

EXAMPLE

VOGUE

SEPT
£3.99

460

Pages of fashion,
style and beauty

WARDROBE FIX

Real clothes
for real life

MANHATTAN TRANSFER

The Brit at Saks

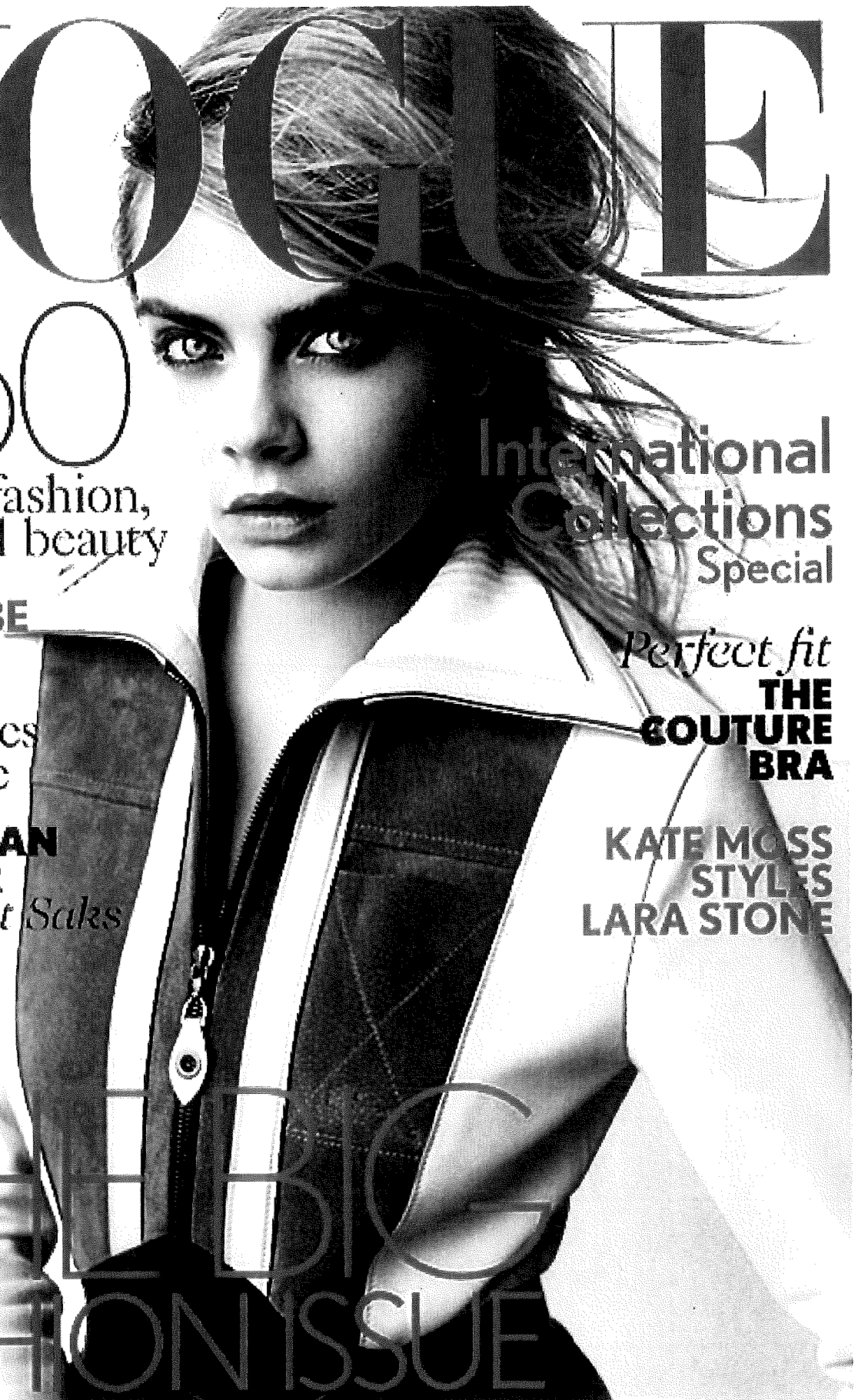
LIPSTICK MAGIC

International Collections Special

Perfect fit THE COUTURE BRA

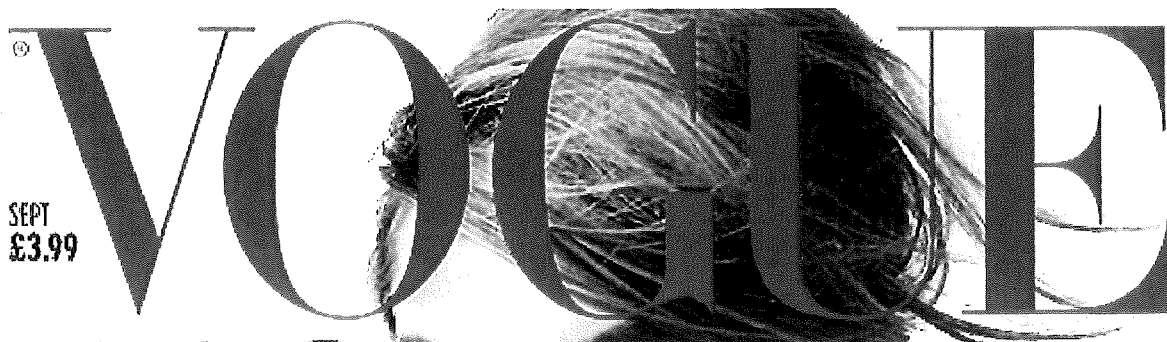
KATE MOSS
STYLES
LARA STONE

THE BIG FASHION ISSUE

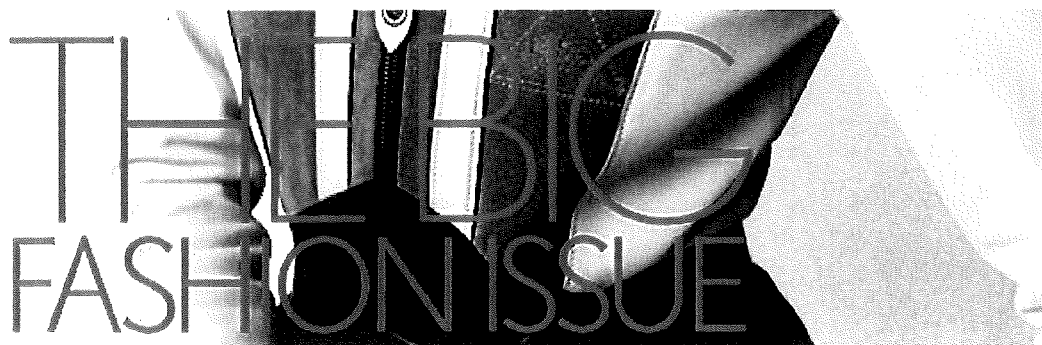


Magazine Conventions

Masthead: The Masthead is the title of the magazine. It is their brand/trademark. It is usually written in a bold and unique font. It is usually one or two words and fills the width of the magazine. It can also be located in the top left hand corner of the magazine



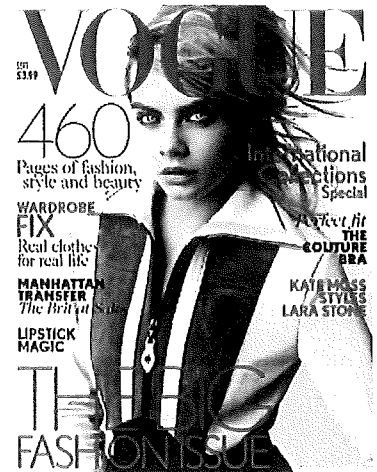
Main Cover Line: This is the largest text on the cover after the masthead. The main cover line is about the feature article in the magazine. It will usually anchor the cover image and include a tagline in smaller text to give more information about the feature article. Anchorage means that it is pinning down the image. It is designed to attract the target audience's attention to the magazine and will often use a language feature to do this.



Cover lines: Are lines of text on the front cover that are designed to attract the target audience's attention and make them pick the magazine up. The cover lines will represent the different stories/articles included in the magazine. There are usually only 5 or 6 of these included on a magazine cover and they are usually positioned down the sides, framing the main image NOT covering it.



Cover Image: The main image that dominates the front cover. It is usually a medium close-up or close up photograph. Sometimes the image covers part of the masthead. It will usually include a famous person specific to the magazines focus (fashion, actors, actresses, models, politician, sports people etc.) or an image of a famous place or thing.



