

READING MAGAZINES: FRONT COVERS

Look at the selection of magazine covers and answer the following questions ➡

1. What is your first impression of the cover as a whole?
2. What do you learn about the contents of the magazine from
 - a) the magazine title
 - b) the graphics (pictures)
 - c) the copy (words)?
3. What do you learn about the readers of the magazine from
 - a) the magazine title
 - b) the graphics (pictures)
 - c) the copy (words)?



4. Some magazines are sent directly to people's home or business instead of being sold in a shop. *Researchnews* is an example of this type of magazine. How is its front cover different from the others? Why do you think this might be?
5. If you saw all the magazines for sale which one would you want to read? Why?

6. Every magazine has a catch-phrase which describes the magazine in a short and snappy way, for example '*The Ultimate Fan's Mag*' or '*The authority in personal computing*'. Think up your own catch-phrases for one or two of the magazines!
7. Design an alternative front cover for one of your catch-phrases. Make sure that the cover will attract a readership through its title, graphics and copy!