writer



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	
						Factually driven		
						Description of musician's character by writer		
						Writer describes interview from first-person		
						Developing a deeper understanding of musician		
						"There's a caution around at the edge of Thorn's voice, in how she answers "no" certain questions... it's a note of distance"		
						Writer: "You write beautifully in both books"		
1.46.1	Profile/interview	Music	More than two pages	1600	Complete	Profile of band	Profile/interview of band in preview of upcoming album	Profile/interview of band in preview of upcoming album
						Interview for preview of upcoming album	Some persuasive language evidenced by writer	Some evidence of cultural intermediary role by writer

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Driven by words of interviewee	Developing deeper profile of bandn through factual information and interview	
						Factually driven	Writer draws conclusions on character of profiled musician	
						Writer: [Field Music's influence] can now be heard on younger bands. "Oh, do you reckon?" Peter [musician] says surprised		
						Developing a deeper understadning of band		
						"There's just time to reflect on a theory that MOJO has posited: that Field Music remain the most creatively free band in Britain"		
						"The other strand of Field Music's enduring career narriative is the DIY ethic"		
1.50.1	Profile/interview	Music	More than two pages	4000	Complete	Profile of musician	Profile/interview of musician in preview of upcoming album	Profile/interview of musician in preview of upcoming album

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Interview for preview of upcoming album	Highly persuasive language by writer	Very strong evidence of cultural intermediary role
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	
						Factually driven	Writer draws conclusions on character of profiled musician	
						Writer: "Three hours fly by. He's [musician] easy company"		
						Developing a deeper understanding of musician		
						Writer: "What he did next was pure rock revolution"		
						Writer: "[songs]...were gamechangers, for The Kinks and for the entire era"		
1.58.1	Profile/interview	Music	More than two pages	2000	Complete	Profile of musician	Profile/interview of musician in preview of upcoming album	Profile/interview of musician in preview of upcoming album
						Interview for preview of upcoming album	Highly persuasive language by writer	Very strong evidence of cultural intermediary role from magazine

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	
						Factually driven	Writer draws conclusions on character of profiled musician	
						Writer: "This craggy 73-year-old's guitar-playing somehow calls to mind the fabled intricacy of Pentangle heavy-hitters John Renourn and Bert Jansch, the muscular authority of Jimmy Page and the maverick edge of Roy Harper"		
						Developing a deeper understanding of musician		
						Writer: "The Godfather of experimental rock guitar"		
1.62.1	Profile/interview	Music	More than two pages	3800	Complete	Musician profile	Profile of musician based around historical overview	Profile of musician based around historical overview by peers
						Interviews with people close to profiled musician	Developing deeper understanding of artist	Some evidence of cultural intermediary role by third-person

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven	Persuasive language by interviewees	No evidence of cultural intermediary role by magazine
						High level of stakeholder quotes	No voice evidenced by writer	
						Use of historical reviews from music magazines		
						Interviewee: "I first went to see Jaco live in 1979...and it blew my mind"		
1.70.1	Profile/interview	Music	More than two pages	6000	Complete	Profile of musician	Profile/interview of musician in preview of upcoming album	Profile/interview of musician in preview of upcoming album
						Interview for preview of upcoming album	Highly persuasive language by writer	Very strong evidence of cultural intermediary role by writer
						Driven by words of interviewee	Highly persuasive language by interviewees	Very strong evidence of cultural intermediary role by third-person
						Factually driven	Developing deeper profile of musician through factual information and interview	
						Developing a deeper understanding of musician	Writer draws conclusions on character of profiled musician	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Writer: "Post Pop Depression is the most sonically rich, consistent and satisfying Iggy Pop album in almost 40 years"		
						Writer: "for the next two hours in conversation, he reveals an appetite for selfanalysis that age cannot wither"		
						Longform quotes from musicians describing their favourite songs		
1.76.1	Colour feature	Music	Full page	700	Complete	Colour feature around experience of producing an album	Music-written piece around the experiences of producing an album	Music-written piece around the experiences of producing an album
						Factual overview of album's development	Evidence of persuasive language from writer	Very strong evidence of cultural intermediary role by third-person
						Guest article by artist	No voice evidenced by writer	
						"The record goes up and down, and the songs go up and down. It's fucking awesome. Your life converges at this moment that you've thought about for a long time, all of a sudden. You know it		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						will never happen again"		
1.77.1	Backgrounder/preview/curtain-raiser	Music	Full page	900	Complete	Musician-written piece	Musician-written piece of track-by-track overview of new album	Musician-written piece of track-by-track overview of new album
						Track-by-track overview of new album by musician	Evidence of persuasive language from writer	No evidence of cultural intermediary role
						[About song] " I started getting the chills. That catalyst freed everybody."	No voice evidenced by writer	
						About song "That lyric is so intense"		
1.80.1	Timeless feature	Music	1/2 page	1000	Complete	Feature of perceived best songs from artist	First-person perspective 'best songs' feature around artist	First-person perspective 'best songs' feature around artist
						Written in first-person perspective of writer	Evidence of persuasive language from writer	Some evidence of cultural intermediary role by writer
						"The anthemic I'm Bored – clearly an influence on Mudhoney and the grunge snarks who would emerge 10	Development of reader knowledge of artist's discography	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						years later – reflected the uncertainty about his place in this new world"		
						List of best songs picked by writer		
						Factually-driven overview of songs		
						"but the 'no sell-out' sentiment is beautifully carried by Pop's voice. The result is a tune that sounds like a note-to-self on the ongoing juxtaposition of fame versus genuine mainstream success – an irony bearing in mind that Iggy's duet with The B-52's' Kate Pierson"		
1.84.1	Review - album	Music	Two pages	1000	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Evidence of persuasive language from writer	Strong evidence of cultural intermediary role from writer
						Use of star rating	Development of reader's deeper understanding of artist	



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"A dark masterpiece"		
						Factually-driven		
						"Mortality, disillusionment, loss and betrayal: it's all there, in only a few precious words"		
						Analysis of lyrics		
1.85.1	Profile/interview	Music	1/4 page	450	Complete	Interview with musician	interview with musician around upcoming album review	interview with musician around upcoming album review
						Interview in preview of new album	No evidence of persuasive writing from writer	No evidence of cultural intermediary role by magazine
						Structured interview	No strong voice from magazine	
						Discussion of new album		
						Content driven by interviewee		
1.85.2	Review - album	Music	More than two pages	7000	Complete	Selection of album reviews	Selection of short-form timely album reviews	Selection of short-form timely album reviews
						Section title: Filter albums	Some evidence of persuasive language from writer	Some evidence of cultural intermediary role by writer
						Short-form reviews	Mixture of factual and opinion content	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Star rating used		
						"Paraguay posits him lolloping off to retirement, telling everyone to fuck off. Way to go! But after such a rebirth, that can't be it, surely?"		
						"The arbiters of cool probably won't" look upon The Feeling any more kindly, but this is another tranche of top tunes		
1.87.1	Review - album	Music	1/4 page	500	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Use of star rating	Development of reader's deeper understanding of artist	
						Factually-driven		
						Track-by-track overview		
						[album] "passes with distinction"		
						"crack the code to timeless melody"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.88.1	Review - album	Music	1/2 page	500	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						"The music here and in the upcoming volumes "...writes Cash in the sleevenotes "...is a statement of accumulated genius"	Some evidence of persuasive language by third persons	
						Overview of artist	Development of reader's deeper understanding of artist	
						Use of star rating		
						Factually-driven		
						"We should all be glad that Loretta Lynn is still around"		
						"She remains a force to be reckoned with"		
1.89.1	Review - album	Music	1/2 page	400	Complete	Round-up of reviews which are similar in style	Timely review of new album	Timely review of new album
						Timely article	Some evidence of persuasive language by writer	Low level of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"...winning him such fans as [famous musicians]"	Suggestion that musician fans are important to cultural legitimacy of artist	
						Overview of artists	Development of reader's deeper understanding of artist	
						Use of star rating	Emphasis on track description rather than persuasion	
						Factually-driven		
						"Some [songs] are sparser and bluesier, others with a fine, swampy groove"		
1.90.1	Review - album	Music	1/2 page	400	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Some evidence of persuasive language by writer	Strong evidence of cultural intermediary role from writer
						"...daring those who didn't take them seriously to enter their territory and say it to their faces"	Development of reader's deeper understanding of artist	
						Overview of artist	Writer draws conclusions on character of profiled musician	
						Use of star rating		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven		
						"I Can Change is carried on a flimsy keyboard setting that sounds like it belongs in an adult education dance class"		
						"...it feels as if Primary Scream finally have some idea of what they want to be when they grow up"		
1.91.1	Review - album	Music	1/2 page	400	Complete	Round-up of reviews which are similar in style	Timely review of new album	Timely review of new album
						Timely article	Some evidence of persuasive language by writer	Low level of cultural intermediary role
						"...witary, ethereal and strangely bewitching"	Development of reader's deeper understanding of artist	
						Overview of artist	Emphasis on track description rather than persuasion	
						Use of star rating		
						"This is Youngs at his absolute best"		
						"...a gorgeous new album"		
1.93.1	Review - album	Music	1/2 page	400	Complete	Round-up of reviews which are similar in style	Timely review of new album	Timely review of new album

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Timely article	Some evidence of persuasive language by writer	Low level of cultural intermediary role
						"on the surface , intimidating, on reality playful and fun"	Development of reader's deeper understanding of artist	
						Factually-driven	Emphasis on track description rather than persuasion	
						Overview of artist		
						Use of star rating		
						"the effect is beautifully hypnotic"		
						"it's a pleasant surprise to report that their album isn't bad at all"		
1.95.1	Advertisement	Music*	1/2 page	N/A				
1.96.1	Review - album	Music	Full page	500	Complete	Round-up of reviews which are similar in style	Timely review of new album	Timely review of new album
						Timely article	Low level of persuasive language by magazine	Low level of cultural intermediary role
						"jolts from idle percussive pitter-patter and axe noodling into a riff-laced groove fest"	Emphasis on track description rather than persuasion	
						Factually-driven		
						Overview of artist		
						No star rating used		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"with displaced violin fragments spiking juddering subatomic bass"		
						"crackly golden-era jazz loops"		
1.97.1	Advertisement	Music*	1/2 page	N/A				
1.97.2	Advertisement	Music*	1/2 page	N/A				
1.98.1	Advertisement	Music*	1/2 page	N/A				
1.98.2	Advertisement	Music*	1/4 page	N/A				
1.99.1	Advertisement	Music*	Two pages	N/A				
1.99.2	Advertisement	Music*	1/2 page	N/A				
1.100.1	Review - album	Music	Two pages	1000	Complete	Review of reissue album releases	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Filter reissues"	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Star rating used	Writer draws conclusions on character of profiled musician	
						"[Writer] has his pastoral mind blown"		
						Factually-driven		
						Overview of reissue's contents		
						Historical overview of artist		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						" buffeting noisescapes smothered Pearce's bright melodies and distant, pensive lyrics"		
						"A frail mist-wreathed folk song overwhelmed by the darker rumblings of a more elemental nature"		
						"a state of shadowy perfection"		
1.102.1	Review - album	Music	More than two pages	3000	Complete	Series of short-form reviews of reissue albums	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Filter reissues"	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Star rating used	Writer draws conclusions on character of profiled musician	
						"his steel-hard, knife-sharp singing and tempestuous banjo and guitar playing seemed like the very bones and sinews of Appalachian old-time music"	High level of descriptive language	
						Factually-driven		
						Historical overview of artist		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"the melodies and approaches heard here are rooted in an older sensibility and expressed through a wondrous variety of sounds"		
						"it's the non singles that stop you in your tracks"		
1.103.1	Review - album	Music	Full page	500	Complete	Review of album reissue	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Filter reissues"	Evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Star rating used	Writer draws conclusions on character of profiled musician	
						Factually-driven		
						Historical overview of artist		
						Quotes from other musicians about the reviewed musician		
						"on this evidence it's safe to say it didn't work"		
						"music that shouldn't have been made public"		
1.104.1	Review - album	Music	1/2 page	500	Complete	Review of album reissue	Timely review of reissue albums	Timely review of reissue albums

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Section title: "Filter reissues"	Evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Star rating used	Mixture of factual and persuasive content	
						Factually-driven		
						Historical overview of artist		
						Overview of reissue's contents		
						"it's [the album's] many treasures include..."		
						"Sgt Fury is particularly ace"		
1.105.1	Review - album	Music	1/4 page	140	Complete	Review of album reissue	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Vinyl album of the month"	Low level of persuasive language by magazine	Low level of cultural intermediary role
						No star rating used	Factually-driven	
						Historical overview of artist		
						"Thirty-nine [songs] more reasons to love and admire the guy [reviewed musician]"		
1.106.1	Review - album	Music	1/2 page	450	Complete	Review of album reissue	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Reissue extra"	Low level of persuasive language by magazine	Low level of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						No star rating used	Discussion of importance of musician on music as a whole, rather than album	
						Historical overview of artist		
						"Levan's experiments lit the way for house and the future of dance."		
						High level of factual information		
1.108.1	Review - album	Music	Full page	500	Complete	Review of album reissue	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Filter buried treasure"	No evidence of persuasive language by magazine	Low level of cultural intermediary role
						No star rating used	High level of descriptive language	
						Historical overview of artist		
						Driven by quotes from reviewed artist		
						Overview of artist's discography		
						"The resulting album – ostensibly a Christian folk record – captured a man flickering between despair and hope, casting out the drug demons whilst trying to find room for a more spiritually rewarding presence."		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.109.1	Advertisement	Music*	1/2 page	N/A				
1.109.2	Advertisement	Music*	1/2 page	N/A				
1.110.1	Colour feature	Music	Two pages	1500	Complete	Buyers guide	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Filter buried treasure"	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role
						No star rating used	Use of reader comments to form overall opinion of magazine	
						Historical overview of artist		
						Driven by quotes from reviewed artist		
						Overview of artist's discography		
						"Fasten seat belts but suspend all earthly constraints for the strangest, most astonishing music in history."		
						Use of historical music reviews in article		
						"You Say: "Very different, but still epic and cosmic." Paul Fenn, via e-mail"		
1.112.1	Review - book	Music	Full page	500	Complete	Section title: "Filter books"	Timely review of music-focused book	Timely review of music-focused book

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Review of music-focused book	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Historical overview of band from book	Use of authors' thoughts to develop insights on featured band	
						Driven by quotes and insights from book		
						Writer: "Given what a life-affirming rock band they were, the hardest truth to swallow from this tale is how rock'n'roll ultimately couldn't save The Replacements from themselves."		
						Writer: "Mehr [book author] also happens to be a committed journalist, whose diligence in interviewing 220 people during six years of research delivers telling footnotes"		
1.113.1	Review - book	Music	Full page	1100	Complete	Section title: "Filter books"	Timely selection of reviews of music-focused books	Timely review of music-focused book
						Roundup of short-form reviews of music-focused books	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Historical overview of band from book	Use of authors' thoughts to develop insights on featured band	
						Driven by quotes and insights from book		
						"To colourful anecdotes like those, add rare photos and you have another essential Motown work"		
1.114.1	Review - film	Music	Full page	600	Complete	Section title: "Filter screen"	Timely review of music-focused film	Timely review of music-focused film
						Review of music-focused film	Praise from other musicians about featured musician marked as being of particular note	Some evidence of cultural intermediary role from writer
						"When Bob Dylan and Prince, both genre-busting music geniuses and dedicated avoiders of the limelight, step forward to sing your praises with obvious sincerity and deep affection, you've got your proper respect."	Some evidence of persuasive language by writer	
						" earthshaking, spirits-lifting, soul, gospel and blues-folk singer"		
						Overview of featured artist from film		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Historical background of featured artist		
1.115.1	Advertisement	Music*	Full page	N/A				
1.116.1	Review - live	Music	More than two pages	800	Complete	Section title: "Filter lives"	Timely review of live music performance	Timely review of live music performance
						Star rating used	High level of factual information	Some evidence of cultural intermediary role from writer
						Review of recent live music performance	Some evidence of persuasive language by writer	
						"The delight of seeing Joanna Newsom performing live is that as an artist and a person, she won't fit any design. She is complex and unpredictable."		
						Overview of musician		
						Historical background of musician		
						Factually-driven		
1.118.1	Review - live	Music	Full page	500	Complete	Section title: "Filter lives"	Timely review of live music performance	Timely review of live music performance
						Star rating used	High level of factual information	Some evidence of cultural intermediary role from writer

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Review of recent live music performance	Some evidence of persuasive language by writer	
						"If the album was an impressive step up from their debut, it is on this tour, which began at Leicester's National Space Centre in February 2015 and has included Gene Kranz, NASA flight director for the Apollo programme, turning up at a gig with a CD he wanted signed, that J Willgoose, Esq and Wrigglesworth have outgrown caveats about their modus operandi"		
						Overview of musician		
						Historical background of musician		
						Factually-driven		
1.119.1	Advertisement	Music*	Full page	N/A				
1.120.1	Advertisement	Music*	1/4 page	N/A				
1.120.2	Advertisement	Music*	1/4 page	N/A				
1.120.3	Advertisement	Music*	1/4 page	N/A				
1.120.4	Advertisement	Music*	1/8 page	N/A				
1.120.5	Advertisement	Music*	1/8 page	N/A				



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.121.1	Advertisement	Music*	Full page	N/A				
1.122.1	Advertisement	Music*	1/4 page	N/A				
1.122.2	Advertisement	Music*	1/4 page	N/A				
1.122.3	Advertisement	Music*	1/4 page	N/A				
1.122.4	Advertisement	Music*	1/4 page	N/A				
1.122.5	Advertisement	Music*	1/4 page	N/A				
1.122.6	Advertisement	Music*	1/8 page	N/A				
1.122.7	Advertisement	Music*	1/8 page	N/A				
1.122.8	Advertisement	Music*	1/8 page	N/A				
1.123.1	Advertisement	Music*	Full page	N/A				
1.124.1	Advertisement	Music*	Two pages	N/A				
1.126.1	Letters to the Editor	Music	Full page	1000	Complete	Section title: "Ask Fred"	Untimely Letters to the Editor music-focused questions section	Untimely Letters to the Editor music-focused questions section
						Letters to the Editor questions section	Development of reader's deeper understanding of music	No evidence of cultural intermediary role from writer
						Readers ask questions to magazine about music-focused topics	No evidence of persuasive language by magazine	
						Question: "who was the most successful boxer to perform as a singer?"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven		
1.128.1	Advertisement	Music*	Full page	N/A				
1.129.1	Advertisement	Music*	1/8 page	N/A				
1.129.2	Advertisement	Music*	1/8 page	N/A				
1.129.3	Advertisement	Music*	1/4 page	N/A				
1.129.4	Advertisement	Music*	1/4 page	N/A				
1.129.5	Advertisement	Music*	1/4 page	N/A				
1.130.1	Timeless feature	Music	Full page	800	Complete	Section title: Hello Goodbye	Musician-authored article regarding their musical career	Musician-authored article regarding their musical career
						Historical overview of the rise and fall of famous band	No voice from magazine present	No evidence of cultural intermediary role
						Guest written by featured musician	No persuasive language used	
						Written in first-person		
						Factually-driven		
1.131.1	Advertisement	Music*	Full page	N/A				
1.132.1	Advertisement	Music*	Full page	N/A				

<b>Publication</b>	MOJO
<b>Date</b>	May
<b>Study issue #</b>	2

Article number	Content analysis					Thematic analysis		
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.2.1	Advertisement	Music*	Full page	N/A				
2.3.1	Backgrounder/preview/curtain-raiser	Music	Two pages	450	Complete	Contents page	Contents page highlighting articles deemed most noteworthy in issue	Contents page highlighting articles deemed most noteworthy in issue
						Overview of content in issue	Mixture of factually-driven, non-journalist-led and journalist-led articles	Low level of cultural intermediary role
						Brief synopses of elements deemed key in issue	Low level of cultural intermediary role	
						"[musicians] play Tom Doyle the records that shaped their sound"		
						regular naming of journalists		
						" David Fricke dives into the free-form genius and insanity of the jazz trumpeter's electric '70s."		
						Featured issue is a mixture of musicians talking about themselves and journalist colour features		
						Descriptive language evident		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.5.1	Advertisement	Music*	Full page	N/A				
2.6.1	Timeless feature	Music	Two pages	1300	Complete	Free CD overview	Track-by-track listing and overview of free CD	Track-by-track listing and overview of free CD with insights from musician
						Description of tracks provided in free CD as part of issue	Emphasis on track selection requiring high level of knowledge	Strong level of cultural intermediary role
						"This 15-track collection reflects that fecund period from '66 onwards.Welcome,then,to a journey into the dark heart of 60s pop..."	Suggestion of magazine having a good understanding of historical music and what the reader would enjoy	
						Suggestion that musician association of what to put onto CD is important		
						Factually-driven		
						Overview of historical aspects of music		
						"the epitome of the snarling, fuzz-toned garage-punk aesthetic that developed that year. A radical sounding record,it remains their defining statement.		
2.8.1	Advertisement	Music*	1/2 page	N/A				
2.8.2	Advertisement	Music*	1/2 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.9.1	Timeless feature	Music	Full page	900	Complete	Mini interviews with celebrities about music	Untimely mini interviews with celebrities about music	Untimely mini interviews with celebrities about music
						"The stars reveal the sonic delights guaranteed to get them going"	Driven by responses and opinions of interviewees, no voice from magazine	No cultural intermediary role present from magazine
						Questions about favourite album and musicians etc.	Descriptive and persuasive language by interviewees	Strong evidence of cultural intermediary role present by interviewees
						No descriptive or persuasive language from <i>MOJO</i>	No voice from magazine	
						Driven by interviewees		
						Quotes from interviewees: "We're all Stevie Wonder fanatics, so it has got to be Songs In The Key Of Life. It captures the spirit of the man and the spirit of life itself"		
2.10.1	Letters to the Editor	Music	Full page	1500	Complete	Letters to the Editor section	Letters to the Editor providing thoughts on <i>MOJO</i> and music as a whole	Letters to the Editor providing thoughts on <i>MOJO</i> and music as a whole
						Opinions and thoughts of readers	Highly descriptive and persuasive letters	Strong evidence of cultural intermediary role from readers, some evidence of cultural intermediary role present from magazine

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Issue welcome section from editor included	Some evidence of persuasive language from magazine	
						Opinions include broad music topics and opinions of <i>MOJO</i> magazine itself		
						Complaint from reader about poor ratings system in <i>MOJO</i>		
						Editor column included in section		
						Editor: It is great to hear and, during what has been a period of great sadness, it makes you realise that music is truly the ultimate celebration of life, in all its phases. That is why, as Frank Zappa once remarked, music is the best		
						Reader: "At last! Some proper coverage of a proper band in your pages!"		
2.12.1	Soft news	Music	Two pages	550	Complete	Round-up of recent music news	Round-up of recent music news deemed important to reader by magazine	Round-up of recent music news deemed important to reader by magazine
						Section title: "What goes on!"	Factually-driven with high level of quotes from third persons	No cultural intermediary role evident

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Hot news and bizarre stories from planet <i>MOJO</i> "	Low level of descriptive or emotive language	
						Factually-driven		
						Article driven by quotes		
						Overview of featured artist's discography and history		
2.14.1	Soft news	Music	Full page	400	Complete	Round-up of recent music news	Factually-driven interview with musician regarding timely music topic	Factually-driven interview with musician regarding timely music topic
						Section title: "What goes on!"	persuasive and descriptive language by interviewee	No cultural intermediary role present from magazine
						Factually-driven	No persuasive or descriptive language by writer	
						Interview by musician about timely newsworthy music topic		
						Written by third-person musician, not journalist		
						First-person perspective		
						"Working [on sessions] in those big beautiful rooms, with engineers and producers of exceptional technical and interpersonal abilities"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.14.2	Soft news	Music	Full page	180	Complete	Short-form overview of recent music events	Short-form overview of recent music events deemed important to reader by magazine	Short-form overview of recent music events deemed important to reader by magazine
						"It kicks off with the first London show in 20 years from Liverpool's The Stairs on March 24"	No persuasive or descriptive language by writer	No evidence of cultural intermediary role
						The original line up of Crescent City funkmaestros The Meters... will reunite for a show at New Orleans' newly-restored Orpheum Theatre"	Factually and observationally-driven	
						Events which magazine deem important for reader		
2.15.1	Advertisement	Music*	Full page	N/A				
2.16.1	Soft news	Music	Full page	550	Complete	Timely interview with musician	Timely interview with musician giving preview to new album	Timely interview with musician giving preview to new album
						Preview of new album	Descriptive and persuasive language from interviewee	No cultural intermediary role evident



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"[Artist] about to embark on a 33rd solo work, but before that there is VdGG's first all-new studio album since 2011's A Grounding In Numbers"	Developing a deeper understanding of musician through their own words	
						Developing a deeper understanding of musician	No persuasive or descriptive language by writer	
						Factually-driven		
						High level of quotes included		
2.17.1	Advertisement	Music*	Full page	N/A				
2.18.1	Colour feature	Music	Full page	800	Complete	Section title: "MOJO playlist"	Recommended playlist developed by MOJO based on recent releases	Recommended playlist developed by MOJO based on recent releases
						Recommended playlist developed by MOJO	Descriptive and persuasive content	Low level of cultural intermediary role and strong evidence of gatekeeping role
						Subheading: "Are you id and ego in futile war? Then tune in for rock..."	Mixture of factual and opinion content	
						"Duncan Jones [son of David Bowie] called [tribute to his father] beautiful"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"her femme fatale swoons trading blows with his jagged guitars in brilliantly doomy fashion."		
2.19.1	Profile/interview	Music	Full page	380	Complete	Section title: "Self-portrait"	Self-reflective article written by musician, based on set questions	Self-reflective article written by musician, based on set questions
						Self-reflective overview written by musician	No voice from <i>MOJO</i> present in article	No cultural intermediary role present by magazine and Low evidence of cultural intermediary role present by interviewees
						Mixture of set questions not all focused on music	Persuasive and descriptive language by interviewee	
						"Music changed me... because I saw it was a good way of getting off that council estate and seeing the world. I never showed an innate talent for music, it was always the visual arts for me, but it was a currency I could work in, and to be honest I thought I could impress more girls with a guitar"		
						Developing a deeper understanding of musician		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.19.2	Diary items	Music	1/8 page	200	Complete	Section title: "Mondo <i>MOJO</i> "	Overview of new and upcoming album releases with some comments from magazine	Overview of new and upcoming album releases with some comments from magazine
						Overview of new and upcoming album releases	Low evidence of persuasive language from magazine	Low level of cultural intermediary role
						"...good to hear KANYE WEST sampling Section 25's 1981 track hit on his track FML"	Factually-driven	
						Evidence of comments from magazine of topics		
						mutterings in February said the humble cassette is making a comeback, if new Record Store Day releases and tape editions by The Arcade Fire are an indication"		
						Quotes included from musicians		
2.20.1	Profile/interview	Music	Full page	400	Complete	Section title: " <i>MOJO</i> rising"	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of emerging musician
						"For fans of"	Reader education on new artist	Low evidence of cultural intermediary role
						Profile of new and upcoming artist	Gatekeeping of new music but low cultural intermediary	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
							role	
						Artist background and overview	High level of descriptive language but low level of persuasive language	
						Does not expect pre-knowledge of reader		
						Recommendation of tracks		
						Driven by quotes from musician		
						"It often has a wide-eyed, ingenuous mood-plus a hum of chorus and delay effects-that suggests the 1990s' dream pop' of Lush."		
						Factually-driven		
2.21.1	Timeless feature	Music	Full page	320	Complete	Recommendations of songs by musicians	Untimely song recommendations by musician based on broad topic	Untimely song recommendations by musician
						Untimely music recommendations by musician	Persuasive language by guest author	Very strong evidence of cultural intermediary by third-person, not by magazine

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						No voice or narrative by magazine	No persuasive language from magazine	
						Driven by opinion of musician		
						Strong persuasive language		
						"It's very simple, but beautiful"		
						"It's a ZZ Top deep cut, an incredible song"		
2.22.1	Profile/interview	Music	Full page	700	Complete	Interview with musician	Interview with musician in preview of memoirs release	Preview interview with musician
						Looking deeper into character and personality of interviewee	Factually-driven but some evidence of persuasive language	No evidence of cultural intermediary role
						Interview taking place for preview of interviewee's new album and documentary	Attempts by journalist to produce persuasive questions	
						Driven by interviewee's answers		
						Factually-driven introduction		
						Questions focused around increasing interest in memoir		
						"Tell us something you've never told an interviewer before"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"all these great people took time out to write me songs to sing: Benjamin Booker, Nick Cave, Neko Case, Ben Harper, Valerie June"		
2.23.1	Timeless feature	Music	1/2 page	260	Complete	Section title: "Last night a record changed my life"	Musician-authored article of influential record in their life	Untimely musician-authored article of influential record in their life
						Musician-authored article	Evidence of persuasive language from writer	Very strong evidence of cultural intermediary role by third-person
						Musician discusses influential record from their past	No voice from magazine	No evidence of cultural intermediary role by magazine

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"I don't even remember whether my nan had a colour TV, but it seemed when Bowie came on doing Starman, it was the moment the world properly went in colour. I'd seen nothing like it before. The tune, to be honest, is basically Somewhere Over The Rainbow- a lot of the early Bowie stuff is very showtune-esque- and it just came to life."	Untimely article	
						No voice from magazine		
						Driven by historical account of experiences from musician		
2.23.2	Advertisement	Music*	1/2 page	N/A				
2.24.1	Profile/interview	Music	Full page	500	Complete	Section title: "MOJO rising"	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of emerging musician
						Profile of new and upcoming artist	Reader education on new artist	Low evidence of cultural intermediary role
						Artist background and overview	Low evidence of persuasive language from magazine	
						Does not expect pre-knowledge of reader	Recommended similar bands in consumer guide-	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
							style	
						Recommendation of tracks		
						Driven by quotes from musician		
						"Her meditative, spectral dreamscapes which, with her quivering vocals and desolate harmonium drone-chords, seem inescapably infused with her Middle Eastern roots."		
						Factually-driven		
2.25.1	Advertisement	Music*	1/2 page	N/A				
2.25.2	Advertisement	Music*	1/4 page	N/A				
2.25.3	Advertisement	Music*	1/4 page	N/A				
2.26.1	Timeless feature	Music	Two pages	900	Complete	Musician-authored article	Untimely musician-authored article	Untimely musician-authored article of noteworthy period of their career
						Untimely article discussing career	Some evidence of persuasive language by guest writer (musician)	No evidence of cultural intermediary role



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Lovin' Spoonful bass player Steve Boone on getting pinched, bad advice and being ostracised by the freaks."	No voice from magazine evident	
						Historical feature article and opinions from musicians	Developing new knowledge for reader about band's career	
						Driven by musicians' voices		
						"He might have been closer with John [Sebastian, frontman]and longer friends, but on the road Zally [Yanofksy, guitar and voice] and I were the two together."		
						Developing a deeper understanding of historical music event and band		
2.28.1	Timeless feature	Music	Two pages	500	Complete	Musician-authored article	Untimely musician-authored article	Untimely musician-authored article of noteworthy period of their career
						Untimely article discussing career	Some evidence of persuasive language by guest writer (musician)	No evidence of cultural intermediary role
						Historical feature article and opinions from musicians	No voice from magazine evident	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Driven by musicians' voices	Developing new knowledge for reader about band's career	
						Factually-driven		
2.29.1	Advertisement	Music*	1/2 page	N/A				
2.29.2	Advertisement	Music*	1/2 page	N/A				
2.30.1	Colour feature	Music	Two pages	950	Complete	Section title: "On the road"	Profile/interview of musician in preview of upcoming album	Profile/interview of musician through review of live performances
						Live gig review and profile of band	Some persuasive language evidenced by writer	Very strong evidence of cultural intermediary role by writer
						Driven by historical overview and factual account of performances	Developing deeper profile of musician through factual information and interview	
						Factually driven		
						Writer: "Across at Kingston University's Arthur Cotterell Theatre, the fledgling five-man team's mind-blowing dexterity is underscored right from the very start"		
						Developing a deeper understanding of musicians		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"that's the point with this remarkable group: the medley itself, while 'progressive' in its navigation from track to track, never lapses into onanistic noodling."		
2.32.1	Timeless feature	Music	Two pages	1500	Complete	Section title: "Time machine"	Untimely feature on noteworthy occasion in music	Untimely feature on noteworthy occasion in music to develop reader knowledge
						Untimely feature on previous noteworthy events in music	Factually-driven band historical	No evidence of cultural intermediary role by magazine
						Profile of music agent	Development of reader knowledge of past event	
						Factually-driven	No persuasive language from magazine	
						"Finally, The Bangles' Eternal Flame had reached the top of the UK singles chart"		
						"Paul McCartney receives the Outstanding Services To British Music accolade at the Ivor Novello Awards"		
2.34.1	Advertisement	Music*	Two pages	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.36.1	Obituaries	Music	Full page	500	Complete	Section title: "Real gone"	Biographical overview of deceased musician's life and work	Biographical overview of deceased musician's life and work
						Obituary of musician	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role by writer
						Factual overview of musician's life	Heavy use of lyrics from musician to drive option	
						Driven by deceased musician's lyrics and quotes		
						Written in first-person perspective of writer		
2.37.1	Obituaries	Music	Full page	750	Complete	Section title: "Real gone"	Biographical overview of deceased musician's life and work	Biographical overview of deceased musician's life and work
						Round-up obituaries of musicians	Low level of persuasive language by writer	No evidence of cultural intermediary role by magazine
						Factual overview of musicians lives	Heavy use of quotes from musician to drive option	
						Driven by quotes from profiled musicians		
						Some sections written in first-person perspective of writer		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.38.1	Profile/interview	Music	More than two pages	4000	Complete	Profile of musician	Profile/interview of musician in preview of upcoming memoirs	Profile/interview of musician in preview of upcoming memoirs
						Interview for preview of upcoming album release	Some persuasive language evidenced by writer	Low level of cultural intermediary role from writer and some evidence of cultural intermediary role by interviewee
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	
						Factually driven		
						Description of musician's character by writer		
						Writer describes interview from first-person		
						Developing a deeper understanding of musician		
						"I was nine when I started writing songs in earnest. I still have a lot of them, in a binder in my studio. Maybe every five or 10 years I'll take a peek. Just to see if there's something there!"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.43.1	Colour feature	Music	1/8 page	250	Complete	Overview of recommended albums	Overview of recommended albums based on profiled artist	Overview of recommended albums based on profiled artist
						Albums based on profiled artist	Some evidence of persuasive language	Some evidence of cultural intermediary role
						"A blizzard of pure transcendent melody"	High level of factual information	
						Best' albums chosen by magazine		
						High level of historical information		
						"Mould is both reinvigorated by and reconciled with his legacy. Standout cut Keep Believing is a litany of reasons to do just that"		
2.44.1	Colour feature	Music	More than two pages	1300	Complete	Feature of favourite tracks by musicians	Profile/interview of band in preview of upcoming album	Profile/interview of band in preview of upcoming album
						Preview of upcoming album	No persuasive language evidenced by writer	No evidence of cultural intermediary role by magazine
						Driven by words of interviewee	Developing deeper profile of band through factual information and interview	Evidence of cultural intermediary role by musicians

