Study the front cover and think about the target audience.

1. Fill in the masthead
2. Look at the leader article what do you think the coverlines that go with it might say?
3. What coverlines about these artists would attract the target audience?
4. How are the Arctic Monkeys being represented on the front cover?

Study the front cover and think about the target audience and genre.

1. Fill in the masthead
2. What do you think the two missing coverlines might say?
3. What type of competition and free gift would appeal to the target audience of this magazine?
4. How are the various musicians being represented on this front cover?
Analysing Magazine Front Covers

Learning Intention:
To highlight the key conventions of magazine front covers.
To apply the technical terms to the analysis of magazine front covers.
Going into Detail

• When writing about magazine front covers you need to answer lots of questions.

• These are likely to begin with ‘what’ and ‘why’. There are some generic questions you will need to consider for any front cover which will help you to get started ... for example ...
  – What can I see? What can I denote?
  – Why have they included this?
  – What does this suggest/imply/connote?
  – Why would this appeal to the target audience?
‘Red’

What can you see on this front cover?

List all of the things that you can see, using your previously learned key words to support your observations.
Large central image – mid-long shot. She has a faint smile and is wearing subtle and expensive looking jewellery. Cream dress sleeves are falling down, particularly on her left, so the dress is quite revealing.

Anchorage text – instruction to readers about ‘what to wear’.

Sell lines – focus on beauty, budget and fashion

Masthead ‘Red’ in white on red background. Looks handwritten.

Strapline – reinforces the topics covered by the magazine; aimed at women.

Direct address – Jools Oliver looks directly at the camera; almost making eye contact with the reader.

Layout – Formal and organised; straight lines ... could suggest an older target audience.

Colour scheme – red, green, cream and gold.
There is a photograph of Juliette ‘Jools’ Oliver, wife of TV chef Jamie. It is a medium-long shot. She is looking at the camera, giving direct address. She has a faint smile and is wearing what looks like an expensive necklace and bracelet. She is wearing a cream dress and the sleeves are falling down, particularly on her left shoulder, so the dress is quite revealing.

The masthead for the magazine says the name ‘Red’ in white letters on a red background. The font is serif which means that it is quite fancy writing but it appears to have been handwritten. These letters and the colours will be the same every month.

Can you think of any more ‘why’ questions that would help this student to improve their response?

Sample Response
This response purely focus’ on the image and the masthead, although there is far more the student could have commented on in this response.

The detail and length is insufficient; to have improved this, they could have commented in more detail on the ‘why’.

• Why has Jules Oliver been chosen for the front cover?
• Why has the publisher used red and white for the masthead and for some of the sell lines?
There is a photograph of Juliette ‘Jools’ Oliver, wife of TV chef Jamie. It is a medium-long shot. She is looking at the camera, giving direct address. She has a faint smile and is wearing what looks like an expensive necklace and bracelet. She is wearing a cream dress and the sleeves are falling down, particularly on her left shoulder, so the dress is quite revealing.

The masthead for the magazine says the name ‘Red’ in white letters on a red background. The font is serif which means that it is quite fancy writing but it appears to have been handwritten. These letters and the colours will be the same every month.

By extending the analysis and answering the ‘why’ questions you would extend and secure this response! From this point on it is all about the detail of the analysis, not the quantity!
How does the magazine front cover appeal to the target audience?

Using the information you have collated and the ‘why’ questions you have written, redraft and improve the students’ response to analyse the how the front cover appeals to the target audience.

Use the ‘what’ comments that the student has noted, but extend the response with your opinions about ‘why’.
CODES AND CONVENTIONS

Layout: Uses the rule of thirds. Model is placed straight down the centre third and gaces directly at the consumer. Her expression is serious but sultry. What the TFA aspires to.

The left third: the majority of the coverlines appear, to be seen on the newsstand by buyers. Coverlines use persuasive language techniques, shown highlighted in red.

Visual centre: shows model credit, identifies model in the image: “Get Giselle’s hair” and supports this with page reference to contents.

The colour palette is subtle, major colour is yellow. Dateline shows February issue - a bright colour is appealing after the winter months. The vibrant bright colour reflects the fashion world which the mag portrays. The background colours are greys which provides a modern contrast to the bright yellow.

Typography: unusual, highlights certain words “naughty”, “life,” and “Body, peace.” This and the kicker “Sex, Love and Style” reflect the lifestyle habits of TFA.

TFA must have disposable income as the magazine has a fairly high price.

200 WORDS MAX!
Find a music magazine front cover with a large central image on it

1. Annotate the key conventions used (use your terminology dictionary to help you).

2. Consider and annotate the mise-en-scene of the front cover:
   • Settings & Props
   • Costume, Hair & Make Up
   • Facial Expressions & Body Language
   • Lighting & Colour
   • Positioning of characters/objects within the frame

3. What camera angles have been used? Why?
4. How is a particular social group represented to the audience?
5. Refer to your uses and gratifications: why would an audience read this?
I have used a white background for my magazine because
the magazine needs to stand out. I also think that it will
make it more interesting to the audience and it will make
the magazine look different from others.

V.I.P because it stands out from other magazines. It is
also the most popular magazine among famous people.
The idea is that it will make it look different from other
magazines.

The audience is why I chose this image. I chose it
because it looks like it is being made in the magazine
V.I.P and it will make the audience feel like they are
in a magazine.

I have also chosen it because it looks like it is
being made in the magazine V.I.P and it will make the
audience feel like they are in a magazine.

The image is of 2Pac because I think he is a
popular image. I have chosen this image because it is
also popular and it makes the audience feel like they
are in a magazine.

I have also chosen it because it is also popular and it
makes the audience feel like they are in a magazine.

I have used a white background because it is
also popular and it makes the audience feel like they
are in a magazine.

I have also chosen it because it is also popular and it
makes the audience feel like they are in a magazine.

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