

Music Magazine Comparison

For this comparison I will be looking at three well-known music magazine: "Billboard", "Q magazine" and "Kerrang". I will be comparing the conventions used by each magazine along with the different content and images used in order to portray a particular genre and attract the magazines specific target audience.

The first magazine I will be looking at is Billboard Magazine. This magazine is not genre specific as it includes articles, reviews, and information on music videos from an array of music genres. Although, it does focus on the music that is currently trending in the billboard charts, hence the name of the magazine.



Central image - the central image is of a popular artist that is in the public eye and relevant now to a variety of audience.

The cover lines - tells you about the content of the articles inside the magazine, giving the impression that they are based on people who have been successful in the music industry.

The dark black background - is used to almost force the artist to stand out also the black appeals to an older more mature audience.

Title - bold and eye - catching yet uses very little bold colours. The title font is clear and almost in a bubble writing.

The anchorage text - tells the reader that the artist has matured into a young woman before our eyes. This is to reach out to an older audience with a change of age and image.

The white clothing - makes the artist stand away from the page as well as having connotations of purity, symbolising a new start

The genre of music that this magazine is based on is pop, as Taylor Swift is a well-known pop artist and it is clear that she is the main focus of the cover. This magazine would appeal to teenagers and adults however it is clear that the magazine is trying to present Taylor as sophisticated and mature through a lack of bright overpowering colours, meaning that Taylor is trying to attract an older audience. She is also presented in a natural and protective pose demonstrating the vulnerability of being in the public eye. This would attract readers into buying the magazine in order to find out what Taylor is protecting herself from.

Tallulah Frendo



Title - the title is written in white bold writing against a red background, which makes it stand out and catch the reader's eye, it is on the left hand side of the page.

Artist - the artist is a well-known successful artist well known to a variety of audience especially appealing to a teen and young adult audience.

Clothes - he wears a young grunge outfit that suits his genre of music. He appears trendy but casual which conveys a humble attitude.

Anchorage text - the artist name is in large bold print to reflect his fame. The information text tells the reader they will be getting a personal insight to his life and experiences.

Other information text - includes buzzwords like exclusive inciting the reader to delve into the personal lives of stars, information text is positioned all around the page, some in borders

Price, date, issue number and barcode are all on the front cover.

The genre of music that this magazine is based on is pop with a rustic raw feel to it. The artist on the front of the magazine is Ed Sheeran who appeals to a wide range of audiences from young to old. It is clear that this magazine is trying to present Ed as humble as he is not wearing any extravagant or expensive clothing, adding a sense of realism to the cover. The information that the magazine holds is both personal and insightful which the relaxed stance of the artist reflects attracting readers to buy the magazine if they are interested in this particular genre.



Title - Masthead placed at the top of the magazine
Skyline used above the Masthead to attract readers

Information text - at the very bottom of the magazine, advertising posters that are featured inside the magazine appealing to a young audience.

Central image of a rock artist in heavy makeup with a aggressive expression on her face, as well as many other images of different famous rock artists along the left hand side of the front cover

Anchorage title - used central of the front cover in a dark and edgy formation.

Graphic features - are bold colours for font and background image, to give the front cover an edgy/rock style look as the magazine is a rock music magazine

Price, date, issue number and barcode are all on the front cover.

The genre of music that this magazine is based on is rock bands. This magazine could appeal to a wide range of ages, as rock does not fit to one particular age group due to the fact that this genre of music has been around for a long time. The artist on the cover adds a gothic feel to the magazine, as it is clear that she is wearing dark heavy makeup and her clothing is of a typical rock nature. The colour theme is predominantly red and black, which has connotations of power and fear a general theme of a rock band. The array of artist's pictures around the cover give the reader an insight into the genre the magazine covers as a whole.