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Factually driven	Evidence of persuasive language by interviewees	
						Developing a deeper understanding of band		
						Musician: "Obviously we loved The Jam when we were kids and starting bands, and I was sort of aware of Stanley Road and that era"		
						" I only really got into this in the last couple of years. Are we moving in a soul direction? Yeah, but hopefully not to a point where we're trying to emulate it. We're doing us, as much as we're trying to do it."		
						Written in first-person perspective of writer		
2.48.1	Profile/interview	Music	More than two pages	3500	Complete	Musician profile	Profile of musician based around Interview	Profile of musician based around interview with musician
						Driven heavily by interview of profiled musician	Developing deeper understanding of artist	Some evidence of cultural intermediary role by third-person

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Factually-driven	Low level of persuasive language by writer, instead observive	Low level of cultural intermediary role by magazine
						"This story says a lot about Nash. That he's a thoughtful guy whose got balls; that he's ok with taking a support role or filling a void"	Writer draws conclusions on character of profiled musician	
						Use of historical reviews from music magazines		
						Profile in preview of upcoming album release		
						Overview of musician's career		
2.55.1	Timeless feature	Music	1/8 page	500	Complete	Untimely list of 'best' songs from band	Untimely list of best songs from band developed by magazine	Untimely list of best songs from band developed by magazine
						List developed by magazine	Factually-driven historical information	Some evidence of cultural intermedary role
						"Quite possibly the nearest music has come to capturing a stoned stage of afterglow"	Low level of persuasive language	
						Factual overview of songs		
						"The closing song on a great album fuses a wordless chordless piece"		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.56.1	Profile/interview	Music	More than two pages	2000	Complete	Profile of musician	Profile/interview of musician in preview of upcoming album	Profile/interview of musician in preview of upcoming album
						Interview for preview of upcoming album	Evidence of persuasive language by writer	Very strong evidence of cultural intermediary role by writer
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	
						Factually driven	Writer draws conclusions on character of profiled musician	
						Developing a deeper understanding of musician	Evidence of persuasive language by interviewees	
						Historical overview of musician's career and life		
						"Its lyrics are spine-chillingly candid about the emotional impact of his experiences these past four years"		
						Musician describing his favourite artists		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Cohen is chatty, engaging, witty, but necessarily guarded at the core. A recent broadsheet attempt to get him to bare his soul has been met with firm refusal, Cohen unwilling to relive the day his life changed so tragically"		
2.59.1	Colour feature	Music	1/8 page		Complete	List of favourite artists written by artist	Artist-authored list of favourite musicians	Artist-authored list of favourite musicians
						Artist-authored article	Strong evidence of persuasive writing by third person	Strong evidence of cultural intermediary role by third-person, no evidence of cultural intermediary role by magazine
						"Thomas Cohen on four artists who helped shape his song writing."	No voice from artist	
						"I cherish pretty much all of her records"		
						"He was probably the most direct influence on my record"		
2.65.1	Colour feature	Music	1/8 page	600	Complete	Profile of musician	Profile/interview of musician in preview of upcoming album	Profile/interview of musician in preview of upcoming album

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Musician profile developed through interviews with those close to musician	Evidence of persuasive language by writer	Some evidence of cultural intermediary role by writer
						Driven by words of interviewee	Evidence of persuasive language by interviewees	Some evidence of cultural intermediary role by interviewees
						Factually driven	Developing deeper profile of musician through factual information and interview with those close to them	
						Developing a deeper understanding of musician	Writer draws conclusions on character of profiled musician	
						Writer: "He had already changed the direction of music at least twice. Then, MILES DAVIS decided to plunge further into a new thing"		
						Writer: "thundering counterpatterns and apparent, tumbling confusion were the real stars, more than the leader's curt, bursts of trumpet."		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.67.1	Review - film	Music	1/4 page	650	Complete	Review of music-focused film	Timely review of music-focused film	Timely review of music-focused film
						"Alan Light on how Don Cheadle's impressionistic Miles movie is more than a mere biopic."	Some evidence of persuasive writing from writer	Some evidence of cultural intermediary role
						High level of factual information	High level of quotes and factual information	
						"Two full years later, the impressionistic, erratic Miles Ahead has made it to the screen, and it displays all of the ambition, challenges, and limitations of Cheadle's unusual vision of the trumpet giant's story"		
						"Flashbacks to the younger Miles in the studio are exceptionally well-done representations of the creative process"		
2.68.1	Profile/interview	Music	More than two pages	6000	Complete	Profile of band	Profile/interview of musician in preview of upcoming album	Profile/interview of musicians in preview of exhibition
						Musician profile developed through interviews with musicians	Low level of persuasive language by writer	Low level of evidence of cultural intermediary role by writer

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Driven by historical overview of events	Evidence of persuasive language by interviewees	
						Factually driven	Developing deeper profile of musician through factual information and interview with those close to them	
						Developing a deeper understanding of musician	Writer draws conclusions on character of profiled musician	
						"Two songs from the December sessions stand out: the restless 19th Nervous Breakdown, earmarked as the group's next 45, and Mother's Little Helper. Even the titles sounded light years away from Jagger / Richards originals Heart Of Stone and I'm Free"		
2.84.1	Review - album	Music	Two pages	930	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Evidence of persuasive language from writer	Some evidence of cultural intermediary role from writer
						Use of star rating	Development of reader's deeper understanding of artist	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"The expansion of Harvey's work since her 1992 debut Dry has been remarkable, moving from the intimate specifics of the body, gender and sex, through personal mythology and love songs, and into the vast ugly spaces of global politics."		
						Factually-driven		
						"There's an occasional clunkiness and [preview album]'s visionary fever is lacking"		
						Analysis of lyrics		
						Overview of background to recording process		
2.86.1	Review - album	Music	More than two pages	6500	Complete	Selection of album reviews	Selection of short-form timely album reviews	Selection of short-form timely album reviews
						Section title: Filter albums	Some evidence of persuasive language from writer	Some evidence of cultural intermediary role by writer
						Short-form reviews	Development of reader's deeper understanding of artist	
						Star rating used		
						"an intriguing and sophisticated treat"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Melancholic Los Angeleno delivers an absolute beauty."		
2.87.1	Review - album	Music	Full page	900	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Evidence of persuasive language from writer	Low evidence of cultural intermediary role from writer
						Use of star rating	Development of reader's deeper understanding of artist	
						Includes interview with artist	Evidence of persuasive language from interviewed musician	
						"there are at least two terrific uptempo funk fliers on [album]"		
						Factually-driven		
						Question to interviewee: "Ain't It A Sin hits a big groove, but the lyric If you ain't gonna do me right/I might just do you in sounds a bit extreme."		
						Overview of background to recording process		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Musician: "Europe is really the heart of my soul'cos they're the ones who gave me the opportunity when America wouldn't."		
2.89.1	Review - album	Music	1/2 page	400	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Evidence of persuasive language from writer	Strong evidence of cultural intermediary role from writer
						Use of star rating	Development of reader's deeper understanding of artist	
						" Simpson invests this bold,widescreen music with such heartfelt and real pathos and joy that it announces him as a major talent,and makes A Sailor's Guide To Earth so rewarding."		
						Factually-driven		
						Analysis of lyrics		
2.90.1	Review - album	Music	1/2 page	475	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Use of star rating	Development of reader's deeper understanding of artist	
						"Much less than the sum of its parts when stacked against the grandiloquent orchestral sweep of 2010's My Beautiful Dark Twisted Fantasy or the pared-back abrasive aural sculpture of predecessor Yeezus, it suggests West is merely human after all"		
						Factually-driven		
						Analysis of lyrics		
2.91.1	Review - album	Music	1/4 page	420	Complete	Round-up of reviews which are similar in style	Timely review of new album	Timely review of new album
						Timely article	Low level of persuasive language by writer	Low level of cultural intermediary role by magazine
						"bewitching third album"	Development of reader's deeper understanding of artist	
						Overview of artists	Emphasis on description rather than persuasion	
						Use of star rating		
						Factually-driven		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Hecker adds bouts of guitar distortion and interference to a record that's serene on the surface but with a dark undertow"		
2.93.1	Review - album	Music	1/4 page	420	Complete	Round-up of reviews which are similar in style	Timely review of new album	Timely review of new album
						Timely article	Evidence of persuasive language by writer	Strong evidence of cultural intermediary role by magazine
						"Jean Ritchie's subsequent importance as song carrier, performer and collector can't be overstated"	Development of reader's deeper understanding of artist	
						Overview of artists		
						Use of star rating		
						Factually-driven		
						"an album of dark beauty and unnerving enchantment"		
2.95.1	Advertisement	Music*	1/2 page	N/A				
2.96.1	Advertisement	Music*	1/2 page	N/A				
2.96.1	Review - album	Music	1/4 page	170	Complete	Round-up of reviews which are similar in style	Timely review of new albums	Timely review of new album

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Timely article	No evidence of persuasive language by magazine	No evidence of cultural intermediary role from writer
						"if you like the idea of [bands listed] then [band name] will be right up your alley"	Emphasis on track description rather than persuasion	
						Factually-driven		
						Overview of artist		
						No star rating used		
2.97.1	Advertisement	Music*	1/4 page	N/A				
2.97.2	Advertisement	Music*	1/4 page	N/A				
2.97.3	Advertisement	Music*	1/4 page	N/A				
2.97.4	Advertisement	Music*	1/8 page	N/A				
2.97.5	Advertisement	Music*	1/8 page	N/A				
2.98.1	Advertisement	Music*	Full page	N/A				
2.99.1	Advertisement	Music*	Full page	N/A				
2.100.1	Review - album	Music	Two pages	1000	Complete	Review of reissue album releases	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Filter reissues"	Evidence of persuasive language by writer	Very strong evidence of cultural intermediary role from writer
						Star rating used	Writer draws conclusions on character of profiled musician	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"[album's] extraordinary channelling of the avant-garde into a post-punk pop mainstream"		
						Factually-driven		
						Overview of reissue's contents		
						Historical overview of artist		
						"Apparently, Mark Ronson spins Dog Eat Dog before every session he records as a benchmark of what a truly great pop record should sound like. As indeed he should."		
2.102.1	Review - album	Music	More than two pages	3750	Complete	Series of short-form reviews of reissue albums	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Filter reissues"	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Star rating used	High level of descriptive language	
						"[album] reaffirmed that acoustic jazz improv underpinned by swinging grooves could still be an exciting proposition in the age of Weather Report and ReturnTo Forever		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Factually-driven		
						Historical overview of artist		
						"beautifully curated compilation"		
						"To hardcore fans,when it comes to rock'n'roll piano, there's Jerry Lee Lewis, and then there's everyone else"		
2.103.1	Review - album	Music	1/2 page	430	Complete	Review of album reissue	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Filter reissues"	Low level of persuasive language by writer	Low level of cultural intermediary role from writer
						Star rating used	Focused on factual and observational accounts	
						Factually-driven		
						Historical overview of artist		
						"It is the sound of a group tearing up their own legacy,returning to the start in order to keep moving forward"		
2.104.1	Review - album	Music	1/2 page	430	Complete	Review of album reissue	Timely review of reissue album	Timely review of reissue album
						Section title: "Filter reissues"	Low level of persuasive language by writer	Low level of cultural intermediary role from writer

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Star rating used	Focused on factual and observational accounts	
						Factually-driven		
						Historical overview of artist		
						Overview of reissue's contents		
						Writer: "[band] were an exceptional extension of the Dead's anarchist roadshow ideal"		
2.106.1	Review - album	Music	1/2 page	450	Complete	Review of album reissues from same genre	Timely review of reissued album	Timely review of reissue album
						"Universal has launched a new line of limited-edition classic albums"	Strong evidence of persuasive language by writer	Low level of cultural intermediary role from writer
						Star rating used	Focused on factual and observational accounts	
						Factually-driven	Use of thid-person's opinions to give persuasion	
						Historical overview of artist		
						Overview of reissue's contents		
						"On the other hand, Fire And Water sounds so much better than my old copy it's like a different mix.In fact, I'm wondering if I might have inadvertently bought an Albanian bootleg or something"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Opinions of third-person (music engineer) given high importance		
2.108.1	Review - album	Music	Full page	480	Complete	Review of album reissues	Timely review of reissue album	Timely review of reissue albums
						Section title: "Filter buried treasure"	No evidence of persuasive language by writer	No evidence of cultural intermediary role from writer, strong evidence of gatekeeper role by magazine
						No star rating used	Driven by developing greater historical knowledge of reader	
						Historical overview of artist		
						Driven by quotes from reviewed artist		
						Overview of artist's discography		
						Factually driven		
						Use of historical music reviews in article		
						"You Say: "Very different, but still epic and cosmic." Paul Fenn, via e-mail"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Musician: "no one cared about us any more. We became figures of fun. We'd not released anything for a year... We were back to signing on. That was hard."		
2.109.1	Advertisement	Music*	Full page	N/A				
2.110.1	Colour feature	Music	Two pages	1500	Complete	Buying guide of band	Untimely buying guide of band's discography	Untimely buying guide of band's discography
						Untimely article	Some evidence of persuasive language by magazine	Some evidence of cultural intermediary role by writer
						Historical overview of band	Evidence of persuasive magazine by readers	Some evidence of cultural intermediary role by readers
						Factually driven	Suggestion of the importance of readers' opinions	
						"testament to their extraordinary and enduring body of recorded work and, to a lesser extent, a reputation forged in the 70s for recreating the magic on-stage with a theatricality rare in black bands of the day"	High level of observational language	



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"This month you chose your Top 10 Earth,Wind & Fire IPs."		
						Buyers Guide developed by readers		
						Reader comment: " Incredible funk, beautiful ballads."		
						"An irresistible mix of hits and album tracks"		
						"EWF have been much boxed and compiled, but this solid 34-song 2-CD set is a very acceptable starting point. Heavily biased towards the dance hits and ballads at the heart of their most radio-friendly style, the collection is still broad enough to give an overview of the early days."		
2.112.1	Review - book	Music	Full page	550	Complete	Section title: "Filter books"	Timely review of music-focused book	Timely review of music-focused book
						Star rating used	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Review of music-focused book	Use of authors' thoughts to develop insights on featured band	
						Historical overview of band from book		
						Driven by insights around book		
						"The exploits of underground chemists, smugglers and dealers read like a thriller and the organisation of the hip economy is brilliantly brokendown."		
2.113.1	Review - book	Music	Full page	900	Complete	Section title: "Filter books"	Timely review of music-focused book	Timely review of music-focused book
						Star rating used	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Roundup of short-form reviews of music-focused books	Use of authors' thoughts to develop insights on featured band	
						Historical overview of band from book		
						Driven by insights around book		
						"one of the strangest, most compelling books on music culture you'll ever read."		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.114.1	Review - film	Music	Full page	550	Complete	Section title: "Filter screen"	Timely review of music-focused film	Timely review of music-focused film
						Review of music-focused film	Praise from other musicians about featured musician marked as being of particular note	Some evidence of cultural intermediary role from writer
						"Onitsown terms, Vinyl isahootfromfirsttolast."	Some evidence of persuasive language by writer	
						Overview of featured film		
						Historical background of featured artist		
2.115.1	Advertisement	Music*	1/4 page	N/A				
2.115.2	Advertisement	Music*	1/4 page	N/A				
2.115.3	Advertisement	Music*	1/2 page	N/A				
2.116.1	Review - live	Music	Two pages	850	Complete	Section title: "Filter lives"	Timely review of live music performance	Timely review of live music performance
						Star rating used	Factual overview and observation of gig	Some evidence of cultural intermediary role from writer
						Review of recent live music performance	Some evidence of persuasive language by writer	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"The rain of purple confetti during Paranoid, the inevitable encore, was an odd touch. But this was, after all, a going-away party. " That brought back so many memories, man! a guy exclaimed behind me on the exit staircase after the show. "The last time I saw them, the tickets were \$5.50. I'm not kidding! He sounded like he'd got his money's worth again."		
						Overview of musician		
						Historical background of musician		
						Factually-driven		
2.118.1	Review - live	Music	Full page	300	Complete	Section title: "Filter lives"	Timely review of live music performance	Timely review of live music performance
						Star rating used	Factual overview and observation of gig	Low level of cultural intermediary role from writer
						Review of recent live music performance	Low level of persuasive language by writer	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"The rain of purple confetti during Paranoid, the inevitable encore, was an odd touch. But this was, after all, a going-away party. " That brought back so many memories, man! a guy exclaimed behind me on the exit staircase after the show. "The last time I saw them, the tickets were \$5.50. I'm not kidding! He sounded like he'd got his money's worth again."		
						Overview of musician		
						Historical background of musician		
						Factually-driven		
2.119.1	Advertisement	Music*	1/4 page	N/A				
2.119.2	Advertisement	Music*	1/4 page	N/A				
2.119.3	Advertisement	Music*	1/4 page	N/A				
2.119.4	Advertisement	Music*	1/4 page	N/A				
2.120.1	Advertisement	Music*	Full page	N/A				
2.121.1	Advertisement	Music*	Full page	N/A				
2.122.1	Advertisement	Music*	Full page	N/A				
2.123.1	Advertisement	Music*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.124.1	Advertisement	Music*	Two pages	N/A				
2.126.1	Letters to the Editor	Music	Full page	550	Complete	Section title: "Ask Fred"	Untimely Letters to the Editor music-focused questions section	Untimely Letters to the Editor music-focused questions section
						Letters to the Editor questions section	Development of reader's deeper understanding of music	No evidence of cultural intermediary role from writer
						Readers ask questions to magazine about music-focused topics	No evidence of persuasive language by magazine	
						Question: "Is there such a thing as a 1978 purple vinyl edition of Queen's Bohemian Rhapsody single?"		
						Factually-driven		
2.128.1	Advertisement	Music*	Full page	N/A				
2.129.1	Advertisement	Music*	1/4 page	N/A				
2.129.2	Advertisement	Music*	1/4 page	N/A				
2.129.3	Advertisement	Music*	1/4 page	N/A				
2.129.4	Advertisement	Music*	1/4 page	N/A				
2.129.5	Advertisement	Music*	1/4 page	N/A				
2.129.6	Advertisement	Music*	1/4 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
2.130.1	Timeless feature	Music	Full page	700	Complete	Section title: Hello Goodbye	Musician-authored article regarding their musical career	Musician-authored article regarding their musical career
						Historical overview of the rise and fall of famous band	No voice from magazine present	No evidence of cultural intermediary role
						Guest written by featured musician	No persuasive language used	
						Written in first-person		
						Factually-driven		
2.131.1	Advertisement	Music*	Full page	N/A				
2.132.1	Advertisement	Music*	Full page	N/A				

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Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.2.1	Advertisement	Music*	Full page	N/A				
3.3.1	Backgrounder/preview/curtain-raiser	Music	Two pages	500	Complete	Contents page	Contents page highlighting articles deemed most noteworthy in issue	Contents page highlighting articles deemed most noteworthy in issue
						Overview of content in issue	Mixture of factually-driven, non journalist-led and journalist-led articles	Low evidence of cultural intermediary role
						Brief synopses of elements deemed key in issue	Some evidence of persuasive language	
						"The Saxophone Colossus guides David Fricke through the golden days of jazz and tales of Bird, Miles, Coltrane and The Rolling Stones."		
						Regular naming of journalists		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"SANTANA Back together for the first time since 1971, the original line-up tell Dave DiMartino all about the high-stakes, energy and chaos behind their rapid rise and fall."		
						Featured issue is a mixture of musicians talking about themselves and journalist colour features		
						Descriptive language evident		
3.5.1	Advertisement	Music*	Full page	N/A				
3.6.1	Timeless feature	Music	Two pages	1300	Complete	Free CD overview	Track-by-track listing and overview of free CD	Track-by-track listing and overview of free CD with insights from musician
						Description of tracks provided in free CD as part of issue	Emphasis on track selection requiring high level of knowledge	Strong level of cultural intermediary role
						"Initially championed by Super Furry Animals frontman Gruff Rhys"	Suggestion of magazine having a good understanding of historical music and what the reader would enjoy	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Their self-titled debut on Sub Pop is full of pastoral beauty and heavy jams"	Evidence of persuasive language	
						Factually-driven		
						Overview of historical aspects of music		
3.8.1	Advertisement	Music*	Full page	N/A				
3.9.1	Timeless feature	Music	Full page	1000	Complete	Mini interviews with celebrities about music	Untimely mini interviews with celebrities about music	Untimely mini interviews with celebrities about music
						"The stars reveal the sonic delights guaranteed to get them going"	Driven by responses and opinions of interviewees, no voice from magazine	No cultural intermediary role present from magazine
						Questions about favourite album and musicians etc.	Descriptive and persuasive language by interviewees	Strong cultural intermediary role present by interviewees
						Low level of content from magazine	No voice from magazine	
						Driven by interviewees		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Quotes from interviewees: "The Ronettes blew my mind, because Frankie Lymon was my whole inspiration. Why Do Fools Fall In Love, I was in love with this. I didn't know if it was a boy or a girl, that voice, it pierced me! That's the record that made me wanna sing."		
3.10.1	Letters to the Editor	Music	Full page	1800	Complete	Letters to the Editor section	Letters to the Editor providing thoughts on <i>MOJO</i> and music as a whole	Letters to the Editor providing thoughts on <i>MOJO</i> and music as a whole
						Opinions and thoughts of readers	Highly descriptive and persuasive letters	Very strong evidence of cultural intermediary role from readers, Strong evidence of cultural intermediary role present from magazine
						Issue welcome section from editor included	Evidence of persuasive language from magazine	
						Opinions include broad music topics and opinions of <i>MOJO</i> magazine itself		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Complaint from reader about poor ratings system in <i>MOJO</i>		
						Editor column included in section		
						Editor: "MOJO is proud to celebrate the [musician] and his music in a way that we hope sheds new perspectives on one of rock's most enigmatic figures. "Won't you miss me?" asked Syd in the song Dark Globe. The answer is resoundingly in the affirmative..."		
						Reader: "This issue is full of incredibly interesting stories about my favourite artists like Carly Simon."		
3.12.1	Soft news	Music	Two pages	700	Complete	Round-up of recent music news	Round-up of recent music news deemed important to reader by magazine	Round-up of recent music news deemed important to reader by magazine
						Section title: "What goes on!"	Factually-driven with high level of quotes from third persons	Low level of cultural intermediary role by magazine

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"80s pop sophisticates ABC returns with The Lexicon Of Love II! Frontman Martin Fry explains all."	Low level of persuasive language by magazine	
						Factually-driven		
						Article driven by quotes		
						Overview of featured artist's discography and history		
						"With its witty lyrics (Fry was more influenced by Cole Porter than anyone from the rock canon), epic production courtesy of Trevor Horn and as many strings as arranger Anne Dudley could cram into 37 minutes, it was a critical and commercial triumph"		
3.14.1	Soft news	Music	Two pages	500	Complete	Round-up of recent music news	Round-up of recent music news deemed important to reader by magazine	Round-up of recent music news deemed important to reader by magazine
						Section title: "What goes on!"	Factually-driven with high level of quotes from third persons	Low evidence of cultural intermediary role by magazine

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Revealed! Nalinee Darmrong's hoard of unseen Smiths photography, 1985-86."	Evidence of persuasive language by magazine	
						Factually-driven		
						Article driven by quotes		
						Overview of featured artist's discography and history		
						"The intimate and unguarded nature of these is revealing – see the startlingly young and thin-looking Johnny Marr"		
3.16.1	Obituaries	Music	Full page	850	Complete	Obituary of musician	Biographical overview of deceased musician's life and work	Biographical overview of deceased musician's life and work
						Factual overview of musician's life	Evidence of persuasive language by writer	Low evidence of cultural intermediary role by writer
						Comments on character and life of musician	Evidence of praise from peers of diseased musician deemed noteworthy	Strong evidence of cultural intermediary role by third persons
						"Country giant Merle Haggard, a prolific recording artist, left us on April 6."	Factually-driven article	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"When Merle Ronald Haggard died on his 79th birthday – the flood of tributes from his peers was immediate, with Willie Nelson, Dolly Parton and Hank Williams Jr"		
3.17.1	Advertisement	Music*	Full page	N/A				
3.18.1	Profile/interview	Music	Full page	600	Complete	Timely interview with musician	Timely interview with musician giving preview to new album	Timely interview with musician giving preview to new album
						Preview of new album	No evidence of persuasive language by interviewee	No cultural intermediary role evident by magazine
						"Not many albums gets disrupted by Bono's boundless enthusiasm."	Developing a deeper understanding of musician through their own words	
						Developing a deeper understanding of musician		
						Factually-driven		
						High level of quotes included		
						"The album's about my life, and what I've experienced recently. The songs are more honest than anything before."		
3.19.1	Advertisement	Music*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.20.1	Colour feature	Music	Full page	800	Complete	Section title: "MOJO playlist"	Recommended playlist developed by MOJO based on recent releases	Recommended playlist developed by MOJO based on recent releases
						Recommended playlist developed by MOJO	Descriptive and observational content	Low level of cultural intermediary role
						"On an album of mostly low burning material it's a joyful anomaly, featuring bittersweet strings"	Low level of persuasive language by magazine	Strong evidence of gatekeeping role
						"Live and poignant from the Bowie tribute night at Carnegie Hall on March 31, with bass and backing vocals by Tony Visconti and drums by Woody Woodmansey."	Filtering and recommendations to readers evident	
						Subheading: "Time for the month's best road songs, freaky soul and trog-rock!"		
3.21.1	Profile/interview	Music	Full page	700	Complete	Section title: "Self-portrait"	Self-reflective article written by musician, based on set questions	Self-reflective article written by musician, based on set questions
						Self-reflective overview written by musician	No voice from MOJO present in article	No cultural intermediary role present by magazine



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Mixture of set questions not all focused on music	Persuasive and descriptive language by interviewee	Some evidence of cultural intermediary role by interviewee
						"I love vinyl themostbut it's a luxury—not always easy toget toagreat turntable. But I still love the albumexperience. Sitting down, lookingat thecover, reading the linernotes and listening"	Evidence of persuasive language by interviewee	
						Developing a deeper understadning of musician		
3.21.2	Diary items	Music	1/8 page	250	Complete	Section title: "Mondo <i>MOJO</i> "	Overview of new and upcoming album releases with some comments from magazine	Overview of new and upcoming album releases with some comments from magazine
						Overview of new and upcoming album releases	Low evidence of persuasive language from magazine	Low level of cultural intermediary role
						Factually-driven	High level of factual and observational information	
						""They didn't understand it"...says Director Marc Abraham of the drubbing his Hank Williams biopic I Saw The Light took in the US"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Evidence of comments from magazine of topics		
						Quotes included from third persons		
3.22.1	Profile/interview	Music	Full page	700	Complete	Section title: "MOJO rising"	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of emerging musician
						Profile of new and upcoming artist	Reader education on new artist	No evidence of cultural intermediary role
						Artist background and overview	Gatekeeping of new music but low cultural intermediary role	High evidence of gatekeeping role
						Does not expect pre-knowledge of reader	High level of descriptive language but low level of persuasive language	
						Recommendation of tracks	Filtering and recommendations to readers evident	
						"Somebody – an old person – said we were 'music for masturbation', and I thought: Yeah! We must be doing well. Success means people hate us."		
						Factually-driven		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.23.1	Timeless feature	Music	Full page	700	Complete	Recommendations of songs by musicians	Untimely song recommendations by musician based on broad topic	Untimely song recommendations by musician
						Untimely music recommendations by musician	Persuasive language by guest author	Strong evidence of cultural intermediary by third-person
						No voice or narrative by magazine	No persuasive language from magazine	No evidence of cultural intermediary role by magazine
						Driven by opinion of musician	No voice from magazine	
						"there's a real feeling of freedom all the way through this EP. It's the kind of music that makes me want to start a band every time I hear it."		
						"Someof the songs are a little patchy but there are some real high points...and the LP is worth hearing just for Rock In The Sky, an exhilarating Krautrock classic"		
3.24.1	Profile/interview	Music	Full page	900	Complete	Interview with musician	Interview with musician in preview of album release	Preview interview with musician
						Looking deeper into character and personality of interviewee	Factually-driven with low evidence of persuasive language	No evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Interview taking place for preview of interviewee's new album	Attempts by journalist to produce persuasive questions	
						Driven by interviewee's answers		
						Factually-driven introduction		
						Questions focused around music style and development as artist		
						"Far from slowing down now she is 63, Louisiana-born Lucinda Williams is in a very un-Southern hurry. A career that took years to bloom only to progress in fits and starts now has fresh momentum. Her new album, The Ghosts Of Highway 20, is a double, released just 18 months after its predecessor, Down Where The Spirit Meets The Bone, also a double."		
3.25.1	Timeless feature	Music	1/2 page	500	Complete	Section title: "Last night a record changed my life"	Musician-authored article of influential record in their life	Untimely musician-authored article of influential record in their life

