

Please comment on/annotate the following:

Discuss the connotations of the **masthead**—font/colour/name

Annotate the front cover with the following: the masthead, main cover line, sell line/tagline, main image, banner etc.

Anchorage and cover lines – what kinds of stories are covered? Topics? The fonts and colours.

What do they connote about the title's brand identity and target audience?

How are those on the cover being represented?

Look at the **tagline** (if there is one). What does it tell you about the target audience?

Look at the **banner** (if there is one). What language is used? Connotations?

Use of **picture**. 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?



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? Tactics used to appeal to audiences may include use of stars, colours, offers? Key words?