**Analysing Magazines**

Consider the effect of the image, text, colour, layout and design

Effects = how these elements:

* **attract the target audience to read or buy the magazine**
* give an idea of the content of the magazine or article
* **relate to the genre of the magazine,**

**Audience**

* Decide who you think the target audience is. Consider their *age, gender, interests*

**Image – Look at the image(s) on the magazine**

* How do the images attract and/or reflect the target audience? Consider
* What’s in the image
* Look at the mise en scene – clothes, make up, props etc. What effect do they have?
* What colours have been used? How do they contribute to the mood of the image?

**Text/design/layout**

* What is the magazine called? How does this reflect the content and target audience of the magazine?
* Look at the different sizes of text. What choices have been made by the designer? What text stands out? Why?
* Where has the text been placed? Why?
* What colours have been used? Why?
* What typefaces have been used? What effect does it have? For example has the magazine used drop caps, headlines, subheadings?
* What colours have been used? What effect do they have?
* What language has been used? Highlight any language techniques (direct address, alliteration, use of 3, statement, imperatives etc.) What effect does it have?