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Musician-authored article	Evidence of persuasive language from writer	Very strong evidence of cultural intermediary role by third-person
						Musician discusses influential record from their past	No voice from magazine	No evidence of cultural intermediary role by magazine
						"Growing up, when I was nine, 10, I saw The Beatles coming out. You think, When I'm older, there'll be bands that I can be into. But it wasn't until Roxy came along that I found something that was happening now that I could identify with"	Untimely article	
						No voice from magazine		
						Driven by historical account of experiences from musician		
3.26.1	Profile/interview	Music	Full page	700	Complete	Section title: "MOJO rising"	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of emerging musician
						Profile of new and upcoming artist	Reader education on new artist	No evidence of cultural intermediary role
						Artist background and overview	Gatekeeping of new music but low cultural intermediary role	High evidence of gatekeeping role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Does not expect pre-knowledge of reader	Recommended similar bands in consumer guide-style	
						Recommendation of tracks	High level of descriptive language but low level of persuasive language	
						"The duo's fifth album Malamore, is, like its predecessors, full of baroque guitar riffs, trance-educing drum loops and cinematic atmospheres."		
						Factually-driven		
3.27.1	Advertisement	Music*	1/2 page	N/A				
3.27.2	Advertisement	Music*	1/2 page	N/A				
3.28.1	Colour feature	Music	More than two pages	1300	Complete	Musician-authored article	Untimely musician-authored article	Untimely musician-authored article of noteworthy period of their career
						Untimely article discussing career	Some evidence of persuasive language by guest writer (musician)	No evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Subtitle: "The cartoony Illinois rockers were making slow progress in the US until a hysteric Beatlemania-like Japanese tour resulted in a breakthrough live album. But what exactly went on there, and was it all just an insane accident?"	No voice from magazine evident	
						Historical feature article and opinions from musicians	Developing new knowledge for reader about band's career	
						Driven by musicians' voices		
						"We discovered I Want You To Want Me had been a hit there, but we'd dropped it from our set – we thought it hadn't caught on anywhere, and we were really unhappy with the studio version, it was really wimpy."		
						Developing a deeper understanding of historical music event and band		
3.31.1	Advertisement	Music*	1/2 page	N/A				
3.31.2	Advertisement	Music*	1/4 page	N/A				
3.31.3	Advertisement	Music*	1/4 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.32.1	Profile/interview	Music	Two pages	1200	Complete	Section title: "On the road"	Profile/interview of musician in preview of upcoming album	Profile/interview of musician through review of live performances
						Live gig review and profile of band	Some persuasive language evidenced by writer	Low evidence of cultural intermediary role by writer
						Driven by historical overview and factual account of performances	Developing deeper profile of musician through factual information and interview	
						Factually driven	Writer draws conclusions on character of profiled musician	
						"blissful final track"		
						Developing a deeper understanding of musician		
						"“Wow,” he says quietly. “This looks just likemy home.” Hardly an exclamation of KanyeWest proportions, but from this notoriously retiring singer-songwriter even a low-key revelation is akin to him shouting “I am a golden god” from a hotel balcony.”		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.34.1	Timeless feature	Music	Two pages	1300	Complete	Section title: "Time machine"	Untimely feature on noteworthy occasion in music	Untimely feature on noteworthy occasion in music to develop reader knowledge
						Untimely feature on previous noteworthy events in music	Observational and historical, no evidence of persuasive language	No evidence of cultural intermediary role from writer
						Profile of music agent	Development of reader knowledge of past event	
						Factually-driven		
						"Jesus And Mary Chain's new single YouTrip Me Up is delayed because staff at WEA's pressing plant refuse to handle it, blaming 'blasphemous' B-side Jesus Suck."		
3.36.1	Advertisement	Music*	Two pages	N/A				
3.38.1	Obituaries	Music	Two pages	1100	Complete	Section title: "Real gone"	Biographical overview of deceased musician's life and work	Biographical overview of deceased musician's life and work
						Obituary of musician	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role by writer
						Factual overview of musician's life	Heavy use of historical overview of musician	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Driven by quotes from profiled musician		
						Written in first-person of writer		
						"Through to 1978 they released seven studio albums – the damp squib Love Beach emerged after they'd split – and two lives, which probably portrayed them best, dynamics to dynamite"		
3.40.1	Obituaries	Music	Full page	800	Complete	Section title: "Real gone"	Biographical overview of deceased musician's life and work	Biographical overview of deceased musician's life and work
						Round-up obituaries of musician	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role by writer
						Factual overview of musicians' lives	Heavy use of historical overview of musician	
						"He had a great talent, best heard outside of standards, as on 1971's Black Night and Was (Not Was)'s Wedding Vows In Vegas."		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Born Malik Taylor, he met Q-Tip when he was two: a guest contributor to the group's 1990 debut – source of their biggest UK hit"		
						Written in first-person of writer		
3.41.1	Advertisement	Music*	Full page	N/A				
3.42.1	Profile/interview	Music	More than two pages	4000	Complete	Profile of musician	Profile/interview of musician in preview of upcoming memoirs	Profile/interview of musician in preview of upcoming album
						Interview for preview of upcoming album	Some persuasive language evidenced by writer	Some evidence of cultural intermediary role by writer
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	
						Factually driven	Persuasive quotes from external musicians to give cultural legitimacy to profiled musician	
						Description of musician's character by writer		
						Developing a deeper understanding of musician		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Writer: "Since, he has made more than 50 albums under his own name, including such historical leaps in vision and improvising as..."		
						Third-person musician: "There's a very human element to Sonny's playing, it feels like he's talking to you."		
						Interviewee: "I love Frank Sinatra. He and Nat King Cole are my two top vocalists"		
3.47.1	Colour feature	Music	1/4 page	300	Complete	Mini buyers-guide of interviewed musician	Mini buyers-guide accompaniment of interviewed musician	Mini buyers-guide accompaniment of interviewed musician
						Untimely feature	Evidence of persuasive language from magazine	Very strong evidence of cultural intermediary role
						Star rating used	Developing deeper understanding of musicians' discography	
						"Immodest but merited title for the album that set out the splendour of Rollins' tenor sax tone and extemporising"		
						"uniformly excellent"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Historical overview of featured albums		
3.48.1	Profile/interview	Music	More than two pages	2300	Complete	Profile of musician	Profile/interview of musician in preview of upcoming album	Profile/interview of band in preview of upcoming album
						Interview for preview of upcoming album	Some persuasive language evidenced by writer	Low evidence of cultural intermediary role by writer
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	
						Factually driven	Writer draws conclusions on character of profiled musician	
						Writer: "Give [musician] a lab coat and glasses and she's the George Martin of archival Beatles session footage."		
						Developing a deeper understanding of musician		
						Written in first-person of writer		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"MOJO first met Bailey Rae at Capitol Records Tower a decade ago, as she met with her American label while on her maiden voyage to the US, an ingénue with her debut album in the wings. Today, she's a different character entirely: confident, focused, humbled by the talent she's worked alongside but sure of her own gifts."		
3.52.1	Profile/interview	Music	More than two pages	4000	Complete	Profile of band in preview to upcoming album	Profile/interview of musician in preview of upcoming album	Profile/interview of band in preview of upcoming album
						Interviews discussing historical history of band	Some persuasive language evidenced by writer	Strong evidence of cultural intermediary role by writer
						Driven by words of interviewees	Developing deeper profile of musician through factual information and interview	Some evidence of cultural intermediary role by interviewees
						Factually driven	Writer draws conclusions on character of profiled musician	
						Writer: "mesmerising Woodstock performance"	Some persuasive language evidenced by interviewees	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Developing a deeper understanding of musicians		
						Written in first-person of writer		
						Musician: "there was Miles Davis and Bitches Brew and Weather Report and Mahavishnu and Return To Forever – this exciting music"		
3.59.1	Colour feature	Music	More than two pages	1500	Complete	Mini buyers-guide of interviewed musician	Mini buyers-guide accompaniment of interviewed musician	Mini buyers-guide accompaniment of interviewed musician
						Untimely feature	Evidence of persuasive language from magazine	Strong evidence of cultural intermediary role
						Star rating used	Developing deeper understanding of musicians' discography	
						"2004's reissue adds all 45 earthy, urgent minutes of their life-changing Woodstock set and the LA sessions from January 1969, whose inferior guitar sounds alone prove the wisdom of the venue change to San Mateo."		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Aweirder, more magical, third-eyedilated vibe permeates the classic line-up'smasterpiece,"		
3.60.1	Colour feature	Music	More than two pages	1200	Complete	Overview of upcoming photobook	Interview with photographer around release of music-related photobook	Interview with photographer around release of music-related photobook
						Interview with photographer about time with band	Low level of persuasive language by magazine	Low evidence of cultural intermediary role by magazine
						Interview-driven content	Strong evidence of persuasive language by interviewee	Strong evidence of cultural intermediary role by third persons
						Writer: "You can almost see the cogs whirring behind many of the iconic portraits in Aim High"	Factually-driven article	
						Interviewee: "'I think with The Jam, Rick and Bruce went, 'Ah fuck, you do it,' when it came to photos because Paul had something to say"		
						Historical overview of band		
3.66.1	Profile/interview	Music	More than two pages	3500	Complete	Profile of musician	Untimely profile and celebration of musician	Untimely profile and celebration of musician



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Interview with sibling to better understand deceased musician	Some persuasive language evidenced by writer	Low evidence of cultural intermediary role by writer
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	Very strong evidence of cultural intermediary role from third person
						Factually driven	Writer draws conclusions on character of profiled musician	
						Written in first-person of writer	Some evidence of persuasive comments from third-person musician	
						Developing a deeper understanding of musician		
						Framing of interviewees character by writer		
						Comments from musicians about profiled musician: "his madness shone with a beautiful light."		
						Interviewee: "Roger was always imagining the next thing that could magically happen."		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						<p>Writer: "The line between these childhood books and Barrett's music is obvious. Pink Floyd's 1967 debut, The Piper At The Gates Of Dawn, was named after chapter seven of Kenneth Grahame's The Wind In The Willows; The Little Grey Men reappeared as The Gnome, and there are shades of Alice's mystical adventures and Hilaire Belloc's Cautionary Tales in Matilda Mother."</p>		
3.73.1	Colour feature	Music	Two pages	900	Complete	Profile of musician	Interview with musician's sibling in profile of musician	Interview with musician's sibling in profile of musician
						Thought-piece by journalist	Some persuasive language evidenced by writer	Low evidence of cultural intermediary role by writer
						Factually driven	Developing deeper profile of musician through factual information and interview	
						Developing a deeper understanding of musician	Writer draws conclusions on character of profiled musician	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Framing of profiled musician's character by writer		
						"A beguiling paeon with a sinister undercurrent, it's the first appearance of Syd's preoccupation with child-like fantasy, fairytale and the chimerical"		
3.75.1	Colour feature	Music	Two pages	2000	Complete	Profile of musician	Untimely profile and celebration of musician	Untimely profile and celebration of musician
						Thought-piece by journalist	Some persuasive language evidenced by writer	Some evidence of cultural intermediary role by writer
						Factually driven	Developing deeper profile of musician through factual information and interview	Some evidence of cultural intermediary role from third-person
						Developing a deeper understanding of musician	Writer draws conclusions on character of profiled musician	
						Comments from musicians about profiled musician: "which sends it in a slightly different direction from what anyone was doing at the time. Perfect."	Some evidence of persuasive comments from third-person musician	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						" One shouldn't underestimate the influence of Syd's vocal delivery, premired here, that unusual, nasal, British sneer. The way he sings "Moonshine, washing line" will echo down through David Bowie, John Lydon, Damon Albarn, Liam Gallagher and beyond"		
3.77.1	Colour feature	Music	Two pages	800	Complete	Profile of musician	Untimely profile and celebration of musician	Untimely profile and celebration of musician
						Thought-piece by journalist	Some persuasive language evidenced by writer	Some evidence of cultural intermediary role by writer
						Factually driven	Developing deeper profile of musician through factual information and interview	
						Developing a deeper understadning of musician	Writer draws conclusions on character of profiled musician	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"The perfect embodiment of Barrett's unique pop consciousness, Emily is simultaneously effervescent and melancholic, filled with hooks, glissando guitar innovation and seemingly the most charming invitation into wonderland"		
3.79.1	Colour feature	Music	Full page	750	Complete	Profile of musician	Untimely profile and celebration of musician	Untimely profile and celebration of musician
						Thought-piece by musician	Strong evidence of persuasive language by interviewee	No evidence of cultural intermediary role by magazine
						Factually driven	Developing deeper profile of musician through factual information and interview	Very strong evidence of cultural intermediary role by third person
						Developing a deeper understanding of musician	No voice from magazine	
						Written in first-person of interviewee		
						" Lucifer Sam is one of my favourite songs of all time. I first heard it in 1972, on a copy of A Nice Pair, which my friend Max Eacock in Tamworth had. I just thought it was incredible"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.80.1	Colour feature	Music	Full page	2500	Complete	Profile of musician	Untimely profile and celebration of musician	Untimely profile and celebration of musician
						Thought-piece by journalist	Some persuasive language evidenced by writer	Some evidence of cultural intermediary role by writer
						Factually driven	Developing deeper profile of musician through factual information and interview	Some evidence of cultural intermediary role from third-person
						Developing a deeper understanding of musician	Writer draws conclusions on character of profiled musician	
						"The song features one of the most tender lines in the history of 20th century song – "Well oh baby, my hair's on end about you"	Some evidence of persuasive comments from third-person musician	
						Comments from musicians about profiled musician: "which sends it in a slightly different direction from what anyone was doing at the time. Perfect."		
3.84.1	Colour feature	Music	Full page	850	Complete	Profile of musician	Interview with people close to musician in profile of musician	Interview with people close to musician in profile of musician

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Factually driven	Some persuasive language evidenced by writer	Low level of cultural intermediary role from writer
						Developing a deeper understanding of musician	Developing deeper profile of musician through factual information and interview	Strong evidence of cultural intermediary role by third persons
						Interviewee: "There was obviously something still in there saying to him, 'Ah! Guitar! I play guitar, don't I?'" says confusion would descend. He'd play a line but couldn't move on to the next line. It was like occupational therapy. We were trying to see if the muscle memory would come back."	No voice from magazine	
						Driven by quotes from interviewees	Strong evidence of persuasive comments from third-person musician	
3.86.1	Review - album	Music	Two pages	1,200	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Evidence of persuasive language from writer	Very strong evidence of cultural intermediary role from writer

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Use of star rating	Development of reader's deeper understanding of artist	
						Factually-driven		
						Overview of background to recording process		
						"Reviewing Home Again, one of this writer's few criticisms was of a preponderance of mid-tempo songs, and here the balance is much better."		
3.88.1	Profile/interview	Music	1/2 page	500	Complete	Profile of musician	Profile/interview of musician in preview of upcoming album	Profile/interview of band in preview of upcoming album
						Mini-interview for preview of upcoming album	Persuasive language evidenced by writer	Some evidence of cultural intermediary role by writer
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	
						Factually driven		
						No writer voice evident		
						Developing a deeper understanding of recording experience		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Writer: "Cold Little Heart is a monumental opening track."		
						Accompanies wider album review		
3.88.2	Review - album	Music	More than two pages	800	Complete	Selection of album reviews	Selection of short-form timely album reviews	Selection of short-form timely album reviews
						Section title: Filter albums	Some evidence of persuasive language from writer	Some evidence of cultural intermediary role by writer
						Short-form reviews	Development of reader's deeper understanding of artist	
						Star rating used		
						"Smash The Clock is a mixed bag, with some sketchy songs like the acoustic Louder, while Back Street Dead End Street feels a bit clichéd. But the best tracks are excellent."		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"there are moments where Wil Malone's strings seem a lazy embellishment, while the lyrics –mostly aggrieved 'I will stand alone' sentiments or grandiose yet opaque political pronouncements – can be draining."		
3.89.1	Review - album	Music	Full page	900	Complete	Album review	Timely review of new album with mini interview	Timely review of new album with mini interview
						Timely article	Evidence of persuasive language from writer	Strong evidence of cultural intermediary role from writer
						Use of star rating	Development of reader's deeper understanding of artist	
						Factually-driven	Praise from peer about musician noted as being important in article	
						Overview of background to recording process		
						Mini interview with featured musician		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"It's formidable stuff, epitomising Anohni's adept pairing of emotional directness and artistic weirdness. Meanwhile, the confluence of disco and eco-spiritual nihilism on Why Did You Separate Me From The Earth will likely never be bettered."		
						Writer: "Boy George was raving about your article 18 months ago"		
3.90.1	Review - album	Music	1/2 page	600	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Evidence of persuasive language from writer	Strong evidence of cultural intermediary role
						Use of star rating	Development of reader's deeper understanding of artist	
						Factually-driven		
						Overview of background to recording process		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"So really.Let The Record Show is a game of two halves, a little jumbled up perhaps, but one in which Rowland ultimately triumphs. Just how long we'll have to wait for a new album of Dexys originals is, naturally, anyone's guess; but the considerable degree of interpretative genius in this record should not be dismissed or overlooked."		
3.91.1	Review - album	Music	1/2 page	500	Complete	Round-up of reviews which are similar in style	Timely review of new album	Timely review of new album
						Timely article	Evidence of persuasive language by writer	Strong evidence of cultural intermediary role by magazine
						"His last album, Gone Away Backward, was a collection of great new songs; influenced by the folk and bluegrass he loved as a kid.The same is true here, except musically it is more diverse"	Development of reader's deeper understanding of artist	
						Overview of artists		
						Use of star rating		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Factually-driven		
						"a folk-Americana gem."		
3.92.1	Review - album	Music	1/2 page	500	Complete	Album review	Timely review of new album	Timely review of new album
						Timely article	Some evidence of persuasive language from writer	Some evidence of cultural intermediary role from writer
						Use of star rating	Development of reader's deeper understanding of artist	
						Factually-driven		
						Overview of background to recording process		
						Analysis of lyrics		
						"It's a triumph for experimental chemistry: dramatic, deeply felt, dynamically designed. Minor Victories might've been put together at a distance, but it's all there"		
3.95.1	Review - album	Music	1/2 page	450	Complete	Round-up of reviews which are similar in style	Timely review of new album	Timely review of new album
						Timely article	Evidence of persuasive language by writer	Strong evidence of cultural intermediary role by magazine

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"always impressive, often unsettling, but never quite the sum of its parts."	Development of reader's deeper understanding of artist	
						Overview of artists		
						Use of star rating		
						Factually-driven		
						"near-perfect union of cold wave synths, Baker Street sax, melancholy strings and rock guitar"		
3.97.1	Review - album	Music	1/4 page	200	Complete	Round-up of reviews which are similar in style	Timely review of new album	Timely review of new album
						Timely article	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role by magazine
						"The second single from forthcoming album The Dreaming Land is a strident, vivacious anthem of female empowerment. What a title. What a woman."	Development of reader's deeper understanding of artist	
						Overview of artists		
						Use of star rating		
						Factually-driven		
						"a glorious release"		
3.98.1	Advertisement	Music*	Two pages	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.100.1	Review - album	Music	More than two pages	2,000	Complete	Review of reissue album release	Timely review of reissue album	Timely review of reissue album
						Section title: "Filter reissues"	Evidence of persuasive language by writer	Very strong evidence of cultural intermediary role from writer
						Star rating used	Factually driven but with clear persuasive and subjective language	
						"Everything Must Go, the fourth and still the best-selling Manic Street Preachers album, is one of the all-time great acts of artistic reinvention, its mainstream putsch achieved entirely on the band's own terms"		
						Factually-driven		
						Overview of reissue's contents		
						Historical overview of artist		
						Analysis of lyrics		
						"For all its lush arrangements, Everything Must Go proves the value of economy in great pop."		
3.102.1	Profile/interview	Music	1/4 page	500	Complete	Profile of musician	Profile/interview of musician in preview of upcoming album	Profile/interview of band in preview of upcoming album

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Mini-interview for preview of upcoming album reissue	Persuasive language evidenced by writer	No evidence of cultural intermediary role by writer
						Driven by words of interviewee	Developing deeper profile of musician through factual information and interview	Very strong evidence of cultural intermediary role by interviewees
						Factually driven	Persuasive language evidenced by interviewees	
						No writer voice evident		
						Developing a deeper understanding of recording experience		
						"You should never call yourself 'classic', it's a heinous sin – but I'm going to commit that sin: I just think it's a classic album. I can't be bothered to be modest about it!"		
						Accompanies wider album review		
3.102.2	Review - album	Music	More than two pages	2,000	Complete	Series of short-form reviews of reissue albums	Timely review of reissue albums	Timely review of reissue albums
						Section title: "Filter reissues"	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Star rating used	High level of observational and factual language	
						"This compelling, enlightening aural history gives them a worthy platform."		
						Factually-driven		
						Historical overview of artist		
						"it really is a blast from start to finish"		
3.103.1	Review - album	Music	1/2 page	500	Complete	Review of reissue album release	Timely review of reissue album	Timely review of reissue album
						Section title: "Filter reissues"	Evidence of persuasive language by writer	Strong evidence of cultural intermediary role from writer
						Star rating used	High level of observational and factual language	
						Factually-driven		
						Overview of reissue's contents		
						Historical overview of artist		
						Overview of package		
						"The packaging is curious: Now-Again has issued this as two books, each with a CD of superb music and a masterful essay by Uchenna Ikonne."		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.104.1	Review - album	Music	1/2 page	450	Complete	Review of reissue album release	Timely review of reissue album	Timely review of reissue album
						Section title: "Filter reissues"	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Star rating used	High level of observational and factual language	
						"Terry's loosey goosey brand of soul-rock is particularly opaque. You can hear why it failed commercially. But you can also hear why people who dig it - like the compilers of this selection-might treasure it and want more."		
						Factually-driven		
						Overview of reissue's contents		
						Historical overview of artist		
						Analysis of lyrics		
3.105.1	Review - album	Music	1/2 page	520	Complete	Review of reissue album release	Timely review of reissue album	Timely review of reissue album
						Section title: "Filter reissues"	Evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Star rating used	High level of observational and factual language	
						"The Associates' first three albums display a disciplined, muscular commitment to the strange and the wild that would make an Eastern bloc gymnast blanch."		
						Driven by quotes from featured musicians		
						Factually-driven		
						Overview of reissue's contents		
						Historical overview of artist		
						Analysis of lyrics		
						"These records, though, remain an Olympian achievement, a musical sub-four minute mile,"		
3.106.1	Review - album	Music	Full page	700	Complete	Review of reissue album release	Timely review of reissue album	Timely review of reissue album
						Section title: "Filter reissues"	Evidence of persuasive language by writer	Very strong evidence of cultural intermediary role from writer
						Star rating used	High level of observational and factual language	
						Factually-driven		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Overview of reissue's contents		
						Historical overview of artist		
						Analysis of lyrics		
						Driven by quotes from featured musicians		
						"What stands out now are subtler elements, like James Hetfield's voice. His is no Dio falsetto or Ozzy whine. He sounds like you. Or me. Or any of us. Which means that not long after Metallica imagined life in a band, we could imagine life in Metallica."		
						Driven by quotes from featured musician		
3.107.1	Advertisement	Music*	Full page	N/A				
3.108.1	Colour feature	Music	1/4 page	120	Complete	Section title: "Vinyl package of the month"	Highlighting 'best' vinyl package of the month	Highlighting 'best' vinyl package of the month
						Highlighting new vinyl package release	Observationally-driven language	No evidence of cultural intermediary role by magazine
						Timely article	No evidence of persuasive language by magazine	
						No star rating used		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Observational overview		
						"the package features complete unedited recording sessions, a 7-inch single featuring Howard Blake's "pop" and "jazz" arrangements of the theme"		
3.109.1	Advertisement	Music*	Full page	N/A				
3.110.1	Colour feature	Music	1/2 page	500	Complete	Reviews of musician's discography	Untimely review of musicians' discography	Untimely review of musicians' discography
						Section title: "Filter under"	Low level of evidence of persuasive language by writer	Low level of cultural intermediary role from writer
						Star rating used	High level of observational and factual language	
						Driven by quotes from featured musicians		
						Factually-driven		
						Historical overview of artist		
						"Her final album, 1988's Suspense was more focused but less interesting"		
3.112.1	Advertisement	Music*	Full page	N/A				
3.113.1	Advertisement	Music*	1/2 page	N/A				
3.113.2	Advertisement	Music*	1/4 page	N/A				
3.113.3	Advertisement	Music*	1/4 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.113.4	Advertisement	Music*	1/4 page	N/A				
3.113.5	Advertisement	Music*	1/4 page	N/A				
3.114.1	Review - book	Music	Full page	500	Complete	Section title: "Filter books"	Timely review of music-focused book	Timely review of music-focused book
						Review of music-focused book	Some evidence of persuasive language by writer	Some evidence of cultural intermediary role from writer
						Historical overview of band from book	High level of observational and factual language	
						Driven by quotes and insights from book		
						"...relentlessly self-deprecating and hugely entertaining memoir."		
						"his uncertainty proves poignant and his hilarious telling of his tale makes the reader pine for a sequel."		
3.115.1	Review - book	Music	Full page	1000	Complete	Section title: "Filter books"	Timely selection of reviews of music-focused books	Timely review of music-focused book
						Roundup of short-form reviews of music-focused books	Evidence of persuasive language by writer	Strong evidence of cultural intermediary role from writer
						Historical overview of band from book	Use of authors' thoughts to develop insights on featured band	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Driven by quotes and insights from book		
						"arguably more readable than Morrissey's output."		
						"Eternal Troubadour is a fascinating account of a true one-off for whom, ultimately, it's difficult not to feel affection."		
3.116.1	Review - live	Music	Two pages	1000	Complete	Section title: "Filter lives"	Timely review of live music performance	Timely review of live music performance
						Review of recent live music performance	High level of factual information	Some evidence of cultural intermediary role from writer
						"...canny song selection, and moments of levity that debunk Cornell's not entirely unwarranted reputation for pomposity."	Some evidence of persuasive language by writer	
						Overview of musician	Use of authors' thoughts to develop insights on featured band	
						Historical background of musician		
						Factually-driven		
3.118.1	Review - live	Music	Full page	750	Complete	Section title: "Filter lives"	Timely review of live music performance	Timely review of live music performance

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Review of recent live music performance	High level of factual information	Some evidence of cultural intermediary role from writer
						"Some feel so natural as to suggest his persona isn't strictly a sham. Who could keep that up night after night?"	Some evidence of persuasive language by writer	
						Overview of musician	Use of authors' thoughts to develop insights on featured band	
						Historical background of musician		
						Factually-driven		
3.119.1	Advertisement	Music*	Full page	N/A				
3.120.1	Advertisement	Music*	Full page	N/A				
3.121.1	Advertisement	Music*	1/2 page	N/A				
3.121.2	Advertisement	Music*	1/4 page	N/A				
3.121.3	Advertisement	Music*	1/4 page	N/A				
3.122.1	Advertisement	Music*	Full page	N/A				
3.123.1	Advertisement	Music*	1/4 page	N/A				
3.123.2	Advertisement	Music*	1/4 page	N/A				
3.123.3	Advertisement	Music*	1/4 page	N/A				
3.123.4	Advertisement	Music*	1/8 page	N/A				
3.123.5	Advertisement	Music*	1/8 page	N/A				
3.123.6	Advertisement	Music*	1/8 page	N/A				



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
3.124.1	Advertisement	Music*	Full page	N/A				
3.125.1	Advertisement	Music*	Full page	N/A				
3.126.1	Letters to the Editor	Music	Full page	950	Complete	Section title: "Ask Fred"	Untimely Letters to the Editor music-focused questions section	Untimely Letters to the Editor music-focused questions section
						Letters to the Editor questions section	Development of reader's deeper understanding of music	No evidence of cultural intermediary role from writer
						Readers ask questions to magazine about music-focused topics	No evidence of persuasive language by magazine	
						Question: "I came across an old magazine from 1993 that mentioned that George Michael was about to release a charity EP for the Phoenix Foundation...what happened?"		
						Factually-driven		
3.128.1	Advertisement	Music*	Full page	N/A				
3.129.1	Advertisement	Music*	Full page	N/A				
3.130.1	Timeless feature	Music	Full page	800	Complete	Section title: Hello Goodbye	Musician-authored article regarding their musical career	Musician-authored article regarding their musical career
						Historical overview of the rise and fall of famous band	No voice from magazine present	No evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Guest written by featured musician	No persuasive language used	
						Written in first-person		
						Factually-driven		
3.131.1	Advertisement	Music*	Full page	N/A				
3.132.1	Advertisement	Music*	Full page	N/A				

NME issues analysed in primary research:

1. 08 April 2016
2. 15 April 2016
3. 22 April 2016
4. 29 April 2016
5. 06 May 2016
6. 13 May 2016
7. 20 May 2016
8. 27 May 2016
9. 03 June 2017
- 10.10 June 2017
- 11.17 June 2017
- 12.24 June 2017

<b>Publication</b>	NME
<b>Date</b>	08-Apr
<b>Study issue #</b>	1

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
1.2.1	Advertisement	Other*	Full page*	N/A				
1.3.1	Editorials	Other	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Comments and opinion on timely music topic
						Overview of issue content	Comments on recent non-music news	Evidence of cultural intermediary role
						Comments on recent non-music news topics	Persuasive language	

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"On the other hand it makes me feel sick" [persuasive language]		
						"it's like Brexit all over again"		
1.4.1	Advertisement	Other*	Full page*	N/A				
1.5.1	Soft news	Music	Full page	120	Complete	"What everyone's talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent music-related preview
						Factual overview of upcoming album	Developing knowledge for reader	No evidence of cultural intermediary role from magazine
						"The Croydon grime MC is teasing his as-yet-untitled debut album"	No persuasive language shown from writer	Low level of cultural intermediary role from stakeholder in article
						Factually-driven	persuasive language from artist in article	
						Excitement from featured artist regarding praise from peer		
						Comments on recent music news		
1.6.1	Soft news	Other	1/2 page	200	Complete	"What everyone's talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent music-related preview
						Overview of recent non-music news topic	Developing knowledge for reader	No evidence of cultural intermediary role from magazine
						"Book a night at the Texas Chainsaw Massacre Hotel"	No persuasive language in article	

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Factually-driven		
1.6.2	Diary items	Music	1/8 page	90	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy lifestyle and music topics
						Soft news from previous week	No strong comments from magazine	No cultural intermediary role displayed by <i>NME</i>
						"Last week in numbers"	Filtering of week's news to what magazine deems most important/interesting to reader	
						Lifestyle and financial topics about musicians and celebrities		
						"14.2: The number of millions of people who tuned in to the controversial series 6 final of The Walking Dead"		
1.7.1	Advertisement	Other*	Full page*	N/A				
1.8.1	Soft news	Other	Full page	300	Complete	"What everyone's talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent music-related preview
						Overview of recent non-music news topic	Developing knowledge for reader	Low level of cultural intermediary role displayed
						"Book a night at the Texas Chainsaw Massacre Hotel"	Some examples of persuasive language	
						Factually-driven		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Quantum Break could change gaming for ever"		
						Driven by interview		
1.8.2	Diary items	Other	1/8 page	90	Complete	Light news regarding musicians	Recent lifestyle choices and actions of musicians	Musician-focused soft news not fully driven by music
						Celebrity insights	Low level of persuasive language by <i>NME</i>	Low level of cultural intermediary role displayed
						Barometer rating system	Factually-driven information	
						Lifestyle choices of musicians		
						Comments on recent news and rumours around musicians, celebrities and music topics		
						"Tulisa: The former X-Factor judge has been hit with a £1,000 fine and a 15-month ban following a conviction for drink-driving"		
1.9.1	Advertisement	Other*	Full page*	N/A				
1.10.1	Colour feature	Other	Full page	550	Complete	Description of situations in personal life	Anecdotal views and overview of real-life event	Lifestyle column not driven by music
						Diary-style overview	Critique of television show	Some evidence of cultural intermediary role
						Expectation of reader pre-knowledge of topic	Persuasive and personal viewpoints shown	
						Comments on lifestyle topics		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Comments on wider political and lifestyle choices		
						"It really is expensive to be poor"		
1.11.1	Advertisement	Music*	Full page*	N/A				
1.12.1	Lifestyle feature	Other	Full page	300	Complete	"Things we like"	New pieces of technology filtered by magazine and recommended based on what is deemed desirable by the reader	Music product recommendations by magazine to reader
						Special edition in dedication to Record Store Day	Overview of music consumption (record players)	No example of cultural intermediary role
						"objects of desire"	Factually-driven information	
						Reader encouraged to visit <i>NME</i> website		
						"Protect yourself from April showers with a waterproof canary-coloured jacket"		
						"It's Vans' 50th anniversary, and its checkerboard slip-on remains a design favourite"		
1.13.1	Advertisement	Other*	Full page*	N/A				
1.14.1	Vox pop	Music	Full page	200	Complete	No critique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Examples of cultural intermediary role from people interviewed, not from <i>NME</i>
						Overview of reader music and lifestyle recommendations	No voice from magazine	
						Reader encouraged to visit <i>NME</i> website		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on music: "I love the stoner-rock sound. It gets me in the zone"		
1.15.1	Advertisement	Other*	Full page*	N/A				
1.16.1	Advertisement	Other*	Two pages*	N/A				
1.18.1	Profile/interview	Music	More than two pages	1700	Complete	Timely music feature	Music feature preview of new album	Timely interview feature for preview of album
						Historical overview of artist	Profile of artist	No evidence of cultural intermediary role
						Preview of new album	No persuasive or descriptive language by writer	
						Artist quote: "I was like, you don't have a phone Lana Del Rey! You like live inside a coffin"		
						Article focused on developing new knowledge about band and album		
						Looking deeper into character and personality of featured artist		



Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Driven by quotes from musician		
						Overview of artist's discography		
						Factually-driven article		
1.22.1	Colour feature	Music	Two pages	150	Complete	Photo-driven feature	Photo-driven feature based on new exhibition from photographer of historical music photographs	Photo-driven music feature based on new exhibition
						Untimely historical feature	Evidence of some persuasive language from writer	Some evidence of cultural intermediary role
						"Photographer Christopher Sykes lived and toured with the Stones for its duration and these pictures capture the madness perfectly"		
						persuasive language		
						Descriptive overview		
						Factually-driven		
1.24.1	Profile/interview	Music	Full page	400	Complete	Timely music feature	Music feature preview of new album	Timely interview feature for preview of album
						Historical overview of artist	Profile of artist	Strong evidence of cultural intermediary role
						Preview of new album through interview	Persuasive language and description from artist	
						Article focused on developing new knowledge about band and album		
						"The group's eighth album...takes a brutal, punchy approach to the art of epic alienation"		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Driven by quotes from musician		
						Overview of artist's discography		
						Driven by quotes from musician		
						"Three Deftones tracks that changed metal"		
1.25.1	Advertisement	Music*	Full page*	N/A				
1.26.1	Advertisement	Other*	Two pages*	N/A				
1.27.1	Review - single	Music	Full page	300	Complete	Series of short-form reviews	Persuasive language used in article	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Strong evidence of cultural intermediary role
						Recommendations for readers to listen to tracks	Comparisons of artists to others who are similar	
						"magnificent melodic masterpiece from London's answer to Leonard Cohen"		
						Headings: "Best for a trip to the seaside", "Best for getting spiritual", "Best for being a badass"		
						Reader encouraged to visit <i>NME</i> website		
						Comparisons with other bands		
						"swirling, soulful opener"		
						Gatekeeping of new music		
1.28.1	Review - album	Music	Full page	400	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Description of music/songs	Evidence of some persuasive language from writer	Some evidence of cultural intermediary role
						Track-by-track review	Factually-driven information	
						Overview of artist		
						"unsettling and infectious, but too vague to hit hard"		
						Driven by overview of artist's past work		
						"Like this? Try this"		
						Factually-driven		
1.29.1	Review - album	Music	Full page	400	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of some persuasive language from writer	Strong evidence of cultural intermediary role
						Track-by-track review	Factually-driven information	
						Overview of artist		
						"thrills and dissapoints in equal measure"		
						Driven by overview of artist's past work		
						"the song is a near flawless piece of glossy pop"		
						factually-driven		
1.30.1	Advertisement	Other*	Full page*	N/A				
1.31.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Description of music/songs	Evidence of some persuasive language from writer	Very strong evidence of cultural intermediary role
						Track-by-track review	Consumer guide-style recommendations of similar artists	
						Overview of artist		
						"The subsequent explorations of the human condition and claustrophobic New York life are compellingly grim"		
						Driven by overview of artist's past work		
						"for fans of"		
						Factually-driven		
1.31.2	Review - album	Music	1/8 page	80	Complete	Series of short-form reviews	Profile/introduction of artist to reader	Short-form music single critiques and artist profiles
						Star rating used	Single reviews including gatekeeping, cultural intermediary and star rating	No evidence of cultural intermediary role
						Reader encouraged to visit <i>NME</i> website	High level of observational language	
						Gatekeeping evident		
						Descriptions of tracks		
						Low level of cultural intermediary role		
1.32.1	Advertisement	Other*	Full page*	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
1.33.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Evidence of cultural intermediary role	Some evidence of cultural intermediary role
						Film background/overview	Factually-driven information	
						"There are few directors with the ability to genuinely transport you to their world, to make you forget you're just watching"		
						Factually-driven article		
						persuasive and descriptive language		
1.34.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Strong and emotive language to demonstrate opinion	Some evidence of cultural intermediary role
						Film background/overview	Factually-driven information	
						"a by-the-numbers biopic that requires a PhD to grasp what's going on"		
						Factually-driven article		
						persuasive and descriptive language		
1.35.1	Advertisement	Other*	Full page*	N/A				
1.36.1	Review - book	Other	Full page	375	Complete	Profile of author	Book review including interview preview with author	Book review including interview with author