Strip: Found across the top or the bottom containing lists of items which features in the magazine. This conveys the magazine is full of interesting stories the audience is getting value for money.

Puff: A puff is when the magazine gives the reader something for nothing. This includes free give aways, vouchers and gifts. This entices the buyer because they feel they are receiving something for free. It makes the target audience feel they are getting a good deal and they are more likely to make the purchase.

Colour: There is a small amount of colour used which will generally have a colour scheme that ties in with the main image. This creates a distinctive design to the cover for that issue.

Price, Issue and Barcode: Usually located at the bottom right or left of the cover. It will also occasionally include the date/month, edition of the magazine, price, website and issue number.

How to write your magazine analysis

Introduction Guiding Points:

- Introduce the magazine you are analysing
- Tell me what the magazine is about (fashion, music, sport). Explain why you think this.
- Who is the target audience for the magazine and why do you think this? (what is on the cover that makes you think this)

Example:

The magazine I have chosen to analyse is Vouge magazine. Vogue is a well-known magazine that is sold in many locations across the world. Vouge's target audience is females who are approximately twenty years old and above. This is because Vogue focus on topic such as fashion, luxurious items, powerful people and celebrities. These are generally topics that older females are interested in. Because they have good knowledge of many different celebrities, high class brand make up and fashion brans and would be interested in knowing what is on trend.

Structure and Conventions Guiding Points:

- Discuss what structural conventions have been used (masthead, tagline, cover lines, cover model/image, colours).
- Where are the different conventions on the magazine and why are they placed there?
- How do they tell the audience what the magazine is about?
- How do they attracted the target audience?

Example:

Vouge have used many different magazine conventions to target their audience and help the reader understand what is included in the magazine. Vouge have used the masthead 'Vouge'. This is placed in the centre at the top of the magazine in large bright red letters. As this is a brand the target audience would automatically know that the magazine is about celebrities and fashion. Another convention used is the main cover line. The main cover line used on this cover is 'The Big Fashion Issue'. This is located at the bottom of the magazine cover in red letters, the same colour as the masthead but in a thinner font. It is placed over the cover image to anchor it. The main cover line informs the audience about the feature article that is included in the magazine. It is also focused on fashion which helps the target audience further understand that this is a fashion magazine. Vouge have used other cover lines such as 'Kate Moss Styles Lara Stone', 'Lipstick Magic' and 'Perfect Fit The Couture Bra'. These cover lines are placed on the edges of the magazine. They do not sit over the cover image and they act as a frame to draw the audience in. These cover lines also support the audience to understand further that the magazine is about fashion and celebrities because they identify celebrities featured in the magazine and different fashion items such as make up and bras. Vouge have used the cover image of Cara Delevingne who is a well know model and actress. The image is large and take up most of the cover. The cover image is one of the focal points of the cover and attract the audience because she is well known and people who like fashion and celebrities would know who she is. The audience may also be a fan of Cara or consider her a role model therefore more likely to purchase the magazine because of this. All of these conventions help the audience get all the information they need to decide if they want to purchase the magazine.

Language Features Used:

- Talk about the language features used on your magazine cover.
- How do they appeal to the audience?

Vogue have used different language features to persuade their target audience to purchase the magazine. Vogue have used exaggeration in the cover line 'Lipstick Magic'. Lipstick is not a magical product however, the tagline leads the audience to believe that the lipstick they have an article on will be magical when they wear it. This could persuade the audience to buy the magazine as they need to find out what the product is. Another language feature used is repetition and colloquial language. Vogue have used the cover line 'Real clothes for real life'. The repeated word is 'real'. By repeating this word it makes the audience feel that the authors of the magazine are at the same level as the audience which allows them to connect with the magazine. The word 'real' is familiar language and makes the audience feel comfortable with the magazine. It makes the audience feel that they can achieve being fashionable like these high end celebrities.

Conclusion

- Do you believe that the magazine structure and conventions used are successful in persuading the target audience to purchase the magazine?

In conclusion, Vogue has been successful in creating a magazine that communicates its focus of fashion and celebrities. The use of magazine conventions and language features within the Vogue cover all work together to target their audience and persuade them to purchase the magazine.

① path
② Alliteration "Please you Pet"
used the "p" twice in the reading