

Explore the ways in which magazines target specific audiences

Assessment Objectives

Demonstrate knowledge and understanding of:

- History of magazines
- Magazine genres and audiences
- Codes and conventions of lifestyle magazines
- How audiences can be identified through close analysis of text

Suggested Structure

Introduction

Discuss range of magazines available to consumers and how this has expanded over time. Identify particular genres and audiences (mass and niche).

Focus on key magazine (Zoo or Heat)

Make general comments on the following:

- What type of magazine is it?
- What kind of audience does it attract?
- Research key facts such as price, how often published, how long it has been in circulation and approximately how many editions are sold each period.

Critical Analysis

Analyse, in detail, the following aspects of the magazine:

- Cover – look at key images, font, use of colour, hierarchy of information
- Contents page – layout, fonts, colours, organizational devices, language
- At least two articles – one main feature, one regular feature
-

Remember at each stage you need to be thinking about:

- **how the audience is addressed**
- **how effective the text is in targeting that specific audience.**

Word Count: 800 words

Planning Grid

<p>Introduction</p> <ul style="list-style-type: none">• Range of magazines available; how this has expanded over time.• Identify genres and audiences (including mass and niche).	
<p>Focus on key title (Girls: Zoo; Boys: Heat)</p> <ul style="list-style-type: none">• What type of magazine is it?• What kind of audience does it attract?• Price? Publication frequency? History? Circulation?	
<p>Critical Analysis Analyse the following:</p> <ul style="list-style-type: none">• Cover – images, font, colour, information hierarchy.• Contents page – layout, fonts, colours, organisational devices, language.• At least two articles: one main feature, one regular feature (appears each issue).	
<p>Conclusion Answer the question!</p>	

Planning checklist: have you shown that you understand...

- History of magazines?
- Magazine genres and audiences?
- Codes and conventions of lifestyle magazines?
- How audiences can be identified through close analysis of a text?