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Interview of author and review of book	Low level of persuasive language by <i>NME</i>	No cultural intermediary role displayed by <i>NME</i>
						Star rating used	Factually-driven information	
						Background/overview of book		
						Factually-driven		
						Led by interviewee's answers		
1.37.1	Advertisement	Other*	Full page*	N/A				
1.38.1	Advertisement	Other*	Full page*	N/A				
1.39.1	Profile/interview	Music	Full page	350	Complete	Profile/overview of new band	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with
						Recommendation of tracks	Reader education on new artist	Low evidence of cultural intermediary role
						Driven by quotes from musician	Gatekeeping of new music but low cultural intermediary role	
						Section title: "You heard it here first"	Recommended similar bands in consumer guide-style	
						Artist background and overview		
						Does not expect pre-knowledge of reader		
						"For fas of" section suggests consumer guide style		
						Factually-driven		
						Reader encouraged to visit <i>NME</i> website		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
1.40.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	800	Complete	Section title: "The 10 most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs
						Subtitles: "Who", "Why", "Who's supporting"	Low expectation of existing knowledge from reader of artists	Some evidence of cultural intermediary role
						Evidence of gatekeeping	Factually-driven information	
						Cultural intermediary opinions of key stakeholders		
						"Watching him do his one-man multi-instrumental looping is hugely impressive"		
						Comments from <i>NME</i> reader		
1.44.1	Advertisement	Music*	1/4 page*	N/A				
1.44.2	Advertisement	Music*	1/4 page*	N/A				
1.44.3	Advertisement	Music*	1/4 page*	N/A				
1.45.1	Advertisement	Music*	Full page*	N/A				
1.46.1	Advertisement	Other*	Full page*	N/A				
1.47.1	Advertisement	Music*	Full page*	N/A				
1.48.1	Profile/interview	Music	Full page	450	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Low level of cultural intermediary role from person in article, not magazine

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Article number	Type of article	Music or other?	Article number	Type of article	Music or other?
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Expectation of pre-knowledge from reader of celebrity		
						Questions: "The first album I bought", "The song that reminds me of home"		
1.49.1	Advertisement	Other*	Full page*	N/A				



<b>Publication</b>	<i>NME</i>
<b>Date</b>	15-Apr
<b>Study issue #</b>	2

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.2.1	Advertisement	Other*	Full page*	N/A				
2.3.1	Editorials	Other	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of interview with cover star later in issue (actor/lifestyle-orientated)
						Lifestyle choices	Overview of noteworthy lifestyle topic	Expectation of reader pre-knowledge of topic
						Lifestyle topic	Shared experiences of magazine and reader	
						"We're all obsessed with Netflix and Chilling in 2016"		
						Discussion of popular actor		
						"I assume you've either seen it or have had enough people bang on to you relentlessly about it"		
						"He is one of Britain's most successful, accomplishe modern actors and in his <i>NME</i> cover story he lets us in on how he achieved it"		
2.3.2	Advertisement	Music*	1/8 page*	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.4.1	Advertisement	Other*	Full page*	N/A				
2.5.1	Soft news	Other	Two pages	180	Complete	"What's everyone talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent non-music topic
						Musician at political protest	Musician angle of newsworthy national story	No evidence of cultural intermediary role
						"Thousands of people, including pop singer Lily Allen, gathered outside Downing Street"	Factually-driven article	
						"...causing [Lily] Alen to tweet..."		
						Overview of national protests		
2.6.1	Soft news	Music	1/2 page	350	Complete	Time-dependent news	Interview with key person about newsworthy topic	Time-dependent music news
						Music-related news	Music-focused news	Some evidence of cultural intermediary role from interviewee
						Interview with actor regarding music-focused documentary	Evidence of persuasive language from interviewed person	No examples of cultural intermediary role from magazine
						Interviewee: "He [musician] was such a seminal artist"	No voice from magazine	
						Mixture of music and non-music questions		
						"...a film about the cult musician who died in 1993"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.6.2	Soft news	Other	1/8 page	70	Complete	Lifestyle media news	Recent lifestyle choices and actions of celebrities	Celebrity-focused soft news not driven by music
						Celebrity insights	Commentary on upcoming non-music media awards	No evidence of cultural intermediary role
						Barometer rating system	Expectation of reader pre-knowledge of topic	
						Lifestyle choices		
						Music content included but not central focus		
						Comments on public consumption of products		
						Discussion of popular actor		
2.7.2	Advertisement	Other*	Full page*	N/A				
2.8.1	Soft news	Music	Two pages	500	Complete	"12 essential Record Store Day releases"	Overview of annual music event	Overview of annual music event including purchasing recommendations (gatekeeping)
						Section includes overview of event	Recommended purchasing options	Low level of evidence of cultural intermediary role
						"Where is it" "What's on offer" "Any free gigs? Loads, here are three good ones"	Development of reader's knowledge of topic	
						Overview of annual event with further information for readers		
						No pre-existing knowledge needed		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"This world-conquering banger...was a club smash last year, and you bloody loved it"		
						Evident gatekeeping		
						Some cultural intermediary but a low level		
2.9.1	Diary items	Other	1/8 page	80	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of news around lifestyle topics, not music driven
						Lifestyle and music news overview of previous week	Expectation of reader pre-knowledge of topic	No evidence of cultural intermediary role
						Film, music, art comments	Factually-driven article	
						"Last week in numbers"		
2.10.1	Lifestyle feature	Music	Full page	250	Complete	"Things we like"	New pieces of technology filtered by magazine and recommended based on what is deemed desirable by the reader	Music product recommendations by magazine to reader
						Special edition in dedication to Record Store Day	Overview of music consumption (record players)	Some evidence of cultural intermediary role
						"objects of desire"	Mixture of factual and persuasive content	
						Reader encouraged to visit NME website		
						"Serious quality"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Perfect for summer vinyl sessions"		
2.11.1	Advertisement	Music*	Full page*	N/A				
2.12.1	Colour feature	Other	Full page	600	Complete	Description of situations in personal life	Anecdotal views and overview of real-life event	Lifestyle column not driven by music
						Diary-style overview	Critique of television show	Some evidence of cultural intermediary role
						Expectation of reader pre-knowledge of topic	Persuasive and personal viewpoints shown	
						Comments on lifestyle topics		
						Comments on wider political and lifestyle choices		
						"I am still watching...on BBC2. Of course I am. It's a masterpiece"		
2.13.1	Advertisement	Other*	Full page*	N/A				
2.14.1	Vox pop	Music	Full page	175	Complete	No critique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Some evidence of cultural intermediary role from people interviewed, not from <i>NME</i>
						Overview of reader music and lifestyle recommendations	No voice from magazine	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Reader encouraged to visit <i>NME</i> website		
						Vox pops from people aged 22-35		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on music: "I love the way she pronounces words"		
2.15.1	Advertisement	Other*	Full page*	N/A				
2.16.1	Profile/interview	Other	More than two pages	2250	Complete	Profile of actor	Profile of lifestyle figure to uncover deeper overview of personal character	Lifestyle figure profile to show new insights to reader
						"He tells Olly Richards about the secrets to his success"	Showing a new side of a famous person	Low level of cultural intermediary role
						"Elba is exactly as you'd imagine"	Factually-driven article	
						Overview of actor's life		
						Overview of actor's filmography		
						Low level of pre-knowledge from reader needed		
						Uncovering areas of actor previously not known		
						Description of actor's personal character and demeanor		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of recent campaign encouraging young people to follow dreams		
						Description of upcoming works		
2.17.1	Advertisement	Other*	Full page*	N/A				
2.21.1	Advertisement	Other*	Full page*	N/A				
2.22.1	Profile/interview	Music	Two pages	675	Complete	Profile of music artist	Discography with historical overview included	Historical overview of musician's artistic progression
						"Leonie Cooper traces her brilliant career"	Recommendations and gatekeeping of musician's discography not driven by journalists	Low level of cultural intermediary role by magazine
						Historical overview of musician's discography	Low level of cultural intermediary role	Strong evidence of cultural intermediary role by external stakeholders
						Musician's progression as an artist	Music recommendations not driven by magazine	
						Headings for albums: "The art school dropout", "The difficult grunge years", "The iconic performance"		
						Adding knowledge to reader of musician		
						No pre-existing knowledge needed		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of music but low levels of clear critique		
						Example of gatekeeping		
						Track recommendations by noteworthy fans, but not from magazine		
2.24.1	Vox pop	Other	Two pages	675	Complete	Interviews with key players in non-music newsworthy topic	Vox pops to better understand reasons behind newsworthy non-music topic	Vox pops from key stakeholders of newsworthy non-music event, with no comment/opinion from magazine
						"Simon Moore goes behind the picket line to find out"	Adding deeper knowledge to readers with no assumption of pre-existing knowledge	No evidence of cultural intermediary role
						Questions to striking junior doctors	Factually-driven article	
						Questions to strikers: "Why are you here?" "What happens if you lose?" "Why does this matter?"	No voice from magazine	
						Adding knowledge to reader on high-profile news topic		
						No pre-existing knowledge needed		
2.26.1	Advertisement	Other*	Full page*	N/A				



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.27.1	Review - single	Music	Full page	330	Complete	Series of short-form reviews	Low critique music reviews	Gatekeeping of new music with low levels of cultural intermediary
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	
						Recommendations for readers to listen to tracks		
						Headings: "Best for dreary commutes", "Best for emotional goodbyes", "Best for taking revenge"		
						Low levels of cultural intermediary		
						Evidence of gatekeeping		
2.28.1	Review - album	Music	Full page	450	Complete	Star rating used	Album review with overview of artist and description of music	Album review with gatekeeping and some cultural intermediary
						Description of music/songs	Evidence of gatekeeping and (low level) of cultural intermediary role	Low evidence of cultural intermediary role
						Gatekeeping evident	Evidence of cultural intermediary role, albeit a low level	
						Description of music/songs		
						Overview of artist		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						No expectation of reader's pre-existing knowledge		
						"his influence has been profound"		
						"the music...[is] melodic, psychedelic and deeply funky"		
						"charm anyone currently bumping Kendrick"		
						Quotes from influential musician to portray good qualities of reviewed musician		
2.29.1	Review - album	Music	Full page	375	Complete	Star rating used	Album review with overview of artist and description of music	Album review with gatekeeping and cultural intermediary role
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Strong evidence of cultural intermediary role
						Gatekeeping evident	High level of observational language	
						Description of music/songs		
						Examples of cultural intermediary role		
						Overview of artist		
						No expectation of reader's pre-existing knowledge		
						"Deftones live up to the billing"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Touches of heavy atmospherics"		
						"For fans of" consumer guide-style recommendation		
						Comparisons to other artists		
						Who needs innovation when you've got art, aggression, intelligence and melody?		
2.30.1	Advertisement	Other*	Full page*	N/A				
2.31.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Album review with gatekeeping and evidence of cultural intermediary role
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Some evidence of cultural intermediary role
						Gatekeeping evident	Expectation of reader's pre-existing knowledge	
						Description of music/songs	Mixture of factual and persuasive content	
						Examples of cultural intermediary role		
						Overview of artist		
						Quotes from reviewed musician's Twitter page		
						"It feels surprisingly subdued"		
						"Slaying it"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Reminds us that Banks can sing as well as rap"		
2.31.2	Review - album	Music	1/8 page	100	Complete	Series of short-form reviews	Profile/introduction of artist to reader	Short-form music single critiques and artist profiles
						Star rating used	Single reviews including gatekeeping, cultural intermediary and star rating	Low level of evidence of cultural intermediary role
						Reader encouraged to visit <i>NME</i> website	Factually-driven article	
						Gatekeeping evident		
						Descriptions of tracks		
						Low level of cultural intermediary role		
						"full of dusty blues and country"		
2.32.1	Review - film	Other	Full page	400	Complete	Film review	Film review including background and overview of piece	Lifestyle critique with rating and backgrounder
						Star rating used	Evidence of gatekeeping and cultural intermediary role	
						Film background/overview		
						Evidence of gatekeeping		
						Evidence of cultural intermediary		
						"much bloodier in tooth and claw than the 1967 cartoon"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.33.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Lifestyle critique with rating and backgrounder
						Star rating used	Evidence of gatekeeping and cultural intermediary role	
						Film background/overview		
						Evidence of gatekeeping		
						Evidence of cultural intermediary		
						"a riveting thriller"		
2.34.1	Advertisement	Other*	Full page*	N/A				
2.35.1	Lifestyle feature	Other	Full page	375	Complete	Feature based on new television programme	Television show feature with no requirement of pre-existing knowledge	Lifestyle feature to add more knowledge to reader
						TV show background/overview	Evidence of gatekeeping	No evidence of cultural intermediary role
						Evidence of gatekeeping	Factually-driven article	
						No cultural intermediary evident		
						Overview of show for readers with no pre-existing knowledge		
2.36.1	Profile/interview	Music	Full page	350	Complete	Profile/overview of new musician	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with gatekeeping but evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Recommendation of tracks	Reader education on new artist	Low evidence of cultural intermediary role
						Section title: "You heard it here first"	Factually-driven article	
						Artist background and overview		
						Does not expect pre-knowledge of reader		
						Evidence of gatekeeping		
						"For fas of" section suggests consumer guide style		
						Low level of cultural intermediary role		
						Reader encouraged to visit <i>NME</i> website		
2.37.1	Advertisement	Other*	Full page*	N/A				
2.38.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	1000	Complete	Section title: "The 10 most important gigs this week"	Filtering of upcoming gigs	Gatekeeping recommendations of upcoming gigs
						"YouTuber with millions of followers"	No expectation of existing knowledge from reader of artists	Low level of evidence of cultural intermediary role
						Subtitles: "Who", "Why", "Who's supporting"	High level of factual information	
						Evidence of gatekeeping		
						Low levels of cultural intermediary		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.42.1	Advertisement	Music*	1/4 page*	N/A				
2.42.2	Advertisement	Music*	1/4 page*	N/A				
2.42.3	Advertisement	Music*	1/2 page*	N/A				
2.43.1	Advertisement	Music*	1/2 page*	N/A				
2.43.2	Advertisement	Music*	1/2 page*	N/A				
2.44.1	Advertisement	Music*	Full page*	N/A				
2.45.1	Advertisement	Music*	Full page*	N/A				
2.46.1	Profile/interview	Music	Full page	500	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Some evidence of cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Questions: "The first song I remember hearing", "The first song I fell in love with"		
2.47.1	Advertisement	Other*	Full page*	N/A				
2.48.1	Advertisement	Other*	Full page*	N/A				

<b>Publication</b>	<i>NME</i>
<b>Date</b>	22-Apr
<b>Study issue #</b>	3

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
3.2.1	Advertisement	Other*	Full page	N/A				
3.3.1	Editorials	Other	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of issue topic including comments on lifestyle topics
						Expected pre-existing knowledge from reader	Overview of noteworthy lifestyle topic	Very strong evidence of cultural intermediary role
						Lifestyle topics	Shared experiences of magazine and reader	
						"Game of Thrones is so brilliantly addictive"	Expectation of reader pre-knowledge of topic	
						Discussion of popular actor		
						"the excellent Louis Theroux, whose documentary subjects,,,"		
3.4.1	Advertisement	Other*	Full page	N/A				
3.5.1	Soft news	Music	Full page	150	Complete	"What everyone's talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent music news



Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Comment on music festival	Musician angle of music story	No evidence of cultural intermediary role
						Known musician attends music festival	Factual overview of recent music festival	
						"Coachella festival...featured..."		
						Encouraged to visit <i>NME</i> website		
3.6.1	Soft news	Music	Full page	350	Complete	Music-focused topic	Musician angle of newsworthy national story	Time-dependent non-music topic
						Wider political discussion	Comments and opinions from known musicians	No cultural intermediary role displayed by <i>NME</i>
						News and overview of musicians' actions following political news	No comments from <i>NME</i> about the topic, left to third parties	Evidence of gatekeeping
						Comments from musicians		
						No clear opinion given by <i>NME</i>		
3.6.2	Diary items	Music	1/8 page	60	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy music news topics
						Music soft news from previous week	Expectation of reader pre-knowledge of topic	No cultural intermediary role displayed by <i>NME</i>

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Last week in numbers"		
						Includes both music and related topics about musicians		
3.7.1	Advertisement	Other*	Full page	N/A				
3.8.1	Listicle	Other	Full page	500	Complete	Lifestyle-focused	Film curtain-raise	Preview of lifestyle topic in listicle format
						"10 reasons why Suicide Squad will rock"	Low pre-knowledge requirement from reader	Very strong evidence of cultural intermediary role
						"we're super excited"	High level of persuasive language	
						Magazine trying to convince reader		
						Description of film		
3.9.1	Timeless feature	Music	Full page	470	Complete	Interview with known musician	Broad interview which focuses on music and upcoming album	Broad timeless interview with known musician
						No introduction as to nature of interview	No comments from <i>NME</i> about the topic	No cultural intermediary role displayed by <i>NME</i>
						"A catch-up with Noel Gallagher"	Mostly words of interviewee	Some evidence of cultural intermediary role by interviewee
						Not timely feature	No voice evident from magazine	

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"What am I going to see? ELO, they're good"		
3.9.2	Soft news	Other	1/8 page	90	Complete	Lifestyle media news	Recent lifestyle choices and actions of celebrities	Celebrity-focused soft news not fully driven by music
						Celebrity insights	Commentary on music festivals	Expectation of reader pre-knowledge of topic
						Barometer rating system	Discussion on topics which reader and magazine have knowledge of	No evidence of cultural intermediary role
						Lifestyle choices	Comments on recent news and rumours around celebrities	
						Music content included but not central focus		
						Discussion of popular celebrities and musicians		
						"Her recent legal ordeal" - reader expected to know details		
3.10.1	Advertisement	Other*	Full page	N/A				
3.11.1	Colour feature	Other	Full page	500	Complete	Description of situations in personal life	Anecdotal views and overview of real-life event	Lifestyle column not driven by music

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Light hearted lifestyle recommendations to reader	Expectation of reader pre-knowledge of topic	Very strong evidence of cultural intermediary role
						Expectation of reader pre-knowledge of topic	Acknowledgement of reader opinion being important to magazine	
						Comments on lifestyle topics		
						Column spoken directly to reader		
						"It makes me happy when you tweet about this column, even when you're angry that I don't write about Nirvana"		
3.12.1	Lifestyle feature	Other	Full page	130	Complete	"Things we like"	Newlifestyle objects for sale filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader
						"objects of desire"	Gatekeeping evident and low level of cultural intermediary role	Low level of cultural intermediary role
						Reader encouraged to visit <i>NME</i> website	Buying/consumer guide to readers of lifestyle objects	

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"sure to put a spring in your step"		
						"the fiercest gear to get sweaty in"		
3.13.1	Advertisement	Other*	Full page	N/A				
3.14.1	Vox pop	Music	Full page	150	Complete	No crique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Some evidence of cultural intermediary role from people interviewed, not from <i>NME</i>
						Overview of reader music and lifestyle recommendations	Vox pops from people on street about style and music	
						Reader encouraged to visit <i>NME</i> website		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on music: "It's really playful and impossible to get bored of"		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
3.15.1	Advertisement	Other*	Full page	N/A				
3.16.1	Profile/interview	Music	More than two pages	1600	Complete	Profile of band	Profile of band to uncover deeper overview of personal character	Band profile and interview to show new insights to reader
						Historical overview of band	Showing a new side of a famous person	Strong evidence of cultural intermediary role
						Overview of band's discography	Interview-driven	
						Low level of pre-knowledge from reader needed		
						Uncovering areas of musicians previously not known		
						Description of musicians' personal character and demeanor		
						Description/overview from journalist of situation when meeting band		
						Description of upcoming album		
3.18.1	Advertisement	Other*	Full page	N/A				
3.21.1	Advertisement	Other*	1/2 page	N/A				

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
3.21.2	Advertisement	Music*	1/2 page	N/A				
3.22.1	Backgrounder/preview/curtain-raiser	Other	Two pages	800	Complete	Preview feature of upcoming television programme	Lifestyle feature driven by opinions and quotes from celebrities	Timely feature of lifestyle product (television show) which reader is expected to have knowledge about
						"these celebrity superfans tell Andy Welch what they love about the all-conquering fantasy epic"	Expectation of pre-knowledge of topic from reader	Examples of cultural intermediary role from people interviewed, not from <i>NME</i>
						Cultural intermediary opinions of key stakeholders, not <i>NME</i>	Comments and quotes from celebrities and musicians about TV programme	
						Comments from stakeholders: "it's just a dream - the best escape", "I've lost many hours of sleep since the end of season five"		
3.24.1	Profile/interview	Other	Two pages	1000	Complete	Interview and profile of known celebrity journalist	Profile of lifestyle figure to uncover deeper overview of personal character	Lifestyle figure profile to show new insights to reader

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Questions look deeper into character and persona of celebrity	Development of readers' knowledge of subject	Some evidence of cultural intermediary tole
						Untimely piece	Interview with celebrity journalist discussing his past work	
						Pullout box: "Louis' best bits" - suggestions of 'vintage moments' from journalist's filmography		
						"Louis Theroux is arguably the greatest documentarian of his generation"		
						"...about his extraordinary career"		
3.26.1	Advertisement	Other*	Full page	N/A				
3.27.1	Review - single	Music	Full page	450	Complete	Series of short-form reviews	persuasive language used in article	New music recomenations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Some evidence of cultural intermediary tole



Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Recommendations for readers to listen to tracks	Factually driven but with some evidence of persuasive language	
						Some cultural intermediary evidence		
						Headings: "Best for vinyl aficionados", "Best for emotional goodbyes", "Best for taking revenge"		
						Low levels of cultural intermediary		
						Reader encouraged to visit <i>NME</i> website		
						Evidence of gatekeeping		
3.28.1	Review - album	Music	Full page	400	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and (low level) of cultural intermediary role	Consumer guide recommendation language evident
						Gatekeeping evident	Recommendations of similar artists and musicians in consumer guide style	Low levels of cultural intermediary role

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of music/songs		
						Evidence of cultural interemediary role (low level)		
						Overview of artist		
						No expectation of reader's pre-existing knowledge		
						High level of comparison/consumer guide recommendation language		
						"a suublime blend of protest songs and wild fantasy"		
						"oozes the influence of Bob Dylan and Lou Reed"		
						"It evoke's The Clash's rootsiness"		
3.29.1	Review - album	Music	Full page	400	Complete	Star rating used	Album review with overview of artist and description of music	Album review with gatekeeping and some cultural intermediary
						Description of music/songs	Evidence of gatekeeping and (low level) of cultural intermediary role	Some evidence of cultural intermediary role

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Gatekeeping evident	Expectation of joint magazine / reader experiences	
						Description of music/songs	Consumer guide recommendation language evident	
						Evidence of cultural intermediary role (low level)		
						No expectation of reader's pre-existing knowledge		
						"We've all had a crab day, right?... When every instrument you try to play seems to have a crucial part missing"		
						"With links to Super Furry Animals, H Hawkline and..."		
3.30.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Album review with gatekeeping and some cultural intermediary
						Description of music/songs	Expectation of joint magazine / reader experiences	Evidence of gatekeeping and (low level) of cultural intermediary role

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Gatekeeping evident	High level of observational language	
						Description of music/songs		
						Evidence of cultural intermediary role (low level)		
						Overview of artist		
						No overview of artist		
						High level of comparison/consumer guide recommendation language		
						"It's impossible to fault Rufus Wainwright's ambition here"		
						"there's a persistent stiffness to proceedings that makes this an album that's easier to admire than love"		
3.31.1	Advertisement	Music*	Full page	N/A				
3.32.1	Advertisement	Music*	Full page	N/A				
3.33.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Star rating used	Evidence of gatekeeping and cultural intermediary role	Some evidence of cultural intermediary role
						Film background/overview	Recommended similar films in consumer guide-style	
						Evidence of gatekeeping		
						Evidence of cultural intermediary		
						"The actors are a little adrift..."		
						"For fans of..."		
3.34.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Evidence of gatekeeping and cultural intermediary role	Some evidence of cultural intermediary role
						Film background/overview	Interview within article used to develop more information and knowledge for reader	
						Evidence of gatekeeping		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Evidence of cultural intermediary		
						Interview with actor from film		
						Aim to develop further knowledge for reader		
						"...towards the end it becomes a tad too ridiculous"		
3.35.1	Advertisement	Other*	Full page	N/A				
3.36.1	Advertisement	Music*	Full page	N/A				
3.37.1	Review - film	Other	Full page	430	Complete	Television show review	Film review including background and overview of piece	Television show preview with rating and backgrounder
						Star rating used	Background of television show driven through interview	Low evidence of cultural intermediary role
						Show background/overview	Interview within article used to develop more information and knowledge for reader	
						Evidence of gatekeeping		
						Low levels of cultural intermediary		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Interview with actor from show		
						Aim to develop further knowledge for reader		
3.38.1	Advertisement	Other*	Full page	N/A				
3.39.1	Profile/interview	Music	Full page	480	Complete	Profile/overview of new musician	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with
						Recommendation of tracks	Reader education on new artist	No evidence of cultural intermediary role
						Section title: "You heard it here first"	Gatekeeping of new music but no cultural intermediary role	
						Artist background and overview		
						Does not expect pre-knowledge of reader		
						Evidence of gatekeeping		
						"For fas of" section suggests consumer guide style		
						Evidence of cultural intermediary role		

Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Reader encouraged to visit <i>NME</i> website		
3.40.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	1400	Complete	Section title: "The 10 most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs
						Subtitles: "Who", "Why", "Who's supporting"	No expectation of existing knowledge from reader of artists	Low levels of cultural intermediary from <i>NME</i> and readers
						Evidence of gatekeeping	Consumer guide-style recommendations of gigs	
						Low levels of cultural intermediary		
						Cultural intermediary opinions of key stakeholders, not <i>NME</i>		
						"They've just released their second album...which is by all accounts pretty good"		
3.44.1	Advertisement	Music*	Full page	N/A				
3.45.1	Advertisement	Music*	Full page	N/A				
3.46.1	Advertisement	Music*	1/4 page	N/A				
3.46.2	Advertisement	Music*	1/4 page	N/A				
3.46.3	Advertisement	Music*	1/8 page	N/A				



Content analysis					Thematic analysis			
Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
3.46.4	Advertisement	Music*	1/8 page	N/A				
3.46.5	Advertisement	Music*	1/8 page	N/A				
3.46.6	Advertisement	Music*	1/8 page	N/A				
3.47.1	Advertisement	Music*	1/8 page	N/A				
3.47.2	Advertisement	Music*	1/8 page	N/A				
3.47.3	Advertisement	Music*	1/4 page	N/A				
3.47.4	Advertisement	Music*	1/4 page	N/A				
3.47.5	Advertisement	Music*	1/4 page	N/A				
3.47.6	Advertisement	Music*	1/8 page	N/A				
3.47.1	Profile/interview	Music	Full page	350	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Low level of cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Questions: "The first song I know all the words to", "The song I can't get out of my head"		
3.48.1	Advertisement	Other*	Full page	N/A				



<b>Publication</b>	<i>NME</i>
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Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
4.2.1	Advertisement	Other*	Full page	N/A				
4.3.1	Editorials	Music	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of issue topic including comments on lifestyle topics
						Expected pre-existing knowledge from reader	Overview of noteworthy music topic	Expectation of reader pre-knowledge of topic
						Discussion of diseased artist	Evidence of persuasive language	Some evidence of cultural intermediary role
						Commentary on previous editions of <i>NME</i> that diseased musician appeared in	Development of reader's knowledge of subject	
						"He was [great], in every way"		
						No strong comments from magazine		
4.3.2	Advertisement	Other*	1/8 page	N/A				
4.4.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
4.5.1	Soft news	Music	Full page	250	Complete	"What everyone's talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent music news
						Key stakeholder comments around newsworthy music topic	Cultural intermediary role demonstrated by stakeholders within article	Some evidence of cultural intermediary role by magazine
						Magazine filtering tributes from celebrities about death of musician	Gatekeeping role demonstrated by magazine	Very strong evidence of cultural intermediary role by third persons
						No strong comments from magazine	Development of reader's knowledge of subject	
						Additional information surrounding noteworthy music news		
						Encouraged to visit <i>NME</i> website		
4.6.1	Profile/interview	Music	Full page	330	Complete	Interview preview for upcoming album of band	Information driven rather than critique-driven interview	Interview-driven preview of upcoming album
						Interview with musician of band	Developing reader's knowledge of upcoming album	No evidence of cultural intermediary role by magazine
						No cultural intermediary role demonstrated	Driven by interviewees	Some evidence of cultural intermediary role by interviewees

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						No demonstration of gatekeeping role	Evidence of cultural intermediary role	
						Questions: "Tell us about the recording sessions", "Have you performed all of the songs live?"		
4.8.1	Listicle	Music	Full page	500	Complete	Music topic-focused listicle article	Film curtain-raise	Preview of lifestyle topic in listicle format
						"The 10 best celeb cameos in Lemonade"	Low pre-knowledge requirement from reader	No evidence of cultural intermediary role by magazine
						No knowledge from reader needed	Listicle format	
						Numbers/figures lifestyle facts	Factually-driven	
						Development of reader's knowledge of topic		
4.8.2	Diary items	Music	1/8 page	90	Complete	Light news regarding musicians	Recent lifestyle choices and actions of musicians	Musician-focused soft news not fully driven by music
						Celebrity insights	Discussion on topics which reader and magazine have knowledge of	Low level of cultural interemediary role
						Barometer rating system	Factually-driven	
						Lifestyle choices of musicians	Expectation of reader pre-knowledge of topic	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Muscians included but not music-driven		
						Comments on recent news and rumours around musicians and celebrities		
						Discussion of popular celebrities and musicians		
						"He disputed an Instagram post that called Prince "the last of the greatest living performers"		
4.9.1	Advertisement	Music*	Full page	N/A				
4.10.1	Advertisement	Other*	Full page	N/A				
4.11.1	Soft news	Music	1/2 page	175	Complete	Newsworthy topic of musician	News topic of musician's new music video	Timely newsworthy topic of musician
						Development of reader's knowledge of topic	Some low level evidence of cultural intermediary role	No evidence of cultural intermediary role by magazine
						Required pre-knowledge of topic by reader	Comments by <i>NME</i> of nature of event	
						"Total chaos"... "Should be lively"	Required pre-knowledge of topic by reader	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Last weekend Skepta plus Lethal Bizzle, Chip and Boy Better Know members...played a crazy show for the video of Skepta's track "Man"		
4.11.2	Diary items	Other	1/8 page	50	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy lifestyle and music topics
						Soft news from previous week	No strong comments from magazine	No cultural intermediary role displayed by <i>NME</i>
						"Last week in numbers"	Filtering of week's news to what magazine deems most important/interesting to reader	Evidence of gatekeeping
						Includes both music and related topics about musicians	Factually-driven	
						"100 fans turned up to a non-existent Limp Bizkit gig at a petrol station in Ohio. The band warned them it was a hoax"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
4.12.1	Lifestyle feature	Other	Full page	250	Complete	"Things we like"	Newlifestyle objects for sale filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader
						Buying/consumer guide to readers of lifestyle objects	Gatekeeping evident and low level of cultural interemediary role	Low level of cultural interemediary role
						"objects of desire"	Factually-driven with some examples of persuasive language	
						Reader encouraged to visit <i>NME</i> website		
						"These silver metal Quay Australia sunglasses are a style staple"		
						"Unsigned acts can submit demos for the chance to be pressed onto vinyl"		
4.13.1	Advertisement	Other*	Full page	N/A				
4.14.1	Vox pop	Music	Full page	200	Complete	No critique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Some evidence of cultural intermediary role from people interviewed, not from <i>NME</i>
						Overview of reader music and lifestyle recommendations	Observationally-driven	
						Reader encouraged to visit <i>NME</i> website		
						Vox pops from people on street about style and music		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on music: "The obscure lyrics really cheer me up"		
4.15.1	Advertisement	Other*	Full page	N/A				
4.16.1	Profile/interview	Music	More than two pages	2000	Complete	Profile of musician	Profile of musician following their death to uncover deeper overview of personal character	Musician profile to show new insights to reader
						Historical overview of musician	Cultural intermediary role evident	Strong evidence of cultural intermediaty role by magazine
						Overview of singer's discography	Joint experience of reader and magazine	Strong evidence of cultural intermediaty role by third persons

