**Analysing Print Media Texts**

**Image**

1. Look at the image on the CD cover. Describe:
   * What type of image is it - photograph, illustration, painting, graphic?
   * What are your first impressions>
   * What type of shot is it? What effect does it have – what is included what is left out?

* Describe the mise en scene – clothes, make up, props etc. What effect do they have? Do they give the artist a particular star image? Does it relate to the artist’s image elsewhere (music video, public persona etc.)
* Does the image composition form a narrative? If so what is it? How do the signs work together to form the narrative? How does the image relate the album title or themes on the album? Does it illustrate, amplify, contradict?
* What colours have been used? How do they contribute to the mood of the image?
* What relationship does the image have with the audience? Are we included or observers? What effect does that have?
* Does the image relate to the target audience? If so, how?

**Language**

* What is the title of the CD? Does it give an indication of the content or genre of the music? If so how?
* Does the title anchor the image? If so, how and how does it affect our understanding of the narrative?
* Are any linguistic devices used? (rhyme, alliteration, a well-known saying etc) What are they? What effect do they have?
* What sort of typeface has been used? What effect does it have? Where has the copy been placed? How important is it?

**Music Style**

* What music style or genre is the CD? How is this shown on the cover? Does the album tie in with other products by the same artist? If so how? Does is link to the artist’s music style or ‘image’?

**Audience**

* Who is the target audience for the CD? How do you know?

**Creativity**

* Could it be considered a piece of art in its own right?