

HOW DO I IMPROVE MY MAGAZINE COVER ANALYSIS?

1. Can I IDENTIFY and EXPLAIN any more Magazine terms and EXPLAIN why these appeal to the TARGET AUDIENCE?

e.g Masthead; graphic features; puffs, panels; slogan; buzz words

2. Can I develop my comments on FONTS, COLOURS, TEXT size?

e.g

This colour connotes/suggests. . .

This font appeals to the audience because. . .

3. Can I identify my TARGET AUDIENCE in more detail?

age, gender, lifestyle, likes/dislikes

4. How does the content appeal to the TARGET AUDIENCE?

Explain why the content appeals to the specific audience- e.g

*The **central image** is appealing to a target audience of young men because. . .*

The central image of . . . is an aspirational figure to young women because. . .

The use of the direct mode of address appeals to the audience because. . .

The use of rhetorical questions here appeals because . . .

The price is expensive which signifies. . .

The cover lines appeal to the audience because they include themes of . .

5. Can I apply Media Concepts to my magazine cover analysis?

Review your work on Maslow's Hierarchy of Needs and apply it.

or

Review your work on the Uses and Gratifications Theory and apply it.

and

How are Women/Men represented on the magazine cover? Why is this appealing to the target audience?

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