

Please comment on/annotate the following:

Discuss the connotations of the **headline and anchorage with the images used** —font/colour/written codes

What is the topic of the article? How has it been written. Q&A style? Conversational? Mode of address?

How is the page laid out: columns; use of white space; picture captions; page furniture? (page numbers? name of mag? Date?). Section heading?

Look at the **standfirst**. How is it written? How does it lure the reader in to the article?

Is there a **byline**? If so, where has it been placed?

Use of **picture(s)** Discuss connotations. What are the people like? Age, gender, race? How do they appeal to readers – reflect their aspirations? How would the audience ‘read’ these images?

Annotate the DPS with the following: (where relevant): headline, stand-first, byline, section heading, picture caption, horizontal/vertical rules, columns, white space, page number, drop capital

Put your DPS here and analyse

Style of **language** (formal/informal; humorous/assuming knowledge?) What does the language/mode of address tell you about the readership of the magazine?

Who is the **target audience** and how is this target audience being appealed to?