

Magazines - How to read a magazine

MASTHEAD – The name of the magazine displayed in a specific font. It has a specific style which is unique to this magazine only.

LEFT THIRD – The left third of the magazine cover is vital for sales in shops where the magazine is not shown fully. The title must be easily recognisable. It is important that short cover lines are easy to read

MAIN IMAGE – A large image to attract the audience. It may promote the content or theme of the magazine. Notice the size of it and its position on paper. What does this tell the reader?

ANCHORAGE TEXT – The way in which a text line is used to give an image meaning so it cannot be interpreted in any other way

COLOUR SCHEME – What connotations are there with the use of colour? What moods do they give? (What are their connotations?)

COVER LINES – Used to let the reader know about the exciting features inside. Language is often exaggerated. As this is quite a specialised hi-fi magazine, it is understood that this is a magazine to help and inform hi-fi / audio users



HYPERBOLIC WORDING - Eg: "Biggest", "Best", "Shocking", "Exclusive". These are exaggerated words to grab reader's attention

SLOGAN – "Boasts" to claim the magazine is special or unique.

PRICE – When magazines are cheap the price will be large so that you notice it (The Magazines USP). Usually small – not the part they want to advertise!

LAYOUT – This cover is quite formal in the way it is organised. This could suggest that it is aimed at an older audience / more serious reader. Other magazines tend to "shout" more to their readers. It is important to analyse the layout and look for some of the following effects:

- Graphic effects such as shapes and arrows.
- Text and boxes at different angles.
- Formal layouts / informal - rows and columns or "creative" layouts. Why?

DIRECT ADDRESS – Most magazines directly address the reader by using personal pronouns such as "You" / "You will". In most magazine covers, there is person often making direct eye contact / main product to entice the reader. May not be the case with all magazines.

BARCODE – Located upon front cover, a legal requirement, must not be covered by any text / image