

Teenage magazines front cover analysis essay



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For this piece of Coursework about teenage magazines, I will be analysing the front cover of an established teenage magazine front cover. The teenage magazine that I have chosen to analyse is called ' Mizz' issue 557. The date of the issue is September 21st till October the 4th 2006, it is published by ' panini UK Ltd'. ' Mizz' is a popular younger teenage girl magazine, The target audience of the magazine is teenage girThere is a masthead to the top left hand corner of the front cover, the main image is Charlotte Church, it is placed to the centre a little to the right. There is a main cover line at the bottom centre, the cover lines down the sides.

It has bright colours, using connotation it has girly colours. It also has a strap line and a barcode. The colours used are bright pink, orange pasted green and white, the main colour which stands out the most is bright pink which is a girly colour and therefore relates to the target audience. Light green is used for the background; this makes the main colours stand out. It also matches the dominant image as charlotte church has light green eyes.

The colours create a happy mood, as they are bright, eye-catching and cheerful. The fonts used are all different, as some are in upper case and some lower case. The font used is a sophisticated font, so it makes the feel grown up so it will appeal to older girls, or young girls who want to be feel older. The dominant image is of a young, pretty woman. She is also a celebrity. This is what the typical teenage girl aspires to look like.

There are also two more images at the bottom, of two more celebrities, these images are much smaller than the dominate image. Charlotte Church is very feminine and girly, her hair is also curly. This is to make her look

younger than she actually is, so the target audience will relate to her. The make-up used is very natural, this makes her look younger, so the target audience will relate to her. The dominant image is a medium close up.

The image has also been cropped, as you can only see her head and shoulders. The lower frame passes through the chest of the model. The model has been digitally manipulated as her skin is perfect and has no blemishes. The background is a turquoise colour.

When you first look at the front cover you first of all notice the dominant image, then you notice the main coverline, then your eyes move round the front cover clockwise to see the other cover lines. The dominant image is a pretty feminine woman, the looks of the woman are very important as young teenage girls care a lot about the way they look. The title of the magazine is 'mizz' this reflects to the target audience as the word 'mizz' could be interpreted as miss which stands for young women. The main cover line is 'charlottes web' a trick on words has been used here.

The cover lines suggest that inside, there are real life stories, shopping, and love. Again this reflects the target audience as these are the interests of an average teenage girl. The title is in big bold capital letters, this is so the magazine will stand out on a shelf. The title is also eye-catching. The main coverline is in capital letters this could be so it can be read from a distance. One of the coverlines is "Could you be a star?" this is a rhetorical question, it has also used the word "you" this makes the reader feel involved.

Alliteration is also used "bead bracelet". Repetition is also used "Drama-Rama" this makes it sound catches. Slang is used through out the coverlines,
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this is so the reader can relate to it. Overall, I think the front cover is very effective as it uses bright, bold colours, capital letters, reflects the target-audience and is eye-catching. Nearly everything on the front cover appeals to the target audience, however I think there could be more coverlines that persuades the reader to buy the magazine.

Teenage boys have not been addressed, this is because it is a girls magazine therefore boys would not enjoy the magazine. Overall as a member of the magazines target audience, this magazine dose appeal to me there fore it is successful in appealing to the target audience.