

Front Cover Analysis [One I prepared earlier – use it to analyse your own mag front cover!]

Slogan: often positioned underneath the title so connection is made easily.
It usually uses language that explains why this magazine is unique and the best.

Corner Grabber: designed to catch the reader's eye – this is likely to be the only part of the magazine visible as the mag will be on a shelf stuffed with other magazines.

'new' words + adjectives (better) used to get target audience to think that this mag is the best.
Lets target audience know when next issue will be in the shops.

Font choices: modern, rounded design reflecting hip stylish magazine (and target audience)

Rhetorical question designed to trap audience into making a connection with mag: **Which Mis-Teeqer hates her hair?**

Sales scam: think about it and you'll probably buy it!

Colour contrast shape: catches eye + encourages audience to look beyond front cover

Regular item: designed to answer questions relevant to magazine's target audience

Regular: there is always a section on 'confession': different problems addressed in each issue

Nail polish: colour co-ordinated

Sell line: competitions always attract punters + we all like to win + makes us feel special (=emotional trap)

Extra! Extra! Possessive pronoun (your) used to get target audience to own magazine and freebies (therefore buy magazine).

Look inside and you will find out! [Traps you into desiring the mag and paying for it]

Total makeover: this mag will make your bedroom into a wonderland and turn you into a diva: how could anyone refuse? This section is incredibly eye catching because it uses highly contrasting colours (black text, yellow background). It is centralised too so that the eye is bound to notice it.

Techniques: colours relevant to audience; main image picked to attract audience; features designed to attract reader to know more; font styles (modern, sophisticated, etc. depending on audience); hot topics (sex, fashion, problems, products); language (alliteration, title choice, subtitle/slogan choice, hip language); competitions – 'win the ultimate prize!'

Model/Image choice: young, attractive girl (slightly older than target audience so that audience aspires to be like model)

She's looking at you: wants to be friends and share secrets: confidence attractive

Regular item (every issue): review of new product: desire + buying signal

Pale blue colour scheme: young, cool, feminine...

Boy Band: image chosen to attract girls that desire + idolise this type of band [friends and famous = ideal boyfriend!]

Regular: section designed to cater for girls' desires (sex sells)

Rhetorical question: moral blackmail - are u guilty??

Key image: soft teddy – suggests lovable, honest model (audience) + image of caring mum with child...

One happy customer! You could be like her too!

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