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Low level of pre-knowledge from reader needed	Developing reader's knowledge of timely music news	
						Uncovering areas of musician previously not known		
						Description of musician's personal character and demeanor		
						Feature as a result of death of musician		
						"Prince was a giant of modern music"		
						"...a cultural icon"		
						"he was a titan of modern day music"		
						"Prince never stopped going over our collective heads"		
						"Four great songs that aren't Purple Rain - as chosen by <i>NME</i> writers"		
						Quotes from musicians inspired by Prince (article's subject)		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
4.19.1	Advertisement	Music*	Full page	N/A				
4.20.1	Advertisement	Music*	Full page	N/A				
4.22.1	Backgrounder/preview/curtain-raiser	Other	Two pages	1000	Complete	Preview feature of upcoming film	Lifestyle feature driven by opinions and quotes from celebrities	Timely feature of lifestyle product (television show) which reader is expected to have knowledge about
						Showing different side to actors of film	Development of reader's knowledge of topic	Some evidence of cultural intermediary role interviewees, not from <i>NME</i>
						Timely film feature	Factually-focused content from in-house writers	
						Facts and figures driven rather than opinion		
						No strong comments from magazine		
4.24.1	Lifestyle feature	Other	Two pages	1000	Complete	Timely feature around upcoming television show	Timely feature of television shows	Timely consumer guide around television shows
						Overview of different television shows	Expectation of pre-knowledge from reader	No cultural intermediary role displayed by <i>NME</i>
						No critique or strong comments from magazine	Development of reader's knowledge of topic	
						Consumer guide-style "what to watch"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Sub-titles: "What's that then?" "What it's meant to teach us?" "What it really taught us"		
4.26.1	Advertisement	Music*	Full page	N/A				
4.27.1	Review - single	Music	Full page	500	Complete	Series of short-form reviews	persuasive language used in article	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Strong evidence of cultural intermediary role from magazine
						Recommendations for readers to listen to tracks	Persuasive comments from musicians about other musicians	Low level of evidence of cultural intermediary role from third persons
						"epic track"	Observationally-driven	
						"sound truly majestic"		
						Headings: "Best for power workouts", "Best for pondering life", "Best for weekend madness"		
						Reader encouraged to visit <i>NME</i> website		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Comment from key stakeholder (not <i>NME</i> ): "The first time I heard her music I was like 'I've never heard anything like this'"		
						"truly majestic"		
						Gatekeeping of new music		
4.28.1	Review - album	Music	Full page	450	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Strong evidence of cultural interemediary role
						Description of music/songs	Driven by observational language	
						Overview of artist		
						Quote within article of famous fan		
						"strikingly varied"		
						"a fierce album"		
4.29.1	Review - album	Music	Full page	400	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review with deeper overview of band

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of music/songs	Recommendations of similar artists and musicians in consumer guide style	Strong evidence of cultural interemmediary role
						Overview of band	Evidence of persuasive writing	
						"Like this? Try this" - recommendation of similar bands		
						"One of the most compelling albums of the year"		
						Connections made to similar artists		
4.30.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Low level of cultural interemmediary role
						Description of music/songs	Factually-driven	
						Track-by-track review		
						Overview of artist		
						"Famous fan"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Quote within article of famous fan		
						"over-sugared combo"		
						"a track far more Radio 2 than Rinse FM"		
4.31.1	Advertisement	Music*	Full page	N/A				
4.32.1	Advertisement	Other*	Full page	N/A				
4.33.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review with deeper overview of artist
						Description of music/songs	Recommendations of similar artists and musicians in consumer guide style	Some evidence of cultural interemediary role
						Gatekeeping evident	Expectation of pre-knowledge from reader	
						Description of music/songs	Factually-driven	
						Overview of musician		
						"Like this? Try this" - recommendation of similar bands		
						"Ferg fails to provide a coherent musical vision"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"As any member of D12 will tell you..."		
						Connections made to similar artists		
4.34.1	Advertisement	Other*	Full page	N/A				
4.35.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Evidence of cultural intermediary role	Some evidence of cultural intermediary role
						Film background/overview	Recommended similar films in consumer guide-style	
						Emphasis on description of film		
						"dissapointingly shallow"		
						"For fans of..."		
4.36.1	Review - film	Other	Full page	400	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Evidence of cultural intermediary role	Some evidence of cultural intermediary role



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Film background/overview	Recommended similar films in consumer guide-style	
						Emphasis on description of film		
						"an astonishing debut"		
						"nothing short of astonishing"		
4.37.1	Advertisement	Other*	Full page	N/A				
4.38.1	Advertisement	Other*	Full page	N/A				
4.39.1	Profile/interview	Music	Full page	350	Complete	Profile/overview of new bend	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist
						Recommendation of tracks	Reader education on new artist	Low evidence of cultural intermediary role
						Section title: "You heard it here first"	Gatekeeping of new music but low cultural intermediary role	
						Artist background and overview	Recommended similar bands in consumer guide-style	
						Does not expect pre-knowledge of reader		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"For fas of" section suggests consumer guide style		
						Evidence of cultural intermediary role		
						Reader encouraged to visit <i>NME</i> website		
4.40.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	850	Complete	Section title: "The most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs
						Subtitles: "Who", "Why", "Who's supporting"	Low expectation of existing knowledge from reader of artists	Low levels of cultural interemediary from <i>NME</i> , with reader comments included with cultural intermediary role
						Evidence of gatekeeping	Consumer guide-style recommendations of gigs	
						Low levels of cultural intermediary		
						Cultural intermediary opinions of key stakeholders, not <i>NME</i>		
						"They've just released their second album...which is by all accounts pretty good"		
4.44.1	Advertisement	Music*	1/4 page	N/A				
4.44.2	Advertisement	Music*	Less than 1/8 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
4.44.3	Advertisement	Music*	Less than 1/8 page	N/A				
4.44.4	Advertisement	Music*	Less than 1/8 page	N/A				
4.44.5	Advertisement	Music*	1/2 page	N/A				
4.45.1	Advertisement	Music*	1/4 page	N/A				
4.45.2	Advertisement	Music*	1/8 page	N/A				
4.45.3	Advertisement	Music*	1/8 page	N/A				
4.45.4	Advertisement	Music*	1/8 page	N/A				
4.45.5	Advertisement	Music*	1/8 page	N/A				
4.45.6	Advertisement	Music*	1/8 page	N/A				
4.45.7	Advertisement	Music*	1/8 page	N/A				
4.45.8	Advertisement	Music*	1/8 page	N/A				
4.46.1	Advertisement	Other*	Full page	N/A				
4.47.1	Advertisement	Other*	Full page	N/A				
4.48.1	Profile/interview	Music	Full page	450	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Some evidence of cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Expectation of pre-knowledge from reader of celebrity		
						Questions: "The first song I fell in love with", "The song I do at karaoke"		
4.49.1	Advertisement	Music*	Full page	N/A				

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Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
4.2.1	Advertisement	Other*	Full page	N/A				
4.3.1	Editorials	Music	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of issue topic including comments on lifestyle topics
						"Drake knew exactly what he was creating with the 'Hotline Bling' video"	Overview of what is deemed most important within the issue	Low level of cultural intermediary role
						Discussion of diseased artist	Expected pre-existing knowledge from reader	
						Preview of content in magazine		
						"He is a master of the Internet, and it's a powerful thing"		
4.4.1	Advertisement	Other*	Full page	N/A				
4.5.1	Soft news	Music	Two pages	400	Complete	"What everyone's talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent music-related interview
						Interview with musicians around lifestyle topics and band	Timely interview with musicians discussing music and lifestyle topics	No evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Timely interview regarding music-slant on lifestyle topic	Development of reader's knowledge of subject	
						No strong comments from magazine		
						Article driven by interviewees		
4.6.2	Diary items	Other	1/8 page	80	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy lifestyle and music topics
						Soft news from previous week	No strong comments from magazine	No cultural intermediary role displayed by <i>NME</i>
						"Last week in numbers"	Filtering of week's news to what magazine deems most important/interesting to reader	
						Includes both music and related topics about musicians		
						"600,000 YouTube dislikes for the trailer of the Ghostbusters reboot"		
4.7.1	Advertisement	Other*	Full page	N/A				
4.8.1	News feature	Music	Full page	350	Complete	Timely music news	Filtering of timely music news to give reader greater knowledge of topic	Timely music news feature
						Feature looking deeper into music news topic	Overview of topic for reader	No cultural intermediary role displayed by <i>NME</i>
						"Radiohead have been dropping clues about their new album all spring...What does it all mean?"	No expectation of pre-knowledge from reader	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"All so brilliantly Radiohead"	Developing reader's knowledge of topic	
						Low level of comment from magazine		
						Factually-driven article		
4.8.2	Diary items	Other	1/8 page	80	Complete	Light news regarding musicians	Recent lifestyle choices and actions of musicians	Musician-focused soft news not fully driven by music
						Celebrity insights	Discussion on topics which reader and magazine have knowledge of	Low evidence of cultural intermediary role
						Barometer rating system	Comments on recent news and rumours around celebrities and non-music topics	
						Lifestyle choices of musicians	Expectation of reader pre-knowledge of topic	
						No musicians included		
						Discussion of popular celebrities		
						"Arya Stark crashed a student Game of Thrones-themed party"		
4.9.1	Advertisement	Music*	Full page	N/A				
4.10.1	Advertisement	Other*	Full page	N/A				
4.11.1	Listicle	Music	Full page	375	Complete	Music topic-focused listicle article	Stakeholder-driven article	Interview-driven timely music feature in listicle format

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Five reasons to love Mish Barber Way"	Low pre-knowledge requirement from reader	Low level of cultural intermediary role
						No knowledge from reader needed	Development of reader's knowledge of topic	
						Strong title but low level of persuasive language from magazine in article		
						Article driven by quotes, not writer		
5.12.1	Advertisement	Other*	Full page	N/A				
5.13.1	Lifestyle feature	Other	Full page	200	Complete	"Things we like"	Newlifestyle objects for sale filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader
						Buying/consumer guide to readers of lifestyle objects	Gatekeeping evident and low level of cultural intermediary role	Low level of cultural intermediary role
						"objects of desire"	Factually-driven article	
						Reader encouraged to visit <i>NME</i> website		
						"Treat your feet to some sparkly pink jelly sandals"		
						"Unsigned acts can submit demos for the chance to be pressed onto vinyl"		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
5.14.1	Vox pop	Music	Full page	200	Complete	No crique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Some evidence of cultural intermediary role from people interviewed, not from <i>NME</i>
						Overview of reader music and lifestyle recommendations	Vox pops from people on street about style and music	
						Reader encouraged to visit <i>NME</i> website		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on music: "I love the energy of drum n bass"		
5.15.1	Advertisement	Music*	Full page	N/A				
5.16.1	Backgrounder/preview/curtain-raiser	Other	Two pages	450				
5.18.1	Profile/interview	Music	More than two pages	2000	Complete	Profile of musician	Profile of musician following album release to know more about them	Musician profile to show new insights to reader
						Historical overview of musician	Developing reader's knowledge of timely music news	Strong evidence of cultural intermediary role
						Overview of singer's discography	Factually-driven article	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Comments on topics reader is expected to have knowledge of		
						Uncovering areas of musician previously not known		
						Description of musician's personal character and demeanor		
						Feature as a result of new album release		
						"Drake finds himself as the king of rap"		
						Quotes from musicians and key stakeholders describing profiled musician		
						"he was a titan of modern day music"		
						Low level of persuasive language from <i>NME</i>		
						"In an early display of the social media fanbase that would push him over the top"		
						Quotes from musicians inspired by Prince (article's subject)		
5.20.1	Advertisement	Music*	Full page	N/A				
5.24.1	Profile/interview	Music	Two pages	800	Complete	Profile of musician	Profile of musician following recent success	Musician figure profile to show new insights to reader
						High level of quotes from profiled musician	Developing reader's knowledge of timely music news	No evidence of cultural intermediary role
						Overview of singer's discography	Factually-driven article	
						Uncovering areas of musician previously not known		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of musician's personal character and demeanor		
						Feature as a result of musician's success		
						Quotes from musicians and key stakeholders describing profiled musician		
						"he was a titan of modern day music"		
						Low level of persuasive language from <i>NME</i>		
						"...is the biggest hype in dance music"		
5.26.1	Profile/interview	Music	Two pages	650	Complete	Profile of musician	Profile of musician following album release to know more about them	Musician profile to show new insights to reader
						Historical overview of musician	Developing reader's knowledge of timely music news	Low level of cultural intermediary role displayed by <i>NME</i>
						Overview of singer's discography	Factually-driven article	
						Uncovering areas of musician previously not known		
						Description of musician's personal character and demeanor		
						Feature as a result of new tour		
						"He's a blast, says Leonie Cooper"		
						Low level of persuasive language from <i>NME</i> beyond opening paragraph		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"In an early display of the social media fanbase that would push him over the top"		
5.28.1	Advertisement	Other*	Full page	N/A				
5.29.1	Review - single	Music	Full page	400	Complete	Series of short-form reviews	Gatekeeping evident	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Strong evidence of cultural intermediary role
						Recommendations for readers to listen to tracks	Evidence of persuasive language	
						"it's not a whole lot different from their own stuff"		
						Headings: "Best for moshing", "Best for learning to drive", "Best for going crazy in the club"		
						Reader encouraged to visit <i>NME</i> website		
						"Just give us an album, already!"		
						Gatekeeping of new music		
5.30.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Some evidence of cultural intermediary role
						Track-by-track review	Factually-driven article with some persuasive	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
							language	
						Overview of artist		
						"The internet reckons..." "The internet is probably right"		
						Acknowledgement of fan comments/ideas about artist		
						"...is a banger"		
						Factually-driven article		
5.31.1	Review - album	Music	Full page	400	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of cultural intermediary role	Low level of cultural intermediary role
						Description of music/songs	Focused on factual information and consumer guide-style	
						Track-by-track review		
						Overview of artist		
						"For fans of"...consumer guide-style		
						"The main gossip here - that Cohen is a compelling, sophisticated musician ...will placate music mags only"		
						"compelling and sophisticated"		
5.32.1	Review - album	Music	Full page	400	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Strong evidence of cultural intermediary role
						Track-by-track review	High evidence of persuasive language	
						Overview of artist		
						"relevant, uncringey protest music"		
						"delivered so exquisitely"		
						"For fans of"...consumer guide-style		
						Evidence of deeper writing beyond album and around music as a whole		
5.33.1	Advertisement	Music*	Full page	N/A				
5.34.1	Advertisement	Other*	Full page	N/A				
5.35.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of cultural intermediary role	Low level of cultural intermediary role
						Track-by-track review	Focused on factual information and consumer guide-style	
						Overview of artist		
						"mad metal band"		
						Factually-driven article		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"For fans of"...consumer guide-style		
5.36.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Evidence of cultural intermediary role	Low level of cultural intermediary role
						Film background/overview	Recommended similar films in consumer guide-style	
						Evidence of cultural intermediary		
						Emphasis on description of film		
						Low level of critique or strong descriptions		
						"Probably a bit too long"		
5.37.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Evidence of cultural intermediary role	Some evidence of cultural intermediary role
						Film background/overview	Recommended similar films in consumer guide-style	
						Evidence of cultural intermediary		
						Emphasis on description of film		
						Strong critique and opinion from magazine		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"For fans of"...consumer guide-style		
5.38.1	Advertisement	Music*	Full page	N/A				
5.39.1	Profile/interview	Music	Full page	300	Complete	Profile/overview of new bend	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with
						Recommendation of tracks	Reader education on new artist	Some evidence of cultural intermediary role
						Section title: "You heard it here first"	Gatekeeping of new music but low cultural intermediary role	
						Artist background and overview	Recommended similar bands in consumer guide-style	
						Does not expect pre-knowledge of reader		
						"For fas of" section suggests consumer guide style		
						Evidence of cultural intermediary role		
						Reader encouraged to visit <i>NME</i> website		
						Factually-driven article		
						Lots of quotes from featured artist		
5.40.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	800	Complete	Section title: "The most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs
						Subtitles: "Who", "Why", "Who's supporting"	Low expectation of existing knowledge from reader of artists	Low levels of cultural intermediary role from <i>NME</i> and readers



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Evidence of gatekeeping	Consumer guide-style recommendations of gigs	
						"He's an absolute showman"		
						Includes opinion of reader		
						"They've just released their second album...which is by all accounts pretty good"		
5.44.1	Advertisement	Other*	Full page	N/A				
5.45.1	Advertisement	Music*	Full page	N/A				
5.46.1	Advertisement	Music*	Full page	N/A				
5.47.1	Advertisement	Music*	1/4 page	N/A				
5.17.2	Advertisement	Music*	1/8 page	N/A				
5.47.3	Advertisement	Music*	1/8 page	N/A				
5.47.4	Advertisement	Music*	1/2 page	N/A				
5.48.1	Backgrounder/preview/curtain-raiser	Music	Full page	500	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Some evidence of cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Expectation of pre-knowledge from reader of celebrity		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Questions: "The most legendar gig I ever saw", "The first song I remember hearing"		
5.49.1	Advertisement	Other*	Full page	N/A				

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Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
6.2.1	Advertisement	Other*	Full page	N/A				
6.3.1	Editorials	Music	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of issue topic including comments on lifestyle topics
						Overview of issue content	Overview of what is deemed most important within the issue	Strong evidence of cultural intermediary role
						"We've rounded up 50 of the coolest and most influential people on the planet...and asked them to pick one album that everyone should hear"	Factually-driven based on issue	
						Preview of content in magazine		
						"there'll always be amazing records you've never heard"		
6.4.1	Advertisement	Other*	Full page	N/A				
6.5.1	Soft news	Music	Full page	200	Complete	"What everyone's talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent music-related interview

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Account of timely music news	Cultural intermediary role evident from stakeholders in article, not <i>NME</i>	No cultural intermediary role displayed by magazine
						"The ninth Radiohead album is out and the world is a better place"	Developing knowledge for reader	Evidence of some cultural intermediary role by third persons
						Overview of fans' reactions	Factually-driven	
						No strong opinion shared from magazine		
6.6.1	Profile/interview	Music	Full page	400	Complete	Account of timely music news	Developing knowledge for reader	Timely music news interview
						No strong opinion shared from magazine	No cultural intermediary role seen from magazine	No evidence of cultural intermediary role
						Interview-driven article	Driven by interviewees	
						Factually-driven article	Timely music news interview	
						Questions to interviewees: "How did the first rehearsal go?" "How long have you been a fan?"		
						Finding out more information from musicians		
6.6.1	Diary items	Music	1/8 page	90	Complete	Light news regarding musicians	Recent lifestyle choices and actions of musicians	Musician-focused soft news not fully driven by music

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Celebrity insights	Discussion on topics which reader and magazine have knowledge of	No evidence of cultural intermediary role
						Barometer rating system	Expectation of reader pre-knowledge of topic	
						Lifestyle choices of musicians		
						Music-driven		
						Comments on recent news and rumours around musicians and music topics		
						"The grime lord did a mini UK tour"		
6.7.1	Advertisement	Other*	Full page	N/A				
6.8.1	Soft news	Other	Full page	300	Complete	Timely news around lifestyle topic	Overview of new film through quotes	Timely lifestyle news preview
						"The year's maddest film"	Developing knowledge for reader	Low level of cultural intermediary role
						Soft news preview of new film	Low level of opinion in article	
						Factually-driven article		
						Heavy use of stakeholder quotes		
						"Adam Green describes his new film..."		
6.9.1	Advertisement	Other*	Full page	N/A				
6.10.1	Soft news	Music	Full page	350	Complete	Timely news around actions of musician	Developing knowledge for reader	Timely and factual music news

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven article	Factually-driven article with no cultural intermediary role displayed	No cultural intermediary role displayed
						Low level of opinion	Timely and factual music news	
						"What do the tunes of Alex Turner's playlist tell us..."		
6.10.2	Diary items	Other	1/8 page	90	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy lifestyle and music topics
						Soft news from previous week	No strong comments from magazine	No cultural intermediary role displayed by <i>NME</i>
						"Last week in numbers"	Filtering of week's news to what magazine deems most important/interesting to reader	
						Lifestyle and financial topics about musicians and celebrities		
						"£13,847, the suggested worth of a letter from Kurt Cobain"		
6.11.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
6.12.1	Lifestyle feature	Other	Full page	280	Complete	"Things we like"	Newlifestyle objects for sale filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader
						"objects of desire"	Gatekeeping evident and low level of cultural intermediary role	Low level of cultural intermediary role
						Reader encouraged to visit <i>NME</i> website	Buying/consumer guide to readers of lifestyle objects	
						"Super-smooth Our London vodka is distilled, lended and bottled in Hackney"		
6.13.1	Advertisement	Other*	Full page	N/A				
6.14.1	Vox pop	Music	Full page	200	Complete	No critique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Some evidence of cultural intermediary role from people interviewed, not from <i>NME</i>
						Overview of reader music and lifestyle recommendations	No voice from magazine	
						Reader encouraged to visit <i>NME</i> website		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Vox pops from people on street about style and music		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on musician: "More people need to hear him"		
6.15.1	Advertisement	Other*	1/2 page	N/A				
6.15.2	Advertisement	Other*	1/2 page	N/A				
6.16.1	Timeless feature	Music	More than two pages	5000	Complete	"Top 50 albums of all time"	Developing knowledge for reader	Timeless music "best of" article
						Musicians and celebrities asked to choose their favourite albums	Cultural intermediary role evident through people in article, not <i>NME</i>	No cultural intermediary role displayed by <i>NME</i>
						No gatekeeping from <i>NME</i> of albums	Consumer guidance-style recommendations	Very strong evidence of cultural intermediary role from third parties
						"As chosen by the finest musicians, actors, authors and directors in the world"	Suggestion that other stakeholders have greater opinion than <i>NME</i>	
						"To say that Minutemen influenced me and an entire population is like saying the Civil War had 'some effect' on the slave trade"		
6.26.1	Advertisement	Music*	1/2 page	N/A				



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
6.27.1	Review - single	Music	Full page	250	Complete	Series of short-form reviews	Persuasive language used in article	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Some evidence of cultural intermediary role
						Recommendations for readers to listen to tracks	Mixture of factual and persuasive language	
						"both sombre and intriguing"		
						Headings: "Best for being moody", "Best for gum playlists", "Best for keeping it real"		
						Reader encouraged to visit <i>NME</i> website		
						"sounds truly mesmerising"		
						"truly majestic"		
						Gatekeeping of new music		
6.28.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review with deeper overview of band
						Description of music/songs	persuasive language mixed with factual overview	Very strong evidence of cultural intermediary role
						Overview of artist	Mixture of factual and persuasive language	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven		
						"A landmark in British street music"		
						"it's practically filler-free"		
6.29.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review with deeper overview of band
						Description of music/songs	Consumer guide-style recommendations of similar artists	Some evidence of cultural intermediary role
						Description of music/songs	High level of observational language	
						Overview of band		
						Highly descriptive		
						"Album of eerie, elusive beauty"		
						"Like this? Try this"		
6.30.1	Advertisement	Music*	Full page	N/A				
6.31.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review with deeper overview of band
						Description of music/songs	persuasive language mixed with factual overview	Some evidence of cultural intermediary role
						Overview of artist	Mixture of factual and persuasive language	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven		
						"The songs revel in femininity"		
						"otherworldly second album"		
						"For fans of"		
6.32.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review with deeper overview of band
						Description of music/songs	Persuasive language by writer	Strong evidence of cultural intermediary role by writer
						Description of music/songs	Persuasive language by third person	Strong evidence of cultural intermediary role by third person
						Historical overview of artist	Factually-driven	
						"Thrillingly intimate and detailed"		
						"Famous fan"		
						Quotes from celebrity fan acting as cultural intermediary		
6.33.1	Advertisement	Music*	Full page	N/A				
6.34.1	Review - film	Other	Full page	375	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Some evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Film background/overview	Evidence of cultural intermediary role, but a low level	
						Factually-driven		
						"a beginning to end delight"		
						"For fans of..."		
6.35.1	Review - film	Other	Full page	300	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Evidence of cultural intermediary role, but a low level	Some evidence of cultural intermediary role
						Film background/overview	Factually-driven information	
						High level of description of film		
						"gripping homage"		
						"For fans of..."		
						Factually-driven		
6.36.1	Profile/interview	Music	Full page	300	Complete	Profile/overview of new bend	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with
						Recommendation of tracks	Reader education on new artist	Low evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Section title: "You heard it here first"	Gatekeeping of new music but low cultural intermediary role	
						Artist background and overview	Recommended similar bands in consumer guide-style	
						Does not expect pre-knowledge of reader		
						"For fas of" section suggests consumer guide style		
						Factually-driven		
						Reader encouraged to visit <i>NME</i> website		
6.37.1	Advertisement	Other*	1/2 page	N/A				
6.38.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	800	Complete	Section title: "The most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs
						Subtitles: "Who", "Why", "Who's supporting"	Low expectation of existing knowledge from reader of artists	Low levels of cultural interemediary from <i>NME</i> , with reader comments included with cultural intermediary role
						Evidence of gatekeeping	Consumer guide-style recommendations of gigs	
						Low levels of cultural intermediary		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Cultural intermediary opinions of key stakeholders		
						"Watching them is like being in their fun gang"		
6.42.1	Advertisement	Music*	Full page	N/A				
6.43.1	Advertisement	Music*	Less than 1/8 page	N/A				
6.43.2	Advertisement	Music*	Less than 1/8 page	N/A				
6.43.3	Advertisement	Music*	Less than 1/8 page	N/A				
6.43.4	Advertisement	Music*	Less than 1/8 page	N/A				
6.43.5	Advertisement	Music*	Less than 1/8 page	N/A				
6.43.6	Advertisement	Music*	Less than 1/8 page	N/A				
6.43.7	Advertisement	Music*	Less than 1/8 page	N/A				
6.43.8	Advertisement	Music*	Less than 1/8 page	N/A				
6.43.9	Advertisement	Music*	Less than 1/8 page	N/A				
6.43.10	Advertisement	Music*	Less than 1/8 page	N/A				
6.44.1	Advertisement	Music*	1/4 page	N/A				
6.44.2	Advertisement	Music*	1/4 page	N/A				
6.44.3	Advertisement	Music*	1/2 page	N/A				
6.45.1	Advertisement	Music*	1/2 page	N/A				
6.45.2	Advertisement	Music*	1/4 page	N/A				
6.45.3	Advertisement	Music*	1/4 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
6.46.1	Profile/interview	Music	Full page	450	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Low evidence of cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Expectation of pre-knowledge from reader of celebrity		
						Questions: "The first song I remember hearing", "The song I do at karaoke"		
6.47.1	Advertisement	Music*	Full page	N/A				

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Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
7.2.1	Advertisement	Other*	Full page	N/A				
7.3.1	Editorials	Music	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of issue topic including comments on lifestyle topics
						Overview of issue content	Overview of what is deemed most important within the issue	Very strong evidence of cultural intermediary role
						"Both important - and hugely polarising - moments in British music history"	Factually-driven article	
						Suggestion people should appreciate band that has had little attention		
						"whilst we laud...we should do the same to Gruff Rhys"		
7.4.1	Advertisement	Other*	Full page	N/A				
7.5.1	Soft news	Other	Full page	215	Complete	"What everyone's talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent music-related interview



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factual overview of lifestyle news topic	Developing knowledge for reader	No evidence of cultural intermediary role
						"Warner Bros. is...considering a spin-off film for..."		
						"A beginner's guide to Harley Quinn"		
						No strong opinion shared from magazine		
7.6.1	Profile/interview	Music	Full page	450	Complete	Interview-driven timely music news	Developing knowledge for reader	Timely music news interview
						No strong opinion shared from magazine	No cultural intermediary role seen from magazine	No evidence of cultural intermediary role
						Interview-driven article	Cultural intermediary role driven from interviewees	
						Factually-driven article	Timely music news interview	
						Questions to interviewees: "How did the band first come together?" "What do you want DNCE to stand for?"	Expectation of reader pre-knowledge of topic	
						Finding out more information from musicians		
						"You've probably heard of..."		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
7.6.2	Diary items	Other	1/8 page	90	Complete	Light news regarding musicians	Recent lifestyle choices and actions of musicians	Musician-focused soft news not fully driven by music
						Celebrity insights	No persuasive language by <i>NME</i>	No evidence of cultural intermediary role
						Barometer rating system	Comments on recent news and rumours around musicians, celebrities and music topics	
						Lifestyle choices of musicians		
						"He's told his fans he'll no longer pose for photos"		
7.7.1	Advertisement	Music*	Full page	N/A				
7.8.1	Soft news	Music	Full page	350	Complete	Guest article from celebrity	Developing knowledge for reader	Overview of musician by guest writer
						"Tom Hiddleston's guide to Hank Williams"	No cultural intermediary role seen from magazine	No cultural intermediary role displayed by <i>NME</i>
						Overview of musician	Guest-written "Guide to..." article about musician	Very strong evidence of cultural

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
								intermediary role by third person
						Developing reader's knowledge	Factually-driven article	
						No opinion from <i>NME</i> evident		
						Factually-driven article		
7.8.2	Diary items	Music	1/8 page	90	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy lifestyle and music topics
						Soft news from previous week	No strong comments from magazine	No cultural intermediary role displayed by <i>NME</i>
						"Last week in numbers"	Filtering of week's news to what magazine deems most important/interesting to reader	
						Lifestyle and financial topics about musicians and celebrities		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"£700, the amount singer Vanessa Hudgens was fined after..."		
7.9.7	Advertisement	Other*	Full page	N/A				
7.10.1	Advertisement	Music*	Full page	N/A				
7.11.1	Review - album	Music	Full page	250	Complete	Guest article from musician	Guest-written album review	Guest-written album review
						Album review	Highly descriptive article	No evidence of cultural intermediary role from magazine
						"Arcade Fire's Will Butler has picked apart "A Moon Shaped Pool" [album]"	No representation or voice from <i>NME</i>	Very strong evidence of cultural intermediary role from third person
						"Here are the best bits [of the review]"	High level of persuasive language evident	
						Highly descriptive article		
						Cultural intermediary role evident from guest writer		
						"an abstract ominous omen"		
						"it's like walking through a forest and seeing the different parts of the ecosystem jitter and slime"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
7.12.1	Advertisement	Other*	Full page	N/A				
7.13.1	Lifestyle feature	Other	Full page	250	Complete	"Things we like"	Newlifestyle objects for sale filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader
						Buying/consumer guide to readers of lifestyle objects	Gatekeeping evident and low level of cultural intermediary role	Low level of cultural intermediary role
						"objects of desire"	Factually-driven article	
						Reader encouraged to visit <i>NME</i> website		
						"Makes for a purr-fect piece of swimwear"		
7.14.1	Vox pop	Music	Full page	200	Complete	No critique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Some evidence of cultural intermediary role from people interviewed, not

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes from <i>NME</i>
						Reader encouraged to visit <i>NME</i> website	Overview of reader music and lifestyle recommendations	
						Vox pops from people on street about style and music		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on musician: "it's got a great beat and I love his voice!"		
7.15.1	Advertisement	Other*	Full page	N/A				
7.16.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	1500	Complete	Historical overview of band	Profile of musician following album release to know more about them	Preview of new album to show new insights to reader
						Build-up preview to new album	Developing reader's knowledge of timely music news	No cultural intermediary role displayed by <i>NME</i>
						Overview of band's discography	Factually-driven article	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Uncovering areas of musicians previously not known		
						Description of musician's personal character and demeanor		
						Feature as a result of new album release		
						"The fan reaction" - overview of responses from listeners		
						Quotes from musicians and key stakeholders describing profiled band		
						Low level of persuasive language from <i>NME</i>		
7.17.1	Advertisement	Other*	Full page	N/A				
7.21.1	Advertisement	Music*	Full page	N/A				
7.22.1	Profile/interview	Other	Two pages	1000	Complete	Lifestyle topic interview feature	Development of reader's knowledge	Lifestyle topic interview feature
						Interview with film producer	Lifestyle topic interview feature	No cultural intermediary role displayed by <i>NME</i>
						Preview of new film	Interview-driven feature	
						Looking deeper into character and personality of interviewee"		
						Factually-driven article		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Reader encouraged to visit <i>NME</i> website		
7.24.1	Profile/interview	Music	Two pages	750	Complete	Historical overview of artist	Profile of musician following album release to know more about them	Preview of new album to show new insights to reader
						Build-up preview to new album	Developing reader's knowledge of timely music news	Low level of cultural interemediary role
						Overview of artist's discography	Factually-driven article	
						Uncovering areas of musician previously not known		
						Description of musician's personal character and demeanor		
						Feature as a result of new album release		
						"Three big influences on Tom Cohen's debut album"		
						Article driven by interviewee		
						"A tending weaving together of bucolic Brit-folk, hippy-dippy-era Bowie and the simple elegance of alt-country"		
7.26.1	Advertisement	Other*	Full page	N/A				



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
7.27.1	Review - single	Music	Full page	300	Complete	Series of short-form reviews	persuasive language used in article	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Strong evidence of cultural intermedial role
						Recommendations for readers to listen to tracks	Factually-driven article	
						"their comeback track is huge"		
						Headings: "Best for block parties", "Best for throwing tantrums", "Best for pondering"		
						Reader encouraged to visit <i>NME</i> website		
						"synth-heavy beauty"		
						"bleepy electro banger"		
						Gatekeeping of new music		
7.28.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermedial role	Strong evidence of cultural intermedial role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Track-by-track review	Factually-driven article	
						Overview of artist		
						"When Chance The Rapper self-released his stunning mixtape in 2013..."		
						Driven by overview of artist's past work		
7.29.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Some evidence of cultural interemediary role
						Track-by-track review	Track-by-track overview	
						Overview of artist		
						"it's a huge relief to welcome back a brooding, babbling quote-machine such as Richard Ashcroft"		
						Driven by overview of artist's past work		
						"For fans of"		
7.30.1	Review - album	Music	Full page	375	Complete	Star rating used	Album review with overview of artist and description of	Timely album review

