# Please comment on/annotate the following:

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

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 au- dience?

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

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

**Put your front cover 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?

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?

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?