Similarities

1. Trending celebrities are the main image on all three covers of the magazines I have chosen attracting the reader into buying them.
2. The anchorage text on all covers relate to the central main image.
3. All three covers have close up images crating less distance between the reader and celebrities making it more personal.
4. Billboard and Q could be seen to target the same audience.
5. Both Kerrang and Q are UK based.
6. Both Q and Kerrang have lots of information displayed on the cover displaying lots on offer inside yet billboard has a more slick and organised cover.

Differences

1. Colour themes for each magazine are different, Billboard have chosen a slick mature colour theme, Q have taken a rustic colour scheme and Kerrang has a dark gothic feel.
2. The genre of music being present on the cover varies between all three.
3. The artist use to promote and sell all three magazines is different.
4. The font varies from magazine giving it a different feel and look.

Magazine articles



Main image - the main image of the artist makes it clear to the audience what the article is based on. Also the image may give an indication of what genre the magazine is.

Quotes- give the reader an insight to the artist by sharing their personal opinions.

Drop Cap- this is a convention of media print, it captures the reader's attention and highlights the beginning of the article.

Colour Scheme- the use of colour follows the conventions of print, the use of limited amounts of colour. In this instance yellow, grey and white. This is also evident in the image as the tone is very subtle, even the clothing the artists are wearing is not extremely bright.

Heading - the heading is short and bold to entice the reader to read the full article and be interested in the information that it entails.

Layout - the layout follows media print conventions. It is written in columns so that as much information as possible can be included in a structured format, making it easier for the reader to digest.

The genre of this article is rock and roll. I feel it would appeal to a younger male audience as the colour scheme is dark, consisting of yellow, grey and white. This appeals to the younger audience because the main image that is used appears to be of a modern appearance which interests the target audience. The artists in the image are young men making them relatable to the target audience. The use of the yellow bold title captivates the reader, this colour is also used in other areas in the article to highlight and draw the reader's attention.

Drop Cap- this is a convention of media print. However, in this instance it is of greater importance due to the fact that there is no title.

Additional Article - The additional article is usually a shorter article that is separated from the main article. The fact the additional article is written against a yellow background immediately captivates the reader.

Layout- this follows media print convention of columns, which again makes the information easier to understand and digest for the reader.