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
							music	
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Some evidence of cultural interemediary role
						Track-by-track review	Consumer guide-style recommendations of similar artists	
						Overview of artist		
						"Give this guy an award"		
						"It sounds like the soundtrack to a lost 90's sitcom"		
						"For fans of"		
						"Like this? Try this"		
						Highly descriptive article		
7.31.1	Advertisement	Music*	Full page	N/A				
7.32.1	Advertisement	Music*	Full page	N/A				
7.33.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review with deeper overview of band

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of music/songs	Consumer guide-style recommendations of similar artists	Strong evidence of cultural interemediary role
						Description of music/songs	Track-by-track overview	
						Overview of artist		
						"[Name] is already a bigger deal than you realise"		
						"Album of eerie, elusive beauty"		
						"For fans of"		
7.34.1	Advertisement	Other*	Full page	N/A				
7.35.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Some evidence of cultural intermediary role
						Film background/overview	Evidence of cultural intermediary role	
						"the film could use some chopping"		
						"smarter, more mature film than last time"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
7.36.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Some evidence of cultural intermediary role
						Film background/overview	Factually-driven article mixed with some persuasive language	
						"cripplingly two-dimensional"		
						"an oddly uninvolved affair"		
7.37.1	Advertisement	Music*	Full page	N/A				
7.38.1	Advertisement	Other*	Full page	N/A				
7.39.1	Profile/interview	Music	Full page	300	Complete	Profile/overview of new band	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with
						Recommendation of tracks	Reader education on new artist	No evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Section title: "You heard it here first"	Gatekeeping of new music but low cultural intermediary role	
						Artist background and overview	Recommended similar bands in consumer guide-style	
						Does not expect pre-knowledge of reader		
						"For fas of" section suggests consumer guide style		
						Factually-driven		
						Reader encouraged to visit <i>NME</i> website		
7.40.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	800	Complete	Section title: "The most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs
						Subtitles: "Who", "Why", "Who's supporting"	Low expectation of existing knowledge from reader of artists	Low levels of cultural interemediary from <i>NME</i> and third person
						Evidence of gatekeeping	Factually-driven article	
						Low levels of cultural intermediary		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Cultural intermediary opinions of key stakeholders		
						"They've got big, reliable choruses", "Packed with beautiful tunes"		
						Comments from <i>NME</i> reader		
7.44.1	Advertisement	Music*	Full page	N/A				
7.45.1	Advertisement	Music*	Full page	N/A				
7.46.1	Advertisement	Music*	Full page	N/A				
7.47.1	Advertisement	Music*	1/4 page	N/A				
7.47.2	Advertisement	Music*	1/8 page	N/A				
7.47.3	Advertisement	Music*	1/8 page	N/A				
7.47.4	Advertisement	Music*	1/2 page	N/A				
7.48.1	Profile/interview	Music	Full page	400	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics regarding music	Stage 4 - refining of broader themes
						Expectation of pre-knowledge from reader of celebrity		
						Questions: "The song I can't get out of my head", "The song I fell in love with"		
7.49.1	Advertisement	Music*	Full page	N/A				



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Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
8.2.1	Advertisement	Other*	Full page	N/A				
8.3.1	Editorials	Other	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of issue topic including comments on lifestyle topics
						Overview of issue content	Overview of what is deemed most important within the issue	No evidence of cultural intermediary role
						Discussion of football	Focus on non-music topics	
						"...are woven into the Leicester title-winning story"		
8.4.1	Advertisement	Other*	Full page	N/A				
8.5.1	Soft news	Music	Full page	300	Complete	Feature around timely music news	Developing knowledge for reader	Timely music news interview
						No strong opinion shared from magazine	No cultural intermediary role seen from magazine	No evidence of cultural intermediary role
						Interview-driven article	Deeper insights into timely music news	
						Factually-driven article		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Radiohead played their 1993 track for the first time in seven years"		
						Deeper insight into song		
						"You've probably heard of..."		
8.6.1	Soft news	Music	Full page	300	Complete	Timely news around lifestyle topic	Stakeholder-driven article	Timely music news
						Insights from former bodyguard of Kanye West	No cultural intermediary role seen from magazine	No evidence of cultural intermediary role
						Developing knowledge of reader	Deeper insights into artist	
						No strong opinion shared from magazine		
						Very little content from NME writers		
8.6.2	Diary items	Other	1/8 page	90	Complete	Light news regarding musicians	Recent lifestyle choices and actions of musicians	Musician-focused soft news not fully driven by music
						Celebrity insights	Developing knowledge for reader	No evidence of cultural intermediary role
						Barometer rating system	Comments on recent news and rumours around lifestyle topics	
						Lifestyle choices of musicians		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"He's building a mansion with a designated room for awards"		
8.7.2	Advertisement	Other*	Full page	N/A				
8.8.1	Soft news	Other	Full page	200	Complete	Timely news around lifestyle topic	Timely lifestyle topic article driven by factual events	Timely lifestyle topic article driven by factual events
						Developing reader's knowledge	Cultural intermediary role driven by external stakeholder	Some evidence of cultural intermediary role by third persons not by <i>NME</i>
						No opinion from <i>NME</i> evident		
						Factually-driven article		
						Question and answer not driven by <i>NME</i>		
						"things we learned from an ask me anything with Robert Kirkman"		
						"One fan explained why"... "asked one fan"		
8.8.2	Soft news	Other	1/8 page	80	Complete	Lifestyle soft news	Factual lifestyle topic article in 'as it happened' style	Factual lifestyle topic article

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven article	Expectation of previous reader knowledge of topic	No cultural intermediary role seen from magazine
						No strong opinion shared from magazine	Factually-driven article	
						"X-Files star Gillian Anderson has implied that she'd be willing to play the first femal James Bond"		
8.8.3	Diary items	Other	1/8 page	80	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy lifestyle and music topics
						Soft news from previous week	No strong comments from magazine	No cultural intermediary role displayed by <i>NME</i>
						"Last week in numbers"	Filtering of week's news to what magazine deems most important/interesting to reader	
						Lifestyle and financial topics about musicians and celebrities		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"20 years the website for '96 film Space Jam has remained unchained"		
8.9.1	Advertisement	Other*	Full page	N/A				
8.10.1	Profile/interview	Music	Full page	500	Complete	Timely overview of band	Timely overview of band in preview of new album	Preview of new album to show new insights to reader
						Build-up preview to new album	Developing reader's knowledge of timely music news	No cultural intermediary role displayed by <i>NME</i>
						Uncovering areas of musicians previously not known	Factually-driven article	
						Article driven by historical quotes		
						Feature as a result of new album release		
						Low level of emotive language from <i>NME</i>		
						Headings: "When's it coming out?" "What will it sound like?"		
8.11.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
8.12.1	Lifestyle feature	Other	Full page	250	Complete	"Things we like"	Newlifestyle objects for sale filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader
						"objects of desire"	Gatekeeping evident and low level of cultural interemmediary role	Low level of cultural interemmediary role
						Reader encouraged to visit <i>NME</i> website	Buying/consumer guide to readers of lifestyle objects	
						"...new line of reflective bads is glowingly good"		
8.13.1	Advertisement	Other*	Full page	N/A				
8.14.1	Vox pop	Music	Full page	200	Complete	No crique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Some evidence of cultural intermediary role from people interviewed, not from <i>NME</i>
						Reader encouraged to visit <i>NME</i> website	Overview of reader music and lifestyle recommendations	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Vox pops from people on street about style and music		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on musician: "I aw them in Manchester a few weeks ago. It was completely amazing"		
8.15.1	Advertisement	Other*	Full page	N/A				
8.16.1	Profile/interview	Music	More than two pages	1800	Complete	Historical overview of band	Profile of musician following non-music news to know more about them	Preview of upcoming gig to show new insights to reader
						Build-up preview to new album	Developing reader's knowledge of timely music news	No cultural intermediary role displayed by <i>NME</i>
						Overview of band's discography	Factually-driven article	
						Uncovering areas of musicians previously not known		
						Feature as a result of upcoming gig and non-music news		
						Music interview focused around football		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Emotive language from interviewees, not <i>NME</i>		
						Low level of emotive language from <i>NME</i>		
8.20.1	Advertisement	Other*	Full page	N/A				
8.22.1	Listicle	Music	Two pages	550	Complete	"9 reasons Ariana Grande is cooler than you think"	Untimely music feature featuring overview of musician	Untimely music feature
						Factually-driven article	Developing reader's knowledge	Strong evidence of cultural intermediary role
						Headings: "She smashed it at the White House", "She wants to empower her fans", "She works with all the right people"	Low level of cultural intermediary role evident	
						Low level of emotive language from <i>NME</i>		
						Historical overview of artist		
						High level of historical quotes		
8.24.1	Profile/interview	Music	Two pages	1000	Complete	"Meet the man behind this year's best hip hop album"	Untimely music feature featuring overview of musician	Untimely music feature



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven article	Developing reader's knowledge	Very strong evidence of cultural intermediary role
						Headings: "He's playing by his own rules", "Coloring Book is a brilliant album that makes you feel good"	Evidence of persuasive language	
						Emotive language		
						"At a glance" section		
						High level of historical quotes		
						No expectation of reader knowledge of artist		
						"stunning third mixtape"		
8.25.1	Advertisement	Other*	Full page	N/A				
8.27.1	Review - single	Music	Full page	300	Complete	Series of short-form reviews	Emotive language used in article	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Low level of cultural intermediary role
						Recommendations for readers to listen to tracks	Low level of persuasive language	
						"Lennon-infused beauty"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Headings: "Best for commuting", "Best for dance contests", "Best for tripping out"		
						Reader encouraged to visit <i>NME</i> website		
						"synth-heavy beauty"		
						Gatekeeping of new music		
8.28.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Low level of cultural intermediary role
						Track-by-track review	Low level of persuasive language	
						Overview of artist		
						Factually-driven article		
						Driven by overview of artist's wider work		
						"For fans of"		
						Low level of emotive language from <i>NME</i>		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
8.29.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Strong evidence of cultural intermediary role
						Track-by-track review	Track-by-track overview	
						Overview of artist		
						Factually-driven article		
						Driven by overview of artist's wider work		
						For fans of		
8.30.1	Advertisement	Music*	Full page	N/A				
8.31.1	Review - album	Music	Full page	250	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Strong evidence of cultural intermediary role
						Overview of artist	Track-by-track overview	
						"blossoms into life with a Godfather-style fanfare"		
						Descriptive article		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Driven by overview of artist's wider work		
						"For fans of"		
8.32.1	Review - film	Other	Full page	300	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Low level of cultural interemediary role
						Film background/overview	Factually-driven with some persuasive language	
						"For fans of"		
						Low level of emotive language from <i>NME</i>		
8.33.1	Review - film	Other	Full page	300	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Low level of cultural interemediary role
						Film background/overview		
						"This follow-up to Tim Burton's Alice in Wonderland is a drag"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"smarter, more mature film than last time"		
						"has some diverting moments, but don't expect to leave grinning"		
8.34.1	Advertisement	Other*	Full page	N/A				
8.35.1	Lifestyle feature	Other	Full page	300	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Persuasive content from <i>NME</i>	Some evidence of cultural intermediary role
						Film background/overview	Mixture of persuasive and factual language	
						"This follow-up to Tim Burton's Alice in Wonderland is a drag"		
						"very modern, absolutely hilarious and somewhat heroic caper"		
						Emotive language from <i>NME</i> evident		
8.36.1	Profile/interview	Music	Full page	250	Complete	Profile/overview of new bend	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Recommendation of tracks	Reader education on new artist	Strong evidence of cultural intermediary role
						Section title: "You heard it here first"	Gatekeeping of new music but low cultural intermediary role	
						Artist background and overview	Recommended similar bands in consumer guide-style	
						Does not expect pre-knowledge of reader		
						"For fas of" section suggests consumer guide style		
						Factually-driven		
						Reader encouraged to visit <i>NME</i> website		
						High level of quotes		
8.37.1	Advertisement	Other*	Full page	N/A				
8.38.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	800	Complete	Section title: "The most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Subtitles: "Who", "Why", "Who's supporting"	Low expectation of existing knowledge from reader of artists	Low levels of cultural intermediary from <i>NME</i> , with reader comments included with cultural intermediary role
						Evidence of gatekeeping	Factually-driven article	
						Low levels of cultural intermediary		
						Cultural intermediary opinions of key stakeholders		
						"The atmosphere will be absolutely electric"		
						Comments from <i>NME</i> reader		
8.42.1	Advertisement	Music*	1/4 page	N/A				
8.42.2	Advertisement	Music*	1/4 page	N/A				
8.42.3	Advertisement	Music*	1/2 page	N/A				
8.43.1	Advertisement	Music*	1/8 page	N/A				
8.43.2	Advertisement	Music*	1/8 page	N/A				
8.43.3	Advertisement	Music*	1/8 page	N/A				
8.43.4	Advertisement	Music*	1/8 page	N/A				
8.43.5	Advertisement	Music*	1/8 page	N/A				
8.43.6	Advertisement	Music*	1/2 page	N/A				
8.43.7	Advertisement	Music*	1/2 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
8.44.1	Advertisement	Music*	Full page	N/A				
8.45.1	Advertisement	Music*	Full page	N/A				
8.46.1	Profile/interview	Music	Full page	420	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Strong evidence of cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Expectation of pre-knowledge from reader of celebrity		
						Questions: "The first song I can remember hearing", "The record that made me want to be a DJ"		
8.47.1	Advertisement	Music*	Full page	N/A				

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Article number	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
9.2.1	Advertisement	Other*	Full page	N/A				
9.3.1	Editorials	Music	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of issue topic including comments on lifestyle topics
						Overview of issue content	Overview of what is deemed most important within the issue	Some evidence of cultural intermediary role
						"it's good to have him [musician] back in <i>NME</i> "	Giving reader new knowledge	
						Recounting experience of journalist		
						Anecdotal story		
9.4.1	Advertisement	Other*	Full page	N/A				
9.5.1	Soft news	Music	Full page	200	Complete	Newsworthy music topic	Developing knowledge for reader	Timely music news interview
						No strong opinion shared from magazine	Overview of band lineup from festival	Strong evidence of cultural intermediary role
						Preview of upcoming festival	Timely music news	
						Factually-driven article		
						"Excited? You will be"		
						Finding out more information about festival		
						Persuasion to visit <i>NME</i> website to learn more		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
9.6.1	Soft news	Other	Two pages	1200	Complete	Lifestyle preview	Developing knowledge for reader	Lifestyle preview feature of film
						Timely feature of upcoming film	No cultural intermediary role evident	No cultural intermediary role evident
						Factually-driven article	Lifestyle preview feature of film	
						High level of interviews		
						Giving an overview to reader of topic		
						Low level of opinion		
9.8.1	Soft news	Other	1/2 page	200	Complete	Timely wider news based around music festival	Developing knowledge for reader	Timely non-music news
						Not music-driven	Factually-driven article	No cultural intermediary role evident
						"Going to Glastonbury? Don't lose your vote in the EU referendum"	No voice from magazine	
						Advice for readers		
						No strong opinion shared from magazine		
9.8.2	Diary items	Music	1/8 page	30	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy lifestyle and music topics

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Soft news from previous week	No strong comments from magazine	No cultural intermediary role evident
						"Last week in numbers"	Filtering of week's news to what magazine deems most important/interesting to reader	
						Music-driven light news		
						"60 minutes between Gucci Mane being released from prison and entering the recording studio"		
9.8.3	Advertisement	Music*	1/2 page	N/A				
9.9.1	Advertisement	Other*	Full page	N/A				
9.10.1	Profile/interview	Music	Full page	300	Complete	Historical overview of artist	Profile of musician following single release to know more about them	Interview-driven album preview
						Build-up preview to new album	Developing reader's knowledge of timely music news	Low level of cultural intermediary role
						Overview of artist's discography	Factually driven with some evidence of persuasive language	
						Uncovering areas of musician previously not known		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of musician's personal character and demeanor		
						Interview as a result of new single		
						"Beck is back with the brilliant new single..."		
						Article driven by interviewee		
						Questions: "What inspired Wow?" "What's the album like?" "When will it be out?"		
9.10.2	Diary items	Other	1/8 page	80	Complete	Light news regarding musicians	Comments on recent news and rumours around musicians and music topics	Musician-focused soft news not fully driven by music
						Celebrity insights	No cultural intermediary role evident	No cultural intermediary role evident
						Barometer rating system	Factually-driven content	
						Lifestyle choices of musicians		
						"The former Spice Girl's ill-advised 20013 hip-hop album has leaked online"		
9.11.1	Advertisement	Other*	Full page	N/A				
9.12.1	Advertisement	Other*	Full page	N/A				
9.13.1	Soft news	Music	Full page	200	Complete	Soft news around music topic	Timely music factual news from previous week	Timely music factual news

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven article	persuasive language used	Strong evidence of cultural intermediary role
						Overview provided to reader	Factually-driven article	
						"Did Julian cut it as a DJ? Here's what we learned"		
						persuasive language used		
						"it was brilliant"		
						"he's definitely got a voice for radio"		
9.14.1	Lifestyle feature	Other	Full page	150	Complete	"Things we like"	Newlifestyle objects for sale filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader
						"objects of desire"	Gatekeeping evident and low level of cultural interemediary role	Low level of cultural interemediary role
						Reader encouraged to visit <i>NME</i> website	Buying/consumer guide to readers of lifestyle objects	
						"Always look cool Adidas Gazelles"		
						" <i>NME</i> promotion"		
9.15.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
9.16.1	Vox pop	Music	Full page	150	Complete	No critique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Some evidence of cultural intermediary role from people interviewed, not from <i>NME</i>
						Overview of reader music and lifestyle recommendations	No voice from magazine	
						Reader encouraged to visit <i>NME</i> website		
						Vox pops from people on street about style and music		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on musician: "I love her, her sound is really cool"		
9.17.1	Advertisement	Other*	Full page	N/A				
9.18.1	Profile/interview	Music	More than two pages	1500	Complete	Historical overview of artist	Profile of musician following album release to know more about them	Preview of new album to show new insights to reader

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Build-up preview to new artist	Developing reader's knowledge of timely music news	Some evidence of cultural intermediary role
						Overview of artist's discography	Factually-driven article	
						Uncovering areas of musician previously not known		
						Description of musician's personal character and demeanor		
						Some evidence of cultural intermediary role		
						Driven by quotes from artist		
						"he shows me a beautiful pastoral song that was originally written by a teenage Doherty"		
						Low level of persuasive language from <i>NME</i>		
9.20.1	Advertisement	Music*	Full page	N/A				
9.23.1	Advertisement	Music*	Full page	N/A				
9.24.1	Profile/interview	Music	Two pages	700	Complete	Profile of new band	Profile/recommendation of new band for reader to listen too	Profile/recommendation of new band
						Build-up preview to new band	Developing reader's knowledge of timely music news	Low level of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Overview of artist's discography	Evidence of consumer guide-style writing	
						Uncovering areas of musician previously not known		
						Description of musician's personal character and demeanor		
						Band framed as new band for reader to listen too, but low level of cultural intermediary		
						Driven by quotes from artist		
						section header: "three more bands to get into this summer"		
						Factually-driven article		
9.26.1	Colour feature	Music	Two pages	800	Complete	Untimely music feature	Untimely music feature	Untimely music feature
						"Two <i>NME</i> writers make the case for them being the best, or worst, band on the planet"	Very strong persuasive writing	Very strong cultural intermediary role evident
						Aim of persuading reader to either like or dislike band	Allowing reader to decide for themselves	
						Evidence of magazine sitting on the fence, strong opinion to love and hate band		
						Giving an overview to reader of topic		
						Factually-driven article		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
9.28.1	Advertisement	Music*	Full page	N/A				
9.29.1	Review - single	Music	Full page	350	Complete	Series of short-form reviews	Overview of new music from past week	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Low level of cultural intermediary role
						Recommendations for readers to listen to tracks	Factually-driven content with some evident of persuasive language	
						"a swaggering chorus that will storm Glastonbury"		
						Headings: "Best for Twitter addicts", "Best for late night listening", "Best for chilling in the sun"		
						Reader encouraged to visit <i>NME</i> website		
						Low level of persuasive language		
						Factually-driven article		
						Gatekeeping of new music		
9.30.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Very strong evidence of cultural interemediary role
						Strong persuasive language	Track-by-track overview	
						Overview of artist		
						"Perfectly formed record"		
						Heavy use of comparison to other artists		
9.31.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Low level of cultural interemediary role
						Track-by-track review	Factually-driven article	
						Overview of artist		
						"The Kills are finally hitting their peak, but a low-key kind of peak"		
						Historical overview of artist		
						Factually-driven article		
9.32.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Low level of cultural interemediary role
						Track-by-track review	Factually-driven article	
						Overview of artist		
						"gorgeous debut album"		
						Historical overview of artist		
						Factually-driven article		
						"For fans of"		
						Wider overview of band		
						High level of description but low level of persuasive language		
9.33.1	Advertisement	Music*	Full page	N/A				
9.34.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Some evidence of cultural intermediary role
						Film background/overview	Evidence of cultural intermediary role	
						"buddy comedy full of wit and energy"		
						Factually-driven article		
9.35.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
9.36.1	Profile/interview	Other*	Full page	350	Complete	Preview of upcoming television show	Development of reader's knowledge of topic	Preview interview of new television show
						Interview with key stakeholders around television show	Preview to upcoming television show	No cultural intermediary role evident
						Developing knowledge for reader	No strong comments from magazine	
						Driven by quotes from interviewees		
						No strong opinion shared from magazine		
9.37.1	Advertisement	Music*	Full page	N/A				
9.38.1	Advertisement	Other*	Full page	N/A				
9.39.1	Profile/interview	Music	Full page	300	Complete	Profile/overview of new artist	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with
						Recommendation of tracks	Reader education on new artist	No cultural intermediary role evident
						Section title: "You heard it here first"	Recommended similar bands in consumer guide-style	
						Artist background and overview		
						Does not expect pre-knowledge of reader		
						"For fas of" section suggests consumer guide style		
						Factually-driven		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Reader encouraged to visit <i>NME</i> website		
9.40.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	750	Complete	Section title: "The most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs
						Subtitles: "Who", "Why", "Who's supporting"	Low expectation of existing knowledge from reader of artists	Low levels of cultural intermediary from <i>NME</i> , with reader comments included with cultural intermediary role
						Evidence of gatekeeping	Cultural intermediary opinions of key stakeholders	
						Low levels of cultural intermediary		
						"it'll be carnage"		
						Comments from <i>NME</i> reader		
9.44.1	Advertisement	Music*	1/2 page	N/A				
9.44.2	Advertisement	Music*	1/8 page	N/A				
9.44.3	Advertisement	Music*	1/8 page	N/A				
9.44.4	Advertisement	Music*	1/8 page	N/A				
9.45.1	Advertisement	Music*	1/8 page	N/A				
9.45.2	Advertisement	Music*	1/8 page	N/A				
9.45.3	Advertisement	Music*	1/8 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
9.45.4	Advertisement	Music*	1/8 page	N/A				
9.45.5	Advertisement	Music*	1/8 page	N/A				
9.45.6	Advertisement	Music*	1/8 page	N/A				
9.45.7	Advertisement	Music*	1/4 page	N/A				
9.45.8	Advertisement	Music*	1/4 page	N/A				
9.46.1	Advertisement	Music*	1/4 page	N/A				
9.46.2	Advertisement	Music*	1/4 page	N/A				
9.46.3	Advertisement	Music*	1/2 page	N/A				
9.47.1	Advertisement	Music*	Full page	N/A				
9.48.1	Profile/interview	Music	Full page	400	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Expectation of pre-knowledge from reader of celebrity		
						Questions: "The first gig I went to", "the first album I fell in love with"		
9.49.1	Advertisement	Other*	Full page	N/A				



<b>Publication</b>	<i>NME</i>
<b>Date</b>	10-Jun
<b>Study issue #</b>	10

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
10.2.1	Advertisement	Other*	Full page	N/A				
10.3.1	Editorials	Other	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of issue topic including comments on lifestyle topics
						Overview of issue content	Overview of what is deemed most important within the issue	No cultural intermediary role displayed but strong evidence of gatekeeping
						"To help you plough your way through the festivals, foods, gigs, films, arty days and rowdy nights..."		
10.3.2	Advertisement	Other*	1/8 page	N/A				
10.4.1	Advertisement	Music*	Full page	N/A				
10.5.1	Advertisement	Music*	Full page	N/A				
10.6.1	Advertisement	Other*	Full page	N/A				
10.7.1	Colour feature	Other	Full page	70	Complete	Encouraging reader to vote	"100 things to do this summer - vote" (EU referendum)	Encouraging reader to vote in EU referendum



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Whichever way you're leaning in the EU referendum, the most important thing is that you use your vote wisely"	No persuasion to vote either way by <i>NME</i> in referendum	No cultural intermediary role displayed
						No political leanings displayed by <i>NME</i>		
10.8.1	Colour feature	Music	More than two pages	800	Complete	'100 things to do this summer'	UK Festivals' section of issue-heavy '100 things to do this summer' feature	UK Festivals' section of '100 things to do this summer' feature
						UK festivals	Low level of cultural intermediary role	Low level of cultural intermediary role
						Showcase/recommendations of UK festivals in 2016	Evidence of gatekeeping	
						Mixture of music and lifestyle festivals		
						Factually-driven article		
						"Bowie and Prince both occupy a special place in the hearts of the Worthy Farm faithful and this year sees a host of events planned in their honour"		
						"Unmissable is an understatement"		
10.9.1	Advertisement	Music*	Full page	N/A				
10.11.1	Advertisement	Other*	Full page	N/A				
10.13.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
10.14.1	Colour feature	Music	Two pages	300	Complete	100 things to do this summer'	European Festivals' section of issue-heavy '100 things to do this summer' feature	European Festivals' section of '100 things to do this summer' feature
						European festivals	Evidence of cultural intermediary role	Some evidence of cultural intermediary role
						"fast becoming one of Europe's best festivals"	Factually-driven article	
						"Whether you thought [album] was a) Western civilisation's greatest cultural achievement...or b) sorta dissapointing, [band name's] status as one of the world's must-see live bands remains unchanges" - no strong opinion either way from <i>NME</i>		
						Factually-driven article		
10.16.1	Advertisement	Music*	Full page	N/A				
10.17.1	Colour feature	Music	Full page	300	Complete	100 things to do this summer'	Gigs & tours' section of issue-heavy '100 things to do this summer' feature	Gigs & tours' section of '100 things to do this summer' feature
						"Gigs & tours"	Low level of cultural intermediary role	Low level of cultural intermediary role
						Some non-music suggestions		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"if early word is to be believed the irascible old squawker's doing a pretty good job of it' - no opinion from <i>NME</i>		
						It'll be everything you've come to expect'		
						Factually-driven article		
						No strong persuasive language from <i>NME</i>		
10.18.1	Colour feature	Other	Two pages	300	Complete	100 things to do this summer'	Booze and food' section of issue-heavy '100 things to do this summer' feature	Booze and food' section of '100 things to do this summer' feature
						"Booze and food"	Recommendations from external people, not <i>NME</i>	Low level of cultural intermediary role
						Recommendations from non- <i>NME</i> writer	No voice from <i>NME</i>	
						"Jeremy Stull, co-owner of celebrated bottle shop Beermoth, recommends 10 of the best"		
						Focus on quotes by third-person stakeholders		
						Low level of emotive language by <i>NME</i>		
10.20.1	Advertisement	Other*	Full page	N/A				
10.21.1	Colour feature	Other	Full page	400	Complete	100 things to do this summer'	"Sports & activities" section of issue-heavy '100 things to do this summer' feature	"Sports & activities" section of '100 things to do this summer' feature

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Sports & activities"	Low level of cultural intermediary role	Low level of cultural intermediary role
						No music topics selected	Factually-driven article	
						Low level of persuasive language by <i>NME</i>		
						Factually-driven article		
						"Golf's irreverent offspring [crazy golf] is having something of a comeback at the moment"		
10.22.1	Advertisement	Music*	Full page	N/A				
10.23.1	Colour feature	Other	Full page	300	Complete	'100 things to do this summer'	"Comedy" section of issue-heavy '100 things to do this summer' feature	"Comedy" section of '100 things to do this summer' feature
						"Comedy"	Low level of cultural intermediary role	Low level of cultural intermediary role
						Recommendation of how to spend day at Edinburgh Fringe Festival	Factually-driven article	
						Includes quotes from external stakeholders		
						Factually-driven article		
						Low level of persuasive language by <i>NME</i>		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
10.24.1	Colour feature	Other	Full page	300	Complete	100 things to do this summer'	"Art & exhibitions" section of issue-heavy '100 things to do this summer' feature	"Art & exhibitions" section of '100 things to do this summer' feature
						"Art & exhibitions"	Low level of cultural intermediary role	Low level of cultural intermediary role
						Factually-driven article	Factually-driven article	
						Low level of emotive language by <i>NME</i>		
						"Comic-con is now one of the biggest events on the pop-culture calendar"		
						Low level of music-driven recommendations		
10.25.1	Colour feature	Other	Full page	300	Complete	100 things to do this summer'	"City of culture" section of issue-heavy '100 things to do this summer' feature	"City of culture" section of '100 things to do this summer' feature
						"City of culture - visit Hull"	Low level of cultural intermediary role	Low level of cultural intermediary role
						"The team behind Hull's Laugh Out Loud Comedy Club have a knack for spotting next big things"	Factually-driven article	
						Factually-driven article		
						Mixture of music and lifestyle recommendations		
						Low level of persuasive language by <i>NME</i>		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
10.26.1	Colour feature	Other	More than two pages	700	Complete	100 things to do this summer'	"Film & TV" section of issue-heavy '100 things to do this summer' feature	"Film & TV" section of '100 things to do this summer' feature
						"Film & TV"	Evidence of cultural intermediary role	Some evidence of cultural intermediary role
						"Just take our money, Hollywood"	Low level of descriptive language	
						"Now in its 17th year, FrightFest us an absolute must for fans of dark and disturbing cinema"		
						Evidence of persuasive language by <i>NME</i>		
						Factually-driven article		
10.28.1	Advertisement	Other*	Full page	400				
10.30.1	Colour feature	Other	Full page	250	Complete	100 things to do this summer'	"Books" section of issue-heavy '100 things to do this summer' feature	"Books" section of '100 things to do this summer' feature
						"Books"	Evidence of cultural intermediary role	Some evidence of cultural intermediary role
						No music topics selected	Mixture of factual and persuasive language	
						Descriptive language used		
						Factually-driven article		
						"A funny, sad, perfect-for-summer read"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Straub delivers sharp wisdom sweetened with breezy wit"		
10.31.1	Colour feature	Music	Full page	250	Complete	100 things to do this summer'	"Albums" section of issue-heavy '100 things to do this summer' feature	"Albums" section of '100 things to do this summer' feature
						"Albums"	No persuasion or strong language from <i>NME</i>	No cultural intermediary role present
						Factually-driven article	Factually-driven article	
						Low level of descriptive or persuasive language		
						Quotes from external stakeholders		
10.32.1	Advertisement	Other*	Full page	N/A				
10.33.1	Review - single	Music	Full page	300	Complete	Series of short-form reviews	persuasive language used in article	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Strong evidence of cultural intermediary role
						Recommendations for readers to listen to tracks	High number of persuasive language	
						"think Black Sabbath having a screaming row with Nirvana"		
						Headings: "Best for pogoing", "Best for peace and quiet", "Best for partying"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Reader encouraged to visit <i>NME</i> website		
						"is as infectious as indie rock gets"		
						"simply breathtaking"		
						Gatekeeping of new music		
10.34.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Some evidence of cultural intermediary role
						Track-by-track review	Evidence of descriptive language	
						Overview of artist	Consumer guide-style recommendations of similar artists	
						Includes quotes from band		
						Driven by analysis of lyrics in album		
						"Like this? Try this"		
						"a record that's human in it's very core"		
10.35.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of music/songs	Low level of cultural intermediary role	Low level of cultural intermediary role from magazine
						Track-by-track review	Evidence of descriptive language	Some evidence of cultural intermediary role from third persons
						Overview of artist	Praise from external third persons	
						Factually-driven article		
						"distinctly edge-free"		
						"Famous fan"		
						"Elton John personally requested a copy of this album"		
						Quotes from influential external stakeholder		
10.36.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Low level of cultural intermediary role	Low level of cultural intermediary role
						Track-by-track review	Consumer guide-style recommendations of similar artists	
						Overview of artist		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Factually-driven article		
						"The Invisible still leave us wanting to see much more"		
						"Elton John personally requested a copy of this album"		
						"For fans of"		
10.37.1	Advertisement	Music*	Full page	N/A				
10.38.1	Review - film	Other	Full page	300	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Some evidence of cultural intermediary role
						Film background/overview	Evidence of cultural intermediary role	
						"A passable popcorn comedy"	Persuasive language used in article	
						"it feels like a wasted opportunity"		
10.39.1	Review - film	Other	Full page	300	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Cultural intermediary role evident

