# 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? Conver- sational? 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?

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?

Use of picture(s) Discuss connotations. What are the people like? Age, gen- der, 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?