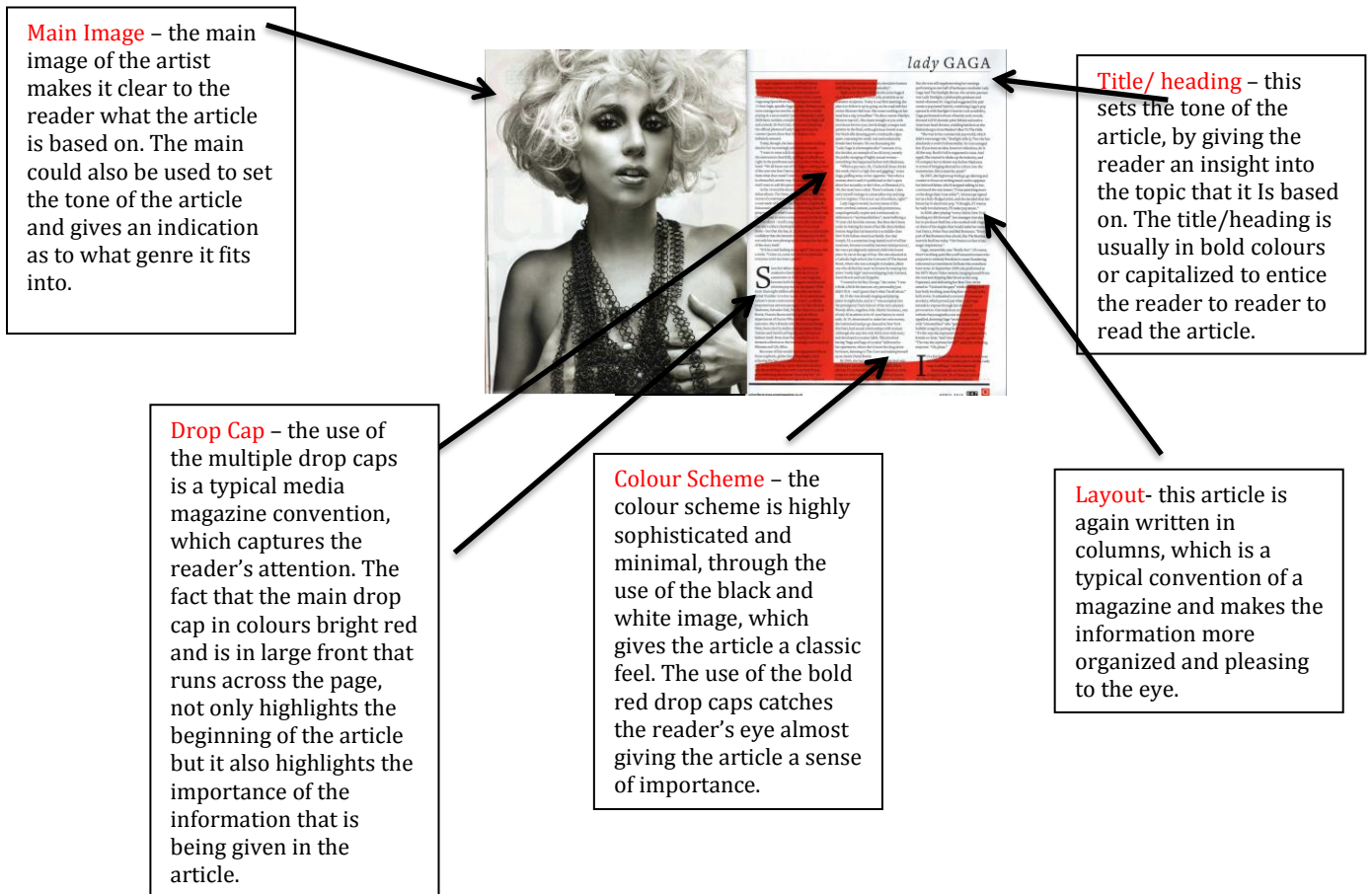
Images- The largest image is the main focus, as it is natural and large, making it clear to the reader that the image is demonstrating what the article is based on. Other images are used give the reader an insight into the specific Details of the article and provide them with a visual representation of the information inside the article

Colour scheme - the colour scheme of this article is minimal, however the colours that are used are vibrant and bright, which captivates the reader. Pinks and yellows are used, connoting a relaxed positive feel.



Quote- The quotes gives the article a personal touch, engaging the reader and helping them to gain a deeper insight into the artist life. The quotes also could highlight the artist views and thoughts on different topics

This article is targeted at young female and male audiences as the main article is Lilly Allen who is a current pop artist. Although the colour scheme is minimal in this article this makes it appealing to male and female audiences. There is no title that is visible in this article, although in bold pink a drop cap has been used to highlight the beginning of the article, to immediately catch the reader's eye.



This article is targeted at a range of age's both young and old as the colour scheme appears to be sophisticated. The use of the black and white image coupled with the bold red drop cap gives the article a classic feel. The main image is of Lady Gaga who is an electro pop and dance pop artist, is aimed at the wider audience.

The three magazine articles have many similarities, for example all three articles have a large picture of the artist that they are focusing on to reflect the genre of the magazine also each article is written using a column style to follow the regular magazine format. All the articles use a certain colours and large headers to fit the content of the magazine and to appeal to their target audience. There are also several differences between these articles. For example the colour schemes of the magazines are different as the Kerrang magazine article uses a mixture of blacks and yellows, which has connotations of power and fear, appealing to a younger audience who are interested in the rock and roll genre. However Q and Billboard use more sophisticated images and colour scheme reds and greys, symbolizing balance and passion, appealing to a more mature audience. Another difference is the style of font as each magazine has a different purpose and a different age group/audience to appeal to.