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Film background/overview	Evidence of cultural intermediary role	
						"Much of what Moore learns won't be particularly surprising to non-Americans"	Persuasive language used in article	
						"The film nudges to think a little differently, to do more than assume a new way of doing things would break everything"		
						Factually-driven article		
10.40.1	Lifestyle feature	Other	Full page	375	Complete	TV preview feature	TV preview including background and overview of piece	TV show preview with rating and backgrounder
						"Four gruesome comic book plotlines we want from Preacher"	Evidence of cultural intermediary role	Cultural intermediary role evident
						Factually-driven article	Persuasive language used in article	
						Development of reader's knowledge		
						No expectation of reader's pre-knowledge of topic		
						persuasive and descriptive language used		
						"There are certain moments we're desperate for the show to tackle"		
10.41.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
10.42.1	Advertisement	Music*	1/4 page	N/A				
10.42.2	Advertisement	Music*	1/4 page	N/A				
10.42.3	Advertisement	Music*	1/2 page	N/A				
10.43.1	Profile/interview	Music	Full page	300	Complete	Profile/overview of new artist	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with
						Recommendation of tracks	Reader education on new artist	No evidence of cultural intermediary role
						Section title: "You heard it here first"	Gatekeeping of new music but low cultural intermediary role	
						Artist background and overview	Recommended similar bands in consumer guide-style	
						Does not expect pre-knowledge of reader		
						"For fas of" section suggests consumer guide style		
						Factually-driven		
						Reader encouraged to visit <i>NME</i> website		
						Low level of persuasive language by <i>NME</i>		
						Article driven by quotes from artist		
10.44.1	Advertisement	Music*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
10.45.1	Advertisement	Music*	Full page	N/A				
10.46.1	Profile/interview	Music	Full page	400	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Expectation of pre-knowledge from reader of celebrity		
						Questions: "The first song I fell in love with", "The song I wish I'd written"		
10.47.1	Advertisement	Music*	Full page	N/A				

<b>Publication</b>	<i>NME</i>
<b>Date</b>	17-Jun
<b>Study issue #</b>	11

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
11.2.1	Advertisement	Other*	Full page	N/A				
11.3.1	Editorials	Other	1/8 page	200	Complete	Overview of recent newsworthy topics	Highlighting issues deemed key my <i>NME</i> (non-music related)	Opinion on recent non-music topics
						"Over the past three days...I have been supporting Wales at Euro 2016"	Comments on recent non-music news	Strong evidence of cultural intermediary role
						Comments on non-music topics	High level of <i>NME</i> voice	
						"A vote to leave the EU is a backwards step for all of us"		
						persuasive language around non-music topic		
11.4.1	Advertisement	Other*	Full page	N/A				
11.5.1	Vox pop	Other	Two pages	450	Complete	" <i>NME</i> readers say: vote in!"	Opinions of <i>NME</i> readers on timely news topic	Vox pops of readers on timely news topic
						Vox pops of readers	Evidence of cultural intermediary role from readers	Some evidence of cultural intermediary role from readers, none from <i>NME</i>

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Comments on upcoming EU referendum	No voice from <i>NME</i>	
						Persuasive language by interviewed people, not <i>NME</i>		
						"We hit the streets to see what our reader's think..."		
						Quotes from readers: "It's better for our economy in we stay in", "More countries need to collaborate"		
11.6.2	Diary items	Other	1/8 page	80	Complete	Light news regarding musicians	Recent lifestyle choices and actions of musicians	Musician-focused soft news not fully driven by music
						Celebrity insights	Factually-driven article	No evidence of cultural intermediary role
						Barometer rating system	Comments on recent news and rumours around musicians and music topics	
						Lifestyle choices of musicians		
						"The 61-year-old went viral when photos of his 'sick arms' went online"		
11.7.1	Advertisement	Other*	Full page	N/A				
11.8.1	Profile/interview	Music	Full page	450	Complete	Interview-driven music preview	Developing knowledge for reader	Timely music news interview

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						No strong opinion shared from magazine	Timely music news interview	Low evidence of cultural intermediary role from third persons, none from <i>NME</i>
						Interview-driven article	Offering deeper understanding of band to readers	
						Developing deeper understanding of band		
						Questions to interviewees: "Are there more samples on the new album?" "How is 'Wild World' different from 'Bad blood'?"		
						Finding out more information from musicians		
11.8.2	Diary items	Music	1/8 page	80	Complete	Numbers/figures music-driven facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy music topics
						Soft news from previous week	No strong comments from magazine	No cultural intermediary role displayed by <i>NME</i>
						"Last week in numbers"	Filtering of week's news to what magazine deems most important/interesting to reader	



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Numbers-driven facts around recent music news		
						"82: age of retired man who sang 'Bodies' by Drowning Pool on America's Got Talent		
11.9.1	Advertisement	Other*	Full page	N/A				
11.10.1	Advertisement	Music*	Full page	N/A				
11.11.1	Opinion piece/personal/think piece	Other	Full page	450	Complete	Opinion piece on recent news topic	Opinion piece on news topic	Opinion piece on news topic from insider-perspective
						"DJ Jodie Harsh reflects on the aftermath of the massacre at Orlando LGBTQ nightclub pulse"	Giving reader a different viewpoint of news topic	Some evidence of cultural intermediary role
						Overview of topic	Mixture of factual and persuasive language	
						Persuasive language from journalist		
						"The fight for equality is still on, but we're a strong community and we will win"		
11.12.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
11.13.1	Lifestyle feature	Other	Full page	300	Complete	"Things we like"	Newlifestyle objects for sale filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader
						Buying/consumer guide to readers of lifestyle objects	Factually-driven article	Low level of cultural intermediary role
						"objects of desire"		
						Reader encouraged to visit <i>NME</i> website		
						"a grown-up treat"		
11.14.1	Vox pop	Music	Full page	200	Complete	No crique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Some evidence of cultural intermediary role from people interviewed, not from <i>NME</i>
						Reader encouraged to visit <i>NME</i> website	Overview of reader music and lifestyle recommendations	
						Vox pops from people on street about style and music		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on musician: "It gets me up in the morning and to sleep at night. I love it."		
11.15.1	Advertisement	Music*	Full page	N/A				
11.16.1	Profile/interview	Music	More than two pages	2000	Complete	Historical overview of musician	Profile of musician following album release to know more about them	Preview of new album to show new insights to reader
						Build-up preview to new album	Developing reader's knowledge of musician	Strong evidence of cultural intermediary role
						Overview of musician's discography	Factually-driven article	
						Uncovering areas of musician previously not known		
						Description of musician's personal character and demeanor		
						Feature as a result of new album release		
						Driven by quotes from profiled musician		
						"The essential Wiz" - recommended albums from artist by <i>NME</i>		
						Some evidence of persuasive language from <i>NME</i>		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
11.18.1	Advertisement	Other*	Full page	N/A				
11.21.1	Advertisement	Other*	Full page	N/A				
11.22.1	Colour feature	Music	Two pages	800	Complete	Music feature	Music feature of festival	Music feature of festival
						Feature on music festival	Development of knowledge of reader	Strong evidence of cultural intermediary role
						First-person written	First-hand account of situation	
						"We're at Glastonbudget, the world's biggest tribute act festival"	Factually-driven but with persuasive language	
						Descriptive and persuasive language by <i>NME</i>		
						"The acts are fake, but the love here is palpably real"		
						Driven by quotes from key stakeholders		
11.24.1	Profile/interview	Music	Two pages	1000	Complete	Historical overview of band	Profile of musician following album release to know more about them	Preview of new album to show new insights to reader
						Build-up preview to new album	Developing reader's knowledge of musician	No cultural intermediary role displayed by <i>NME</i>
						Overview of band's discography	Factually-driven article	
						Uncovering areas of musicians previously not known		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of musicians' personal character and demeanor		
						Feature as a result of new album release		
						Driven by quotes from profiled musician		
						Low level of persuasive language from <i>NME</i>		
11.26.1	Advertisement	Other*	Full page	N/A				
11.27.1	Review - single	Music	Full page	300	Complete	Series of short-form reviews	Factually-driven article	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Low evidence of cultural intermediary role
						Recommendations for readers to listen to tracks	Factually-driven article	
						"so enormous it feels utterly euphoric"		
						Headings: "Best for causing chaos", "Best for time travel", "Best for pondering"		
						Reader encouraged to visit <i>NME</i> website		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Low level of persuasive language from <i>NME</i>		
						Gatekeeping of new music		
11.28.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Low level of cultural interemediary role
						Track-by-track review	Factually-driven article	
						Overview of artist		
						"Bugg's attempts at rapping are best forgotten but the bluesy shuffles are reassuringly clear"		
						Driven by overview of artist's past work		
						Factually-driven article		
11.29.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Strong evidence of cultural interemediary role
						Track-by-track review	Evidence of persuasive language by <i>NME</i>	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Overview of artist		
						"frustratingly cautious 11th album"		
						Driven by overview of artist's past work		
						Factually-driven article		
11.30.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Some evidence of cultural interemediary role
						Track-by-track review	Evidence of persuasive language by <i>NME</i>	
						Overview of artist		
						"a freaky and surreal debut album"		
						Driven by overview of artist's past work		
						Factually-driven article		
11.31.1	Advertisement	Music*	Full page	N/A				
11.32.1	Advertisement	Other*	Full page	N/A				
11.33.1	Review - film	Other	Full page	300	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Some evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Film background/overview	Persuasive language evident	
						"the scares will have you leaping out of your seat, but the film dawdles"		
						"Wan is still terrifically skilled at executing horrifying moments, but he's lost control of the bigger picture"		
						"for fans of"		
11.34.1	Review - film	Other	Full page	350	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Some evidence of cultural intermediary role
						Film background/overview	Persuasive language evident	
						"It's haunting final shot will stay with you long after the credit has rolled"		
						persuasive and deep analysis of film		
						"for fans of"		
11.35.1	Advertisement	Other*	Full page	N/A				
11.36.1	Backgrounder/preview/curtain-raiser	Other	Full page	350	Complete	TV show feature	Timely preview of upcoming TV show in listicle style	Timely preview of upcoming TV show



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"five essential ingredients for a feisty prison drama"	Low level of cultural intermediary role	Low evidence of cultural intermediary role
						Timely preview of upcoming TV show	Developing reader knowledge	
						Listicle style preview		
11.37.1	Advertisement	Other*	Full page	N/A				
11.38.1	Advertisement	Other*	Full page	N/A				
11.39.1	Profile/interview	Music	Full page	300	Complete	Profile/overview of new bend	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of music artist with
						Recommendation of tracks	Reader education on new artist	Low evidence of cultural intermediary role
						Section title: "You heard it here first"	Gatekeeping of new music but low cultural intermediary role	
						Artist background and overview	Recommended similar bands in consumer guide-style	
						Does not expect pre-knowledge of reader		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"For fas of" section suggests consumer guide style		
						Factually-driven		
						Reader encouraged to visit <i>NME</i> website		
11.40.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	800	Complete	Section title: "The most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs
						Subtitles: "Who", "Why", "Who's supporting"	Low expectation of existing knowledge from reader of artists	Some evident of cultural intermediary role by magazine, low evidence by third persons
						Evidence of gatekeeping	Evidence of persuasive language from magazine and readers	
						Low levels of cultural intermediary		
						Cultural intermediary opinions of key stakeholders		
						"Their performances are brutal, raw and full of energy"		
						Comments from <i>NME</i> reader		
11.44.1	Advertisement	Other*	Full page	N/A				
11.45.1	Advertisement	Music*	1/2 page	N/A				
11.45.2	Advertisement	Music*	1/4 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
11.45.3	Advertisement	Music*	1/8 page	N/A				
11.45.4	Advertisement	Music*	1/8 page	N/A				
11.46.1	Advertisement	Music*	Full page	N/A				
11.47.1	Advertisement	Music*	Full page	N/A				
11.48.1	Profile/interview	Music	Full page	400	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Cultural intermediary role from person in article, not magazine
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Expectation of pre-knowledge from reader of celebrity		
						Questions: "The song I can't get out of my head", "The song I want played at my funeral"		
11.49.1	Advertisement	Other*	Full page	N/A				

<b>Publication</b>	<i>NME</i>
<b>Date</b>	24-Jun
<b>Study issue #</b>	12

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
12.2.1	Advertisement	Other*	Full page	N/A				
12.3.1	Editorials	Music	1/8 page	200	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Comments and opinion on timely music topic
						Overview of issue content	Overview of what is deemed most important within the issue	No evidence of cultural intermediary role
						"Off to Glasto, and as usual we are all obsessing about the weather"	Comments on timely music topic	
						Comments around upcoming festival		
						"it's like Brexit all over again"		
12.4.1	Advertisement	Other*	Full page	N/A				
12.5.1	Soft news	Music	Two pages	200	Complete	"What everyone's talking about this week"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	Time-dependent music-related preview
						Factual overview of upcoming music festival	Developing knowledge for reader	Strong evidence of cultural intermediary role
						"five new bands to check out" at the festival	Persuasive language used	
						"This weekend is all about Glastonbury		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Incredible French pop...already huge in their own country"		
12.6.1	Colour feature	Music	1/2 page	150	Complete	Timely music feature around music festival	Timely music feature by external stakeholder	Timely music feature by external stakeholder about upcoming music festival
						Written by musician, not <i>NME</i>	Feature about upcoming music festival	No evidence of cultural intermediary role
						"Dan Smith from Bastille recommends..."	No voice from <i>NME</i>	
						No strong voice from <i>NME</i>		
						Driven by third-party writer		
12.6.2	Diary items	Other	1/8 page	90	Complete	Light news regarding musicians	Recent lifestyle choices and actions of musicians	Musician-focused soft news not fully driven by music
						Celebrity insights	No persuasive language by <i>NME</i>	No evidence of cultural intermediary role
						Barometer rating system	No voice from <i>NME</i>	
						Lifestyle choices of musicians		
						Comments on recent news and rumours around musicians, celebrities and music topics		
						"There's a new Pokemon character, Yungoos, and it looks just like [Donald Trump]"		
12.7.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
12.8.1	Profile/interview	Other	Full page	450	Complete	Lifestyle topic interview feature	Development of reader's knowledge	Lifestyle topic interview feature
						Interview with film producer	Lifestyle topic interview feature	No cultural intermediary role displayed by <i>NME</i>
						Preview of new film	Interview-driven feature	
						Looking deeper into character and personality of interviewee"	No persuasive language by <i>NME</i>	
						Factually-driven article		
						No music questions		
12.8.2	Diary items	Other	1/8 page	90	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of recent newsworthy lifestyle and music topics
						Soft news from previous week	No strong comments from magazine	No cultural intermediary role displayed by <i>NME</i>
						"Last week in numbers"	Filtering of week's news to what magazine deems most important/interesting to reader	
						Lifestyle and financial topics about musicians and celebrities		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"50,000: YouTube views of a man proposing to his girlfriend at Coldplay's Wembley show".		
12.9.1	Advertisement	Other*	Full page	N/A				
12.10.1	Advertisement	Other*	Full page	N/A				
12.11.1	Profile/interview	Music	1/2 page	450	Complete	Guest article by musicians	Developing knowledge for reader	Guest article preview of new album
						No strong opinion shared from magazine	No cultural intermediary role seen from magazine	No evidence of cultural intermediary role from <i>NME</i>
						Focused on preview of new album	Cultural intermediary role driven from interviewees	Low evidence of cultural intermediary role from external stakeholders
						Article focused on developing new knowledge about band and album	Timely music news preview	
						"That was the first kind of departure of what people think of when they think of Blink"	Offering deeper understanding of band to readers	
						Finding out more information from musicians		
12.12.2	Advertisement	Other*	Full page	N/A				
12.13.1	Lifestyle feature	Other	Full page	250	Complete	"Things we like"	Newlifestyle objects for sale filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"objects of desire"	Buying/consumer guide to readers of lifestyle objects	Low level of cultural interemmediary role
						Reader encouraged to visit <i>NME</i> website	Factually-driven	
						"A sleek palm-print pencil dress is our kind of festival fashion"		
12.14.1	Vox pop	Music	Full page	200	Complete	No crieque, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	Examples of cultural intermediary role from people interviewed, not from <i>NME</i>
						Overview of reader music and lifestyle recommendations	No voice from <i>NME</i>	
						Reader encouraged to visit <i>NME</i> website		
						Vox pops from people on street about style and music		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on musician: "I heard it live for the first time and thought it was amazing. It's been on repeat ever since"		
12.15.1	Advertisement	Other*	Full page	N/A				



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
12.16.1	Colour feature	Music	More than two pages	450	Complete	Timely music feature	Timely music feature of musician	Timely music feature of musician in anticipation of Glastonbury appearance
						Historical overview of artist	Focused on upcoming Glastonbury appearance	No cultural intermediary role displayed by <i>NME</i>
						"The adventures of Adele: the biggest pop star the world has ever known"	No persuasive language by <i>NME</i>	
						"This weekend, Adele headlines Glastonbury...once upon a time, Adele was a mere mortal"		
						Article focused on developing new knowledge about band and album		
						Looking deeper into character and personality of featured artist		
						Focused around upcoming appearance at festival		
12.19.1	Advertisement	Other*	Full page	N/A				
12.24.1	Profile/interview	Music	Two pages	1000	Complete	Timely music feature	Music feature preview of new album	Timely interview feature for preview of album
						Historical overview of artist	Profile of artist	Low evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Preview of new album	No persuasive or descriptive language by writer	
						"it's allowed Khan to give some of the most passionate - and celebrated - performances of her career"		
						Article focused on developing new knowledge about band and album		
						Looking deeper into character and personality of featured artist		
						Driven by quotes from musician		
						Overview of artist's discography		
						Factually-driven article		
12.26.1	Advertisement	Other*	Full page	N/A				
12.27.1	Review - single	Music	Full page	300	Complete	Series of short-form reviews	persuasive language used in article	New music recommendations for reader
						Recommendations on when to listen to new single releases	Recommended new music for reader developed through gatekeeping	Some evidence of cultural intermediary role
						Recommendations for readers to listen to tracks	Mixture of factual and persuasive content	
						"a haunting debut track"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Headings: "Best for rocking out", "Best for late nights", "Best for feeling epic"		
						Reader encouraged to visit <i>NME</i> website		
						"It's supremely catchy"		
						"one of the most exciting prospects of 2016"		
						Gatekeeping of new music		
12.28.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Low evidence of gatekeeping and cultural intermediary role	Low evidence of cultural interemediary role
						Track-by-track review	Factually-driven	
						Overview of artist		
						"the result is a bravely indulgent mid-tempo jam"		
						Driven by overview of artist's past work		
						"famous fan"		
						Quotes from musicians themselves to describe track		
12.29.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description of music/songs	Low evidence of gatekeeping and cultural intermediary role	Some evidence of cultural interemediary role
						Track-by-track review	Recommended similar films in consumer guide-style	
						Overview of artist		
						"isn't a lame pastiche, but nor is it a revelation"		
						Driven by overview of artist's past work		
						"For fans of"		
12.30.1	Advertisement	Other*	Full page	N/A				
12.31.1	Review - album	Music	Full page	350	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Low evidence of gatekeeping and cultural intermediary role	Strong evidence of cultural interemediary role
						Track-by-track review	Recommended similar films in consumer guide-style	
						Overview of artist		
						"frustrates as much as it fascinates"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"mostly, it leads you to reflect on the genius of [previous album] 'Endroducing'."		
						Driven by overview of artist's past work		
						"Like this? Try this?"		
12.32.1	Advertisement	Other*	Full page	N/A				
12.33.1	Review - album	Music	Full page	300	Complete	Star rating used	Album review with overview of artist and description of music	Timely album review
						Description of music/songs	Evidence of gatekeeping and cultural intermediary role	Low evidence of cultural intermediary role
						Track-by-track review	Recommended similar films in consumer guide-style	
						Overview of artist		
						"gorgeous instrumentation"		
						Descriptive language used		
						"danceable, euphoric and pleasingly trippy"		
						"For fans of"		
12.34.1	Profile/interview	Other	Full page	500	Complete	Interview with actor	Interview with actor for preview of new film	Interview with actor for preview of new film
						Preview of new film	No evidence of cultural intermediary role	No evidence of cultural intermediary role

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Questions: "Were you worried about taking the role?" "How do you approach playing a character who's living with muscular dystrophy"	Developing new knowledge from reader	
						Aim to develop new knowledge for readers	Interviewee-driven	
						No strong opinion shared from magazine		
						"For fans of"		
						No persuasive or descriptive language by writer		
12.35.1	Review - film	Other	Full page	300	Complete	Film review	Film review including background and overview of piece	Film review with rating and backgrounder
						Star rating used	Recommended similar films in consumer guide-style	Some evidence of cultural interemediary role
						Film background/overview	Evidence of cultural intermediary role	
						"more romp than biopic, but it makes you wonder if any of today's rock stars could gain access to President Obama simply because they're super famous"		
						Factually-driven article		
						"For fans of"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
12.36.1	Profile/interview	Music	Full page	300	Complete	Profile/overview of new band	Overview of new musician with no expectation of pre-existing reader knowledge	Profile/overview of emerging musician
						Recommendation of tracks	Reader education on new artist	Low evidence of cultural intermediary role
						Driven by quotes from musician	Gatekeeping of new music but low cultural intermediary role	
						Section title: "You heard it here first"	Recommended similar bands in consumer guide-style	
						Artist background and overview		
						Does not expect pre-knowledge of reader		
						"For fas of" section suggests consumer guide style		
						Factually-driven		
						Reader encouraged to visit <i>NME</i> website		
12.37.1	Advertisement	Other*	Full page	N/A				
12.38.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	800	Complete	Section title: "The most important gigs this week"	Gatekeeping of upcoming gigs	Gatekeeping recommendations of upcoming gigs

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Subtitles: "Who", "Why", "Who's supporting"	Low expectation of existing knowledge from reader of artists	Low levels of cultural intermediary from <i>NME</i> , with reader comments included with cultural intermediary role
						Evidence of gatekeeping	Factually-driven	
						Low levels of cultural intermediary		
						Cultural intermediary opinions of key stakeholders		
						"His new single 'Wow' promises yet another interesting direction"		
						Comments from <i>NME</i> reader		
12.42.1	Advertisement	Music*	Full page	N/A				
12.43.1	Advertisement	Music*	1/2 page	N/A				
12.43.2	Advertisement	Music*	1/4 page	N/A				
12.43.3	Advertisement	Music*	1/4 page	N/A				
12.44.1	Advertisement	Other*	Full page	N/A				
12.45.1	Advertisement	Other*	Full page	N/A				
12.46.1	Profile/interview	Music	Full page	400	Complete	Interview with known personality	Anecdotal information about of-interest personality	Music-driven lifestyle profile
						Set-questions regarding music	Deeper understanding of person developed from questions	Cultural intermediary role from person in article, not magazine



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Reader encouraged to visit <i>NME</i> website	Cultural intermediary examples from interviewed person regarding music	
						Expectation of pre-knowledge from reader of celebrity		
						Questions: "The first gig I went to", "The song I want playing at my funeral"		
12.47.1	Advertisement	Other*	Full page	N/A				

## Appendix 2. Pilot study codebooks

NME issues analysed in pilot study:

1. 20 November 2015
2. 27 November 2015
3. 04 December 2015

<b>Publication</b>	<i>NME</i>
<b>Date</b>	20-Nov
<b>Study issue #</b>	1

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.2.1	Advertisement	Other*		N/A				
1.3.1	Editorials	Other	1/8 page	120	Complete	Community spirit	Calls to action to wider readership, encouraging a group ideology in a 'them and us' style	Lifestyle recommendation not driven by music
						Consideration of wider global issues	Consideration of lifestyle choices based on recent newsworthy issue	
						Overcoming adversity	Gathering opinion of external trendsetter in recent news regarding event and their creative input	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Group action		
						Retrospective views		
						Solidarity		
						News		
						Art creativity		
						Quotes from key influencer		
						Lifestyle choices		
1.4.1	Advertisement	Other*		N/A				
1.6.1	Soft news	Other	1/2 page	160	Complete	"Exclusive pics" - images available only in magazine	Opinion of external trendsetter regarding upcoming television show	Lifestyle news not driven by music
						"What's everyone talking about this week"	Highlighting of lifestyle topic	Commentary on magazine/reader shared knowledge topic
						"We [magazine] are so ready [for upcoming TV show]"	Expectation and excitement of magazine and readers as a whole shared and grouped	
						Key stakeholder insights		
						Non-music news		
						Expectation of reader pre-knowledge of topic		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.6.2	Profile/interview	Other	1/4 page	150	Complete	Key stakeholder insights	Opinion of external trendsetter regarding upcoming television show	Lifestyle news not driven by music
						Expectation of reader pre-knowledge of topic	Expectation that reader is already aware of television show and its premise	Developing new lifestyle knowledge for readers not driven by music
						Broad lifestyle questions	A not serious interview aiming to offer new basic insights to reader	
						"Matt Berry reveals"		
						"What's new, Matt?"		
						Actions and motivations of interviewee		
1.6.3	Soft news	Other	1/4 page	65	Complete	Lifestyle media news	Recent lifestyle choices and actions of celebrities	Lifestyle soft news not driven by music
						Celebrity insights	Commentary of consumption habits of public and what it can mean from wider lifestyle overview	Celebrity-focused soft news not driven by music
						Barometer rating system		
						Lifestyle choices		
						Public media consumption levels		
						Actions of known people		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.7.1	Advertisement	Other*		N/A				
1.8.1	Backgrounder/preview/curtain-raiser	Music	Full page	250	Complete	Gig dates	Overview of upcoming gigs from Jack Daniel's-sponsored series, in association with <i>NME</i>	Gig recommendations by magazine to reader
						Recommendations of gig attendance	Why reader should be interested in seeing featured bands	
						Description of bands		
						Jack Daniel's		
						"...already given us some quality gigs this year"		
						"brilliant small venues"		
						Why reader should attend		
						Performances held by <i>NME</i> Performances available on <i>NME</i> website		
1.9.1	Advertisement	Other*		N/A				
1.10.1	Colour feature	Other	Full page	400	Complete	Christmas parties	Opinions of writer on topics which reader is expected to have pre-knowledge of	Lifestyle column not driven by music
						Description of situations in personal life	Critique of television show with expectation that reader shares similar viewpoints	Commentary on magazine/reader shared knowledge topic

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Diary-style overview		
						Expectation of reader pre-knowledge of topic		
						Comments on lifestyle topics		
						Comments on wider political topics		
1.11.1	Advertisement	Other*		N/A				
1.12.1	Listicle	Music	1/2 page	400	Complete	Reader encouraged to visit <i>NME</i> website	Facts and historical accounts of bands and artists	Commentary on magazine/reader shared knowledge topic
						Acknowledgement of listicle populisation	Expectation of reader pre-knowledge of topic	
						No expressed opinion given	Belief that magazine and reader share the same opinion	
						Ironic phrases and comments "No surprise", "Case closed" etc.		
1.12.2	Diary items	Other	1/4 page	70	Complete	Numbers/figures lifestyle facts	Overview of lifestyle topics magazine deem important to reader	Development of readers' knowledge of news around lifestyle topics, not music driven
						Lifestyle news overview of previous week	Expectation of reader pre-knowledge of topic	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Adidas trainers"		
						Spectre [film]		
						Film topics		
						Music consumption techniques		
1.13.1	Advertisement	Other*		N/A				
1.14.1	Lifestyle feature	Other	Full page	250	Complete	"Objects of desire"	New pieces of technology filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader
						"[Video camera] is a must-have for adventurers"	Overview of lifestyle consumption products including some music-based items	
						"Things we like"		
						Reader encouraged to visit <i>NME</i> website		
						Technology recommendations		
						"Perfect for impromptu parties"		
						"Perfect for tangle-free banger-blaring"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"...for a killer party"		
1.15.1	Advertisement	Other*		N/A				
1.16.1	Vox pop	Music	Full page	200	Complete	No crique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	
						Overview of reader music and lifestyle recommendations		
						Reader encouraged to visit <i>NME</i> website		
						Reader quote to journalist: "it's the best catchy song you've never heard of"		
						Vox pops from people aged 20-31		
						Emphasis on lifestyle and fashion as much as music		
1.17.1	Advertisement	Other*		N/A				



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.18.1	Profile/interview	Music	More than two pages	1,300	Complete	"This year they've released the best album of their career"	Profile of artist through anecdotes and set questions	Artist anecdotal profile to supplement reader's pre-existing knowledge of artist
						"each member [of the band] reveal their hidden talents, weird obsessions, and near-death experiences"	Holistic overview of artists, low level of music critique	
						Music-based questions: "What was the gig that changed your life", "What's your current music obsession", "What was your first festival"		
						Lifestyle-based questions: "What do you collect", "what's your signature dish", "What's the best advice you've been given"		
						"You can do something that excites you and that you're interested in"		
						Holistic overview of band through set questions		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Interviewee notes importance of <i>NME</i> in band's history		
						"[Journalist] gets under the skin of each member" - not an overview of their music but of personal anecdotes		
1.20.1	Review - album	Music	1/8 page	120	Complete	Discography of issue's cover band	Gatekeeping/filter whilst pre-existing knowledge of reader is expected	Historical discography review
						Overview of album chart positions	Supplement to larger and more lifestyle-based article	
						Description of band's artistic journey		
						"The serious one [album]"		
						"This is their magnum-opus"		
						"The sound of boys becoming men"		
1.21.1	Advertisement	Other*		N/A				
1.23.1	Advertisement	Music*		N/A				
1.24.1	Eye-witness news feature	Music	Two pages	500	Complete	"Britain's fastest-rising heavy rock band"	Deeper insight into band, low level of filtering/gatekeeping	Eye-witness description to supplement reader's pre-existing knowledge of artist

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Behind-the-scenes overview of band	Anecdotal information about of-interest artist	
						"Lunch is a healthy one"	Reporter-style eye-witness account of event, but not a review	
						Statistical overview of band beyond music (Facebook followers, rodiess used etc.)		
						"With the soundtrack over, the band head into Vienna"		
						"Are the band renouncing their metalcore past?"		
						Brief description of gig		
						"The band discuss their even bigger shows of 2016"		
1.26.1	Timeless feature	Other	Full page	400	Complete	Profile of actress Jennifer Lawrence	Gatekeeping/filtering of lifestyle topic deemed important by magazine	Timeless gatekeeper/filter lifestyle article
						Credibility vs market success		
						Equal equality		
						"[Journalist] explains why the 25 year-old actor is now the most powerful player in Hollywood"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
1.27.1	Advertisement	Other*		N/A				
1.28.1	Advertisement	Other*		N/A				
1.29.1	Review - single	Music	Full page	300	Complete	Series of short-form reviews	Low critique music reviews	Music filtering/recommendations with low level of critique
						Recommendations on when to listen to new single releases	Music filtering with no critique	
						Recommendations for readers to listen to tracks, not traditional reviews		
						Headings: "Best for flicking through old photos", "Best for bossing it at work", "Best for sipping a tequila"		
						Evidence of filtering/gatekeeping with lower levels of actual critique		
1.30.1	Review - single	Music	Full page	470	Complete	Star rating used	Album review including filtering/critique	Album critique with star rating
						"Can this sophisticated fourth album save him?"	Expectation of reader's pre-knowledge in order to understand context of piece	Supplement reader's pre-existing knowledge of artist

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"[his] music is changing"		
						Description of music/songs		
						Filtering, gatekeeping and critique of music		
						Quotes and insights from producer		
						Expectation of reader's pre-knowledge		
1.31.1	Review - single	Music	1/2 page	300	Complete	Star rating used	Album review including filtering/critique and star rating	Album critique with rating and artist profile
						Background/overview of artist	Background/profile of artist	
						"The resulting album is a total knockout"		
						Description of music/songs		
						Filtering, gatekeeping and critique of music		
						Quotes and insights from artists		
1.31.2	Review - single	Music	1/4 page	160	Complete	Series of short-form reviews	Profile/introduction of artist to reader	Short-form music single critiques and artist profiles

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Star rating used	Single reviews including filtering/critique and star rating	
						Reader encouraged to visit <i>NME</i> website		
						Filtering, gatekeeping and critique of music		
						Descriptions of tracks		
						"As chin-strokey as it sounds"		
						"This debut impacts like a knee to the stomach"		
1.32.1	Lifestyle feature	Other	1/2 page	360	Complete	Film review	Film review including background, filtering/critique and star rating	Lifestyle critique with rating and backgrounder
						Star rating used		
						"Strong but not quite bobastic"		
						Filtering, gatekeeping and critique of film		
						"A strong farewell...but still somehow less than we might have hoped"		
						Film		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						background/overview		
1.32.2	Lifestyle feature	Other	1/4 page	80	Complete	Short-form film reviews	Lifestyle review including use of star rating, but low levels of critique	Lifestyle filtering/recommendations with low level of critique
						Star rating used		
						Filtering and gatekeeping with low level of critique		
						Inform reader, but do not recommend		
1.33.1	Lifestyle feature	Other	1/2 page	360	Complete	Television show backgrounder	Profile/introduction of upcoming television show including key spokesperson interview	Filtered lifestyle media recommendation
						Interview with actor		
						"We discuss its subject matter with star Rupert Evans"		
						Background overview of show		
						Questions to gather insights: "What with current world events...the show feels particularly timely", "Your character... undergoes quite a change"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Evidence of filtering/gatekeeping but with low levels of critique		
1.34.1	Lifestyle feature	Other	Full page	400	Complete	Video game review	Video game review including background, filtering/critique and star rating	Lifestyle critique with rating and backgrounder
						Star rating used	Evidence of gatekeeping/filtering with critique	
						"Lara Croft returns in what might be the best Tomb Raider ever"		
						Background/overview of video game franchise		
						"This follow-up readresses the balance brilliantly"		
1.35.1	Advertisement	Music*		N/A				
1.36.1	Advertisement	Music*		N/A				
1.37.1	Profile/interview	Music	Full page	350	Complete	Profile of music artist	Profile/overview of music artist with filtering/gatekeeping but low levels of critique	New artist recommendation with expectation that reader has no previous knowledge



