



## Analysing music magazine cover

The title of the magazine is Q. I think it has been given this title to make the audience aware that the magazine includes content that is based on interviews as the Q stands for question. This means that the audience will be able to effectively judge if the content suits their interests. I think the target audience for this magazine is teenagers and young adults particularly those aged between 16-30. I believe this magazine could appeal to both genders, as anyone who is interested mainstream pop music is likely to enjoy the content.

The shot that has been used for the cover is a close up. This is because it implies to the audience that magazine includes detailed information about the person, creating an immediate sense of intimacy. This is effective way to make the reader feel as though they are connected to the person, as a result of this they would be drawn to the magazine as a whole. Direct mode of address is being used which shows that the magazine is trying to create as intimate relationship with its audience as they would feel as though they are able to relate to the content within the magazine, and therefore entice more people to buy the magazine.

The artist that is shown on the front cover is Tinie Tempah. In my opinion he has been chosen because he is successful in the music industry and therefore would be well known by the target audience of this magazine. The anchorage text says Tinie Tempah. The fact that his signature is being used implies that he is giving the magazine a personal touch, creating a deeper connection with the reader.

The overall message that is being given by the artist that he is a dedicated businessman as he is wearing a pale pink shirt, the shirt gives the image of business yet the pale pink gives the image of playfulness and uniqueness. The fact that he wears dark sunglasses gives an impression of youth and mysteriousness. His facial expressions are stern and serious with an element of confidence.

Other groups and individuals are being represented on the front, rappers, bands and other solo artists by mentioning their names in a list like manner, in an edgy font. The title has been designed in a bold and eye-catching manner, using a white Q against a bold red background which immediately causing the Q to almost stand off the page.

The puffs suggest numerous interviews from well-known artists giving their account on how music has changed their lives over the years. The slogan “the music that changed my life” this tells us that the magazine will contain intimate information about the artists that have been interviewed. From the slogan readers will be intrigued and could gain an insight into their favourite artists career, feeling they are getting exclusive information about the artist life before and in the music industry.

The colours used on the cover of the magazine are vibrant and eye catching against an off white background which makes the information being presented on the cover stand out. The colour theme covering the bold font of important information seems to match with the clothing worn by the artist. The slogan is written in bold black font, positions in the top corner making it clear and visual, to entice the reader to buy the magazine. Italic font is used to give the reader an insight of the personality of the A-list celebrities featured in the articles; the use of italic font represents the bands edgy persona. Finally the signature is used to give the magazine a personal touch. The magazine covers a variety of music genres, as the central front cover image is Tinie Tempah a well know British Hip hop artist, however the list of artists and bands featured are of a wide range of genres, rap, indie, rock and roll, but all well-known past and present artists.

I believe that the magazine successfully appeals to its target audience of teenagers and young adults by the use of a well-known central image on the cover combined with the vibrant colours that are used and the mention of several other successful bands and artists that are featured in the magazine. The bold fonts are used to emphasize the main focus of the magazine. All these elements combined will entice the reader to buy the magazine.