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"britain's fastest-rising heavy rock band"	Reader education on new artist	
						Recommendation of tracks		
						Section title: "You heard it here first"		
						Artist background and overview		
						Does not expect pre-knowledge of reader		
						Filter and gatekeeping but no critique		
						Quotes from artist		
						"PC Music exploded in underground circles earlier this year"		
						Reader encouraged to visit <i>NME</i> website		
1.38.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	900	Complete	Section title: "The 10 most important gigs this week"	Filtering of upcoming gigs	Filtering of upcoming gigs including reader recommendations
						Overview and description of upcoming gigs	No expectation of existing knowledge from reader of artists	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Subtitles: "Who", "Why", "Who's supporting"		
						Box section: Reader's pick		
						Evidence of filtering, gatekeeping and critique		
1.41.2	Advertisement	Music*	1/8 page	N/A				
1.42.1	Advertisement	Music*		N/A				
1.42.2	Advertisement	Music*		N/A				
1.42.3	Advertisement	Music*		N/A				
1.43.1	Advertisement	Music*		N/A				
1.44.1	Advertisement	Other*		N/A				
1.45.1	Advertisement	Music*		N/A				
1.46.1	Profile/interview	Music	Full page	300	Complete	Interview with television personality	Anecdotal information about of-interest television personality	Music-driven lifestyle profile
						Set-questions regarding music	Existing knowledge required from reader regarding who the person is	Existing knowledge required from reader regarding who the person is
						Reader encouraged to visit <i>NME</i> website		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Questions: "The first song I remember hearing", "The first record I bought"		
1.47.1	Advertisement	Other*		N/A				
1.48.1	Advertisement	Other*		N/A				

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Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.2.1	Advertisement	Other*	Full page	N/A				
2.3.1	Editorials	Other	1/8 page	250	Complete	Cover feature curtain raiser	Highlighting key article within magazine issue	Teaser of interview with cover star later in issue (actor/lifestyle-orientated)
						Lifestyle choices	Overview of lifestyle choices of actor	
						Lifestyle topic		
						"And we all know what happens to crazily famous people"		
						Discussion of popular actor		
						"he is interested in the weird and the wonderful, and in our exclusive interview he explains why"		
2.4.1	Advertisement	Other*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.5.1	Soft news	Music	Full page	250	Complete	"What's everyone talking about this week"	Interview with key stakeholder drives interview and the developed insights	Time-dependent music news based on discussions from wider population
						"As is traditional, The Killers are releasing a yuletide tune"	Newsworthy topic based on what 'everyone' (not <i>NME</i> ) is talking about	
						"I was 23 and I got a call from Bono"	Music news story relative to time of magazine's issue	
						Key stakeholder insights and interview		
						Music-related time -specific news		
						Interview led and focused		
2.6.1	Backgrounder/preview/curtain-raiser	Music	1/2 page	300	Complete	Gig dates	Overview of upcoming gigs from Jack Daniel's-sponsored series, in association with <i>NME</i>	Gig recommendations by magazine to reader
						Recommendations of gig attendance	Why reader should be interested in seeing featured bands	
						Description of music venues		
						"Voted for by <i>NME</i> readers"		
						Quotes from key stakeholders		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"The UK's music scene is thriving"		
						Reader encouraged to attend gig		
						Performances held by <i>NME</i>		
2.6.2	Soft news	Other	1/8 page	65	Complete	Lifestyle media news	Recent lifestyle choices and actions of celebrities	Celebrity-focused soft news not driven by music
						Celebrity insights	Commentary on upcoming non-music media awards	
						Barometer rating system		
						Lifestyle choices		
						Music content included but not central focus		
						Public media consumption levels		
						Actions of known people		
2.7.1	Advertisement	Other*	Full page	N/A				
2.8.1	Backgrounder/preview/curtain-raiser	Music	Full page	80	Complete	<i>NME</i> awards	Advertising of <i>NME</i> -focused event	Request for reader critique for <i>NME</i> awards ceremony
						Reader participation	Encouragement of reader / magazine participation	Interaction with reader based on reader's shared knowledge

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"the world's best musicians"	Suggestion of high prestige of <i>NME</i> -developed event	
						Visit <i>NME.com</i>		
						"Eagerly anticipate the announcement"		
2.9.1	Advertisement	Music*	Full page	N/A				
2.10.1	Colour feature	Other	Full page	400	Complete	Description of situations in personal life	Anecdotal views and overview of real-life event	Lifestyle column not driven by music
						Diary-style overview	Critique on fashion at music event	
						Expectation of reader pre-knowledge of topic		
						Comments on lifestyle topics		
						Comments on wider political and lifestyle choices		
						"Outfits I loved at the 2015 American Music Awards"		
2.11.1	Advertisement	Other*	Full page	N/A				
2.12.1	Lifestyle feature	Other	Two pages	250	Complete	"Objects of desire"	New pieces of technology filtered by magazine and recommended based on what is deemed desirable by the reader	Lifestyle product recommendations by magazine to reader

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Things we like"	Overview of lifestyle consumption products including some music-based items	Expectation of reader pre-knowledge of topic
						Reader encouraged to visit <i>NME</i> website		
						Technology recommendations		
						"will keep you looking swish this winter"		
						"a suave way to stay on time"		
2.12.2	Advertisement	Other*	Two pages	N/A				
2.14.1	Listicle	Other*	1/2 page	250	Complete	Reader encouraged to visit <i>NME</i> website	Facts and historical accounts of recent television events	Commentary on lifestyle topic with shared opinion between magazine and reader
						"2015's biggest live TV blunders"	Belief that magazine and reader share the same opinion	
						"The presenter referred to Daniel Craig as Craig David"		
						"What a pro"		
						"although Bill Turnbull fights with everyone"		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.14.2	Diary items	Other	1/8 page	80	Complete	Numbers/figures lifestyle facts	Overview of lifestyle and music topics magazine deem important to reader	Development of readers' knowledge of news around lifestyle topics, not music driven
						Lifestyle and music news overview of previous week	Expectation of reader pre-knowledge of topic	
						Film topics		
						Comment on music video		
						Comment on film releases		
2.15.1	Advertisement	Other*	Full page	N/A				
2.16.1	Vox pop	Music	Full page	175	Complete	No crique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	
						Overview of reader music and lifestyle recommendations		
						Reader encouraged to visit <i>NME</i> website		
						Vox pops from people aged 22-35		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on music: "I love the attitude. There's a nice hip-hop bassline"		
2.17.1	Advertisement	Other*	Full page	N/A				
2.18.1	Profile/interview	Other	More than two pages	1600	Complete	Profile of actor	Profile of lifestyle figure to uncover deeper overview of personal character	Lifestyle figure profile to show new insights to reader
						"Olly Richards meets Britain's oddest film star"	Showing a new side of a famous person	
						"[Daniel Radcliffe] is stupidly famous"		
						"He is Britain's weirdest film star and we love it"		
						Overview of actor's filmography		
						Low level of pre-knowledge from reader needed		
						Uncovering areas of actor previously not known		
						Description of actor's personal character and demeanor		
						Description of upcoming film		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.23.1	Advertisement	Other*	Full page	N/A				
2.24.1	Profile/interview	Music	Two pages	600	Complete	"Nick Alexander lived for music"	Deeper insight of timely news which reader is expected to have previous knowledge	Timely feature of music topic
						Obituary for music industry stakeholder	Expectation of reader's pre-knowledge in order to understand context of piece	Supplement reader's pre-existing knowledge of artist
						"A man who was living his dream"		
						Profile of music stakeholder		
						Aim of creating new knowledge for reader		
						"[Music] became his world"		
						"Josh Homme called me two days later"		
2.26.1	Backgrounder/preview/curtain-raiser	Music	Full page	500	Complete	"The original hip-hop wards were between factions on America's East and West coasts"	Profile/overview of music artist through timeless feature	New artist recommendation
						"A new generation of Atlanta-based artists are fusing rap with rock, funk pop and psychadelia"	Reader education on new artist	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Description and profile of music artists		
						Sub-headings for profiles: Who, Why, Key Release		
						Offering new knowledge to reader		
						Recommendation of tracks		
						Artist background and overview		
						Filter and gatekeeping but no critique		
						"The Blink 182 of rap"		
2.27.1	Advertisement	Other*	Full page	N/A				
2.28.1	Advertisement	Music*	Full page	N/A				
2.29.1	Review - single	Music	Full page	300	Complete	Series of short-form reviews	Low critique music reviews	Music filtering/recommendations with low level of critique
						Recommendations on when to listen to new single releases	Music filtering with no critique	
						Recommendations for readers to listen to tracks		
						Not traditional reviews		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Headings: "Best for dreary commutes", "Best for emotional goodbyes", "Best for taking revenge"		
						Evidence of filtering/gatekeeping with lower levels of actual critique		
2.30.1	Review - album	Music	Full page	500	Complete	Star rating used	Album review including filtering/critique	Album critique with star rating
						Description of music/songs	Expectation of reader's pre-knowledge in order to understand context of piece	Supplement reader's pre-existing knowledge of artist
						Filtering, gatekeeping and critique of music	Filtering, gatekeeping and critique of music	
						Description of music/songs		
						Expectation of reader's pre-knowledge		
						"it can't be easy being Adele of late"		
						"this is the sound of someone playing it so safe they might as well have strapped on shin pads and a helmet"		
						"She comes along like a softcore MIA"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Mini interviews with people with music knowledge		
2.31.1	Review - single	Music	1/2 page	160	Complete	Series of short-form reviews	Profile/introduction of artist to reader	Short-form music single critiques and artist profiles
						Star rating used	Single reviews including filtering/critique and star rating	
						Reader encouraged to visit <i>NME</i> website		
						Filtering, gatekeeping and critique of music		
						Descriptions of tracks		
						"Not exactly high-brow but it's a blast"		
						"full of dusty blues and country"		
2.31.2	Advertisement	Music*	1/2 page	N/A				
2.32.1	Lifestyle feature	Other	Full page	400	Complete	Film review	Film review including background, filtering/critique and star rating	Lifestyle critique with rating and backgrounder
						Star rating used		
						Film background/overview		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Filtering, gatekeeping and critique of film		
						"a thoughtful thriller"		
						"For fans of..."		
2.33.1	Lifestyle feature	Other	1/2 page	440	Complete	Film review	Film review including background, filtering/critique and star rating	Lifestyle critique with rating and backgrounder
						Star rating used		
						Film background/overview		
						Filtering, gatekeeping and critique of film		
						"it doesn't have its hooks"		
						Overview of actor's filmography		
2.33.2	Lifestyle feature	Other	1/8 page	100	Complete	Short-form film reviews	Lifestyle review including use of star rating, but low levels of critique	Lifestyle filtering/recommendations with low level of critique
						Star rating used		
						Filtering and gatekeeping with low level of critique		
						Inform reader, but do not recommend		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.34.1	Lifestyle feature	Other	Full page	450	Complete	Video game review	Video game review including background, filtering/critique and star rating	Lifestyle critique with rating and backgrounder
						Evidence of gatekeeping/filtering with critique		
						Star rating used		
						"the novelty may wear off pretty quickly"		
						"nifty but standard issue [game]"		
2.35.1	Advertisement	Other*	Full page	N/A				
2.36.1	Advertisement	Music*	Full page	N/A				
2.37.1	Profile/interview	Music	Full page	350	Complete	Profile/overview of new band	Profile/overview of music artist with filtering/gatekeeping but low levels of critique	New artist recommendation with expectation that reader has no previous knowledge
						Recommendation of tracks	Reader education on new artist	
						Section title: "You heard it here first"		
						Artist background and overview		



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Does not expect pre-knowledge of reader		
						Filter and gatekeeping but no critique		
						Reader encouraged to visit <i>NME</i> website		
2.38.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	1000	Complete	Section title: "The 10 most important gigs this week"	Filtering of upcoming gigs	Filtering of upcoming gigs
						Overview and description of upcoming gigs	No expectation of existing knowledge from reader of artists	
						Subtitles: "Who", "Why", "Who's supporting"		
						Evidence of filtering, gatekeeping and critique		
2.41.1	Advertisement	Music*	Full page	N/A				
2.42.1	Advertisement	Music*	1/8 page	N/A				
2.43.1	Advertisement	Music*	Full page	N/A				
2.44.1	Advertisement	Music*	1/4 page	N/A				
2.44.2	Advertisement	Music*	1/4 page	N/A				
2.44.3	Advertisement	Music*	1/2 page	N/A				
2.45.1	Advertisement	Music*	1/2 page	N/A				
2.45.2	Advertisement	Music*	1/4 page	N/A				
2.45.3	Advertisement	Music*	1/4 page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
2.46.1	Advertisement	Music*	Full page	N/A				
2.47.1	Advertisement	Other*	Full page	N/A				
2.48.1	Profile/interview	Music	Full page	400	Complete	Interview with television personality	Anecdotal information about of-interest television personality	Music-driven lifestyle profile
						Set-questions regarding music	Existing knowledge required from reader regarding who the person is	Existing knowledge required from reader regarding who the person is
						Reader encouraged to visit <i>NME</i> website		
						Questions: "The first song I fell in love with", "The first album I bought"		
2.49.1	Advertisement	Other*	Full page	N/A				

<b>Publication</b>	<i>NME</i>
<b>Date</b>	27-Nov
<b>Study issue #</b>	3

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
3.2.1	Advertisement	Other*	Full page	N/A				
3.3.1	Editorials	Other	Full page	120	Complete	Wider music-related debate	Round-up of issue's contents	Editorial comment of music-focused news
						"The album is dead"	Recommendations for music	
						"The big daddy of Radio 1 isn't a fan"	Round-up of year's best music and lifestyle media	
						Overview / teaser of what is in issue		
						"The week's <i>NME</i> celebrates the greatest albums of the year"		
						"Also in this issue... our favourite films, TV shows and games of the year"		
						"If you've not heard it yet - get on it. It's brilliant"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"Long live the album"		
						Editorial comment		
						Overview of recent newsworthy event		
3.4.1	Advertisement	Other*	Full page	N/A				
3.5.1	Soft news	Music	Full page	120	Complete	"Adele's third album...has juggernauted its way into the record books"	Data-driven analysis of recent music story	Analysis of large news story
						Data-driven piece	Facts and figures to give reader more knowledge of topic	Development of readers' knowledge of music topic
						"it has the biggest first-week sales in UK chart history"		
						"What's everyone's talking about this week"		
						Comment on recent newsworthy music story		
3.6.1	Soft news	Music	1/2 page	50	Complete	<i>NME</i> awards	Advertising of <i>NME</i> -focused event	Result of reader participation in music awards
						Reader participation	Encouragement of reader / magazine participation	

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Visit <i>NME.com</i>	Suggestion of high prestige of <i>NME</i> -developed event	
3.6.2	Soft news	Music	1/4 page	100	Complete	Light music news	Recent lifestyle choices and actions of musicians and celebrities	Light-hearted news featuring musicians
						insights into celebrity lives	Commentary on consumption habits of music listeners	
						Barometer rating system		
						Lifestyle choices		
						Music and lifestyle media content included		
						Public media consumption levels		
						Actions of known people		
3.7.1	Advertisement	Other*	Full page	N/A				
3.8.1	Backgrounder/preview/curtain-raiser	Music	Full page	200	Complete	Section title: "One month - 12 amazing gigs"	Filtering of upcoming gigs	Filtering of upcoming gigs including reader recommendations
						Overview and description of upcoming gigs	No expectation of existing knowledge from reader of artists	
						Subtitles: "Who", "Why", "Who's supporting"		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Evidence of filtering, gatekeeping and critique		
3.9.1	Advertisement	Other*	Full page	N/A				
3.10.1	Colour feature	Other	Full page	400	Complete	Description of situations in personal life	Anecdotal views and overview of real-life event	Lifestyle column not driven by music
						Diary-style overview	Critique on fashion at music event	
						Comments on lifestyle topics		
						Comments on wider political and lifestyle choices		
						Five british artists my daughter likes"		
3.11.1	Advertisement	Other*	Full page	N/A				
3.12.1	Listicle	Music	Full page	300	Complete	"10 pop stars weaeing rock T-shirts"	Comedia overview of historical images of bands and artists	Light timeless feature of loose music topic
						Reader encouraged to visit <i>NME</i> website	Expectation of reader pre-knowledge of topic	Commentary on magazine/reader shared knowledge topic
						Evaluation of images rather than in-depth text	Belief that magazine and reader share the same opinion	
						Comedic and sarcastic writing		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
3.12.2	Advertisement	Other*	Full page	N/A				
3.14.1	Vox pop	Music	Full page	300	Complete	No crique, comment or voice from the magazine within article	Recommendations from readers of lifestyle choices and music directly back to other readers	Reader-driven music recommendations
						"Your town, your music, your style"	<i>NME</i> used as platform to discuss trends and ideas rather than establish them themselves	
						Overview of reader music and lifestyle recommendations		
						Reader encouraged to visit <i>NME</i> website		
						Vox pops from people aged 19-32		
						Emphasis on lifestyle and fashion as much as music		
						Reader comment on music: "I love this song. It's so catchy"		
3.15.1	Advertisement	Music*	Full page	N/A				
3.16.1	Review - album	Music	More than two pages	1500	Complete	"Albums of the year"	Retrospective overview of albums from the year, chosen by journalists	Retrospective recommendations for readers of best albums in 2015

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Overview of the best albums of the year, as chosen by <i>NME</i>	Albums from the year filtered into recommendations for reader	Expectation of reader's pre-knowledge in order to understand context of piece
						Evidence of filtering, gatekeeping and critique	Adding more knowledge to reader's pre-existing understanding of bands	
						No star rating used		
						"For fans of"		
						"A worthy edition of Blur's iconic canon"		
						Music recommendations		
						New knowledge/background for reader		
						"No one expected Wolf Alice to release an album as inventive"		
3.19.1	Advertisement	Other*	Full page	N/A				
3.21.1	Advertisement	Other*	Full page	N/A				
3.23.1	Advertisement	Other*	Full page	N/A				
3.24.1	Review - album	Music	Two pages	1200	Complete	" <i>NME</i> 's album of the year"	Profile of <i>NME</i> 's album of the year	Profile of album chosen by <i>NME</i> as best of 2015



Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Overview and description of <i>NME's</i> chosen album of the year	YouTube views and poplisation of album on blogs noted in article	Evidence of external praise of artist (YouTube views) having an impact on recommendations of magazine
						"Art Angels is an album everyone should own"	Evidence of filtering, gatekeeping and critique	
						"[album] is bold, angry and provocatie"		
						Quotes from artist		
						"She has a half-a-dozen YouTube videos with views in the millions"		
						"equally popular with art school kids, science fiction fanatics, hipster music blogs and high fashion designers"		
						Profile of artist		
3.27.1	Advertisement	Other*	Full page	N/A				
3.28.1	Review - single	Music	Two pages	750	Complete	"Tracks of the year"	YouTube views noted in article as being important factor for choosing song as one of the best of 2015	Retrospective recommendations for readers of best singles in 2015

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						<i>NME's</i> selected best tracks of 2015	Evidence of filtering/gatekeeping	Evidence of external praise of artist (YouTube views) having an impact on recommendations of magazine
						Section titles: "The best bit [of the song]"		
						"246 million YouTube viewers can't be wrong"		
						No star rating used		
3.30.1	Lifestyle feature	Other	Two pages	750	Complete	"Films of the year"	Evidence of filtering/gatekeeping	Retrospective recommendations for readers of best films in 2015
						Section titles: "The best bit [of the film]"	Profile and description of <i>NME's</i> favourite films of 2015	
						No star rating used		
						<i>NME's</i> selected best films of 2015		
3.32.1	Lifestyle feature	Other	Full page	600	Complete	"TV of the year"	Popularity of online TV show given as a reason why selected as one of <i>NME's</i> best shows of 2015	Retrospective recommendations for readers of best TV shows in 2015

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						"original webseries [was] essential viewing for everyone who's ever been young, bored or broke"		Evidence of external praise of artist (online views) having an impact on recommendations of magazine
						<i>NME's</i> selected best TV shows of 2015		
						No star rating used		
3.33.1	Advertisement	Music*	Full page	N/A				
3.34.1	Lifestyle feature	Other	Full page	550	Complete	"Games of the year"	Video game recommendations made by <i>NME</i> staff	Retrospective recommendations for readers of best video games in 2015
						<i>NME's</i> selected best video games of 2015		
						No star rating used		
						Section titles: "The best bit"		
3.35.1	Advertisement	Music*	Full page	N/A				
3.36.1	Advertisement	Music*	Full page	N/A				
3.37.1	Profile/interview	Music	Full page	350	Complete	Profile/overview of new band	Profile/overview of music artist with filtering/gatekeeping but low levels of critique	New artist recommendation with expectation that reader has no previous knowledge

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
						Recommendation of tracks	Reader education on new artist, including overview of external praise for band	Evidence of external praise of artist having an impact on recommendations of magazine
						Section title: "You heard it here first"		
						Artist background and overview		
						"Being the first band played on Apple's new radio station will do that"		
						"Zane Lowe kicked off Beats 1 earlier this year with the band's track"		
						"For fans of..."		
						Does not expect pre-knowledge of reader		
						Filter and gatekeeping but no critique		
						Reader encouraged to visit <i>NME</i> website		

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
3.38.1	Backgrounder/preview/curtain-raiser	Music	More than two pages	1100	Complete	Section title: "The 10 most important gigs this week"	Filtering of upcoming gigs	Filtering of upcoming gigs
						Overview and description of upcoming gigs	No expectation of existing knowledge from reader of artists	
						Subtitles: "Who", "Why", "Who's supporting"		
						Evidence of filtering, gatekeeping and critique		
3.41.1	Advertisement	Other*	Full page	N/A				
3.42.2	Advertisement	Other*	1/8 page	N/A				
3.43.1	Advertisement	Music*	Full page	N/A				
3.44.1	Advertisement	Music*	1/8 page	N/A				
3.44.2	Advertisement	Music*	1/8 page	N/A				
3.44.3	Advertisement	Music*	1/8 page	N/A				
3.44.4	Advertisement	Music*	1/8 page	N/A				
3.44.5	Advertisement	Music*	1/8 page	N/A				
3.44.6	Advertisement	Music*	1/8 page	N/A				
3.45.1	Advertisement	Music*	1/8 page	N/A				
3.45.2	Advertisement	Music*	1/2 page	N/A				
3.46.1	Advertisement	Music*	1/2 page	N/A				
3.46.2	Advertisement	Music*	1/2 page	N/A				
3.47.1	Advertisement	Music*	Full page	N/A				

Article number	Content analysis				Thematic analysis			
	Type of article	Music or other?	Page spread	Wordcount	Stage 1 - broad active reading	Stage 2 - initial codes and keywords	Stage 3 - organising themes and topics	Stage 4 - refining of broader themes
3.48.1	Profile/interview	Music	Full page	300	Complete	Interview with television personality	Anecdotal information about of-interest television personality	Music-driven lifestyle profile
						Set-questions regarding music	Existing knowledge required from reader regarding who the person is	Existing knowledge required from reader regarding who the person is
						Reader encouraged to visit <i>NME</i> website		
						Questions: "The first gig I went too", "The first single I bought"		
3.49.1	Advertisement	Music*	Full page	N/A				

### **Appendix 3. Codebook-related details**

Following a full review of possible research methods in order to identify which method would be most suitable to use in this study's primary research, the original intention of this study was to undertake primary research consisting of interviews with *NME* and *MOJO* journalists and focus groups with *NME* and *MOJO* readers. These methods were chosen as it would allow this study's primary research to develop findings regarding article focus and CIR content in *NME* and *MOJO* from an internal and external perspective of both magazines, with first-hand experiences collated from those who either produce or consume *NME* and *MOJO*. Consequently, this would have meant that this study's primary research findings could demonstrate where writers and readers of *NME* and *MOJO* diverge or reflect each other's viewpoints regarding topic focus and use of CIR content. Moreover, conducting interviews with music press writers would replicate the research methods of Forde (2001) and Hearsom (2013).

Although the original intention of this study's primary research was to conduct interviews with *NME* and *MOJO* journalists and focus groups with the magazine's readers, it was not possible to arrange interviews with *NME* and *MOJO* journalists during the time period allocated for this study. I reason that conducting focus groups with *NME* and *MOJO* readers without interviewing the magazines' journalists would not be feasible as this study's primary research questions concern both music press writers and readers, meaning that the originally intended research methods of this study's primary research were abandoned.

The codebook used to record the content analysis information about every *NME* and *MOJO* article sampled in the primary research included the following elements:

1. Type of article (i.e. "Review", "Feature", "Editorial" etc.)
  - This study will use the classification of article type as set out by Keeble (2006:109-110) (see section "Recording and Analysing the Data" in this chapter for more).
  - Collating the type of articles is an effective way to help demonstrate the level of CIR content in the music press as certain article types (such as "Vox pop") can be expected to have a lower level of CIR than other article types (such as "Music review")
2. Main focus of article (options being "Music" or "Other")
  - Collating main topic focus of is an effective way to demonstrate any significant focus on non-music topics
  - The occasion may arise where the main focus of an article is ambiguous due to the article discussing both music and non-music topics. In the event of this happening, a decision will be made on whether or not the article has a greatest level of focus on music or non-music topics. This will be done by carefully reading the article to understand the implicit meanings of the text rather than through quantitative methods such as frequency of word occurrence. However, this will still be a part of the quantitative content analysis section of this study.
3. Page spread of article (i.e. "Full page", "Half page" etc.)
  - Recording the page spread within this study's codebook means that the quantitative analysis of samples can go beyond basic frequency comparisons and instead analyse quantitative data from a deeper perspective, as collating page spread will help understand the perceived level of importance given by publications for specific article



types, particularly when comparing page spread of music articles to those of non-music articles

4. Word count of article

- As with recording page spread, noting the word count of every article may give an understanding into the importance of an article type or topic to an issue.

Keeble's (2006:109-110-36) classification and description of different article types was used within this study's codebook:

1. Advertisement

2. Backgrounder/preview/curtain-raiser

- Emphasis is not so much on the news but on explaining the news or setting the scene for an event about to happen. It might focus on historical background and/or seek to explain a range of issues and personalities involved.

3. Colour feature

- Article or feature length concentrating on description, eye-witness reporting, quotations and the build-up of factual details. It can also contain historical background material and need not have a strong news angle.

4. Diary items

- Short, light-hearted, opinionated, gossipy news generally grouped together under a single byline.

5. Editorials

- Commentary reflecting the institutional voice of the source. They can be written by the editor.

#### 6. Eye-witness news feature

- Based on reporter's observations of newsy event, it can incorporate descriptions, conversations, interviews, analysis, comments, and jokes. The 'I' of the reporter might also be present.

#### 7. Graphics-driven feature

- Emphasis is on the graphics, with the text playing a supportive role

#### 8. Letters to the Editor

#### 9. Lifestyle feature

- Includes advice columns, shopping, fashion, travel.

#### 10. News and feature package

- Main news piece which is accompanied by short profiles of leading players, a 'fact box' outlining the chronology of events, an opinionated, bylined piece on a particular issue and a graphic.

#### 11. News feature

- Usually longer than a straight news story. The news angle is prominent though not necessarily in the opening par and quotations are important. It can contain description, comment, analysis, background historical detail, eye-witness reporting and wider or deeper coverage of the issues and range of sources.

#### 12. Obituaries

- Profiles appearing after the death of the subject, though often prepared beforehand.

#### 13. Opinion piece/personal/think piece

- Emphasis on journalist conveying their views and experiences usually in an idiosyncratic, colourful, controversial fashion.

#### 14. Participatory feature

- The reporter engages in an activity (such as joining a circus for a month) and describes the experience.

#### 15. Profile/interview

- Description of people usually based on interviews with them and sometimes with their friends, critics, relations or work colleagues. A news dimension is often prominent.

#### 16. Review – album

- Descriptions and assessments of an artist's album.

#### 17. Review – live

- As “Review – album” but for live performance.

#### 18. Review – single

- As “Review – album” but for a music single.

#### 19. Sketch

- Opinionated, colourful, light piece usually associated with Parliament.

#### 20. Soft news

- News element is still strong and prominent at or near the opening but is treated in a lighter way. Largely based on factual detail and quotations, the writing is more flexible and there is likely to be more description and comment. The tone, established in the intro section, might be witty or ironic.

#### 21. Timeless feature

- No specific news angle, the special interest is provided by the subject or sources. For example, a feature could explore youths' experiences of coming out as gay.

## 22. Vox pop

- Collection of quotes on topical issues, usually accompanied by mug shots of the sources

Braun and Clarke's (2006: 87-293) recommended steps on how to conduct thematic analysis with the use of a codebook was used as part of this study's primary research (chapter 3):

Stage 1. Read the text as whole, mentally noting any major themes and develop a broad understanding of the content.

- Reading the text requires "active reading", with full immersion in order to begin shaping patterns and identifying themes.

Stage 2. Read the text again, developing initial codes and keywords from the text.

- At stage 2, I will be familiar with the text and the assignment of codes can begin. Codes are basic segments or elements of the text which have the potential to be meaningfully assessed as part of the study (Boyatzis 1998: 63). The process of coding must involve working systematically with an equal level of attention given to every piece of text.
- It is important to code as high a number of potential themes as possible, as at this stage it is not possible to understand what may or may not be important to the development of the article's final themes.

Stage 3. Search for themes based upon the initial codes.

- A consideration takes place of how the individual codes of a text can develop wider themes that inform the overall article. At the end of Stage 3 I should have a solid understanding of which themes are significant to the analysed article.
- Now that the text has been attributed with suitable codes, the analysis focuses on developing broad themes and sub-themes. This is done by gathering codes that are similar to each other and then producing a theme which they could all sit under.

Stage 4. Reviewing themes.

- The broad themes which were developed in Stage 3 will be refined and improved. Some themes may be removed if there are not enough examples in the text to support them, whilst separate themes may be merged into a single and broader theme. I will then review the themes whilst reading the article again, ensuring that they true reflections of the article.
- If it is found that the themes do not reflect the analysed article I will return to Stage 2 to restart the process.

Kuckartz's (2014:20-21) research analysis rules were used as part of this study's primary research (chapter 3):

1. Reflect on your own preconceptions and any assumptions you may have regarding the research question

- This will help reliability of the study by ensuring that conclusions are made which do not incur reader bias or prejudice
2. Make yourself aware of any hermeneutic differences
    - Noting hermeneutic (interpretive) differences will be useful in this study in order to analyse and highlight themes in content that are implicit
  3. Pay attention to topics or thematics that are important to your research
    - Having a strong understanding of the topics that this research is concerned with will allow for an effective analysis of the primary research results. I argue that I have a good level of knowledge regarding this study's aims following the literature review that was undertaken (chapter 2).
  4. Differentiate between the logic of discovery and the logic of application of codes and coding frames
    - This point will ensure that during the analysis of this study's primary research results I remain open-minded and accepting that unexpected discoveries could be made

In order to ensure a good level of reliability, the following procedure took place when assigning articles with a CI scale rating:

1. Conduct the thematic analysis steps as outlined by Braun and Clarke (2006: 87-293) which are discussed earlier in this section
2. Using this study's definition of CIs (see section "The development of primary research questions" in this chapter) analyse the developed themes from step one for CIR content.

3. If no CIR content is detected from the themes, place the article on the rating scale of 1 (“No evidence of CIR”) and move onto the next article.
4. If evidence of CIR is detected within the developed themes, actively re-read the article to analyse for CIR content.
5. After re-reading the article, assign the article with a rating on the scale that reflects its level of CIR content, using Kuckartz’s (2014:20-21) five research rules where applicable

Shenton’s (2004: 68-69) were used in this study in order to further ensure strong validity and reliability (chapter 3):

1. Well established research methods

- The research methods to be used in this study’s primary research are recognised in wider research and a strong rationale for their use has been put forward in earlier sections of this chapter.

2. Examination of previous research findings

- This study has undertaken a literature review (chapter 2) in order to develop a strong understanding of existing research regarding the shifts in the role, content and style of the music press.

3. Peer scrutiny

- I will seek evaluation and comment from my academic supervisors through frequent meetings and feedback sessions, as I argue that this will increase the study’s reliability and validity as a result of questions and comments raised during these sessions regarding this study and its primary research methods.

## Appendix 4. Calculation of arithmetic mean

In order to demonstrate how the arithmetic mean was calculated in this study's primary research, the below example demonstrates how I calculated the proportion of articles with a music or non-music focus based on this study's findings:

$$\text{Proportion of articles focused on music} = \frac{x}{(x+y)}$$

$x$  = number of articles focused on music

$y$  = number of articles focused on other

Once the proportion of article focus of each issue was calculated, the arithmetic mean was calculated using the proportion figures:

$$\text{Arithmeric mean} = \frac{(61 + 57 + 52 + 73 + 73 + 75 + 73 + 71 + 76 + 45 + 62 + 71)}{12}$$

The same process to calculate arithmetic mean was used across all mean calculations in this study's primary research.



## Appendix 5. Pre-pilot plans

Prior to this study's pilot research taking place, a pre-pilot took was conducted in order to ensure that the eventual pilot study would be effective in evaluating this study's intended primary research methods, as the main pilot would be the only occasion to fully evaluate the processes intended to be used in the primary research. The pre-pilot of this study consisted of content analysis and thematic analysis of one issue of *NME*, as opposed to three issues in the main pilot, with the methods using the same processes intended for the main study. Once the pre-pilot was complete and its analysis of data complete, the findings were presented to my academic supervisors in order to assist with understanding the robustness and validity of my intended methods. Consequently, the pre-pilot highlighted that a more effective process was needed to present individual findings in a way that did not rely on comparisons with other samples in the analysed data. This reflects Deacon et al's (1999: 128) observation that when piloting content analysis methods it is often the codebook of the intended study that is subsequently altered following a pilot. Consequently, the intended analysis processes and codebook of this study's primary research prior to the pre-pilot taking place were altered and subsequently improved.