And the winner is...

Teacher’s notes

This is a great activity that needs a little bit of preparation before the lesson as unfortunately, due to copyright, we can’t publish magazine covers.

**Before the lesson:**

- Decide whether this will be a group or individual activity.
- Collect together enough magazine covers to give each group/individual two or three covers of the same genre/aimed at the same target audience.

**In the lesson:**

- Divide the class into small groups.
- Give each group their selection of covers.
- Using the guidelines provided, and adding any other comments of their own, students analyse the covers and select a ‘winner’ for their category.

Either

- Give a class presentation, as if at an awards ceremony. How far into the role of host you get is entirely up to you. Gold envelopes, costume changes etc. are entirely optional!

Or

- Have each student write a letter back to the event organisers explaining their choice of category winner.

If you go down the presentation route, you could always have the class vote for an overall winner from the winners of each category.
And the winner is...

**Congratulations!**

You have been selected as a judge for the 'best front cover' category at the prestigious National Magazine Awards!

Please review the shortlisted entries for your category and select a winner. You will need to explore the images and language used on the covers and consider how well they meet the demands of their target audience. See our guidelines for more information on the judging process.

Many thanks,

The NMA team.

**Judging guidelines**

For each magazine in your category:

- Explain who the target audience is. What genre is the magazine?

- What is the title of the magazine? What does this title suggest about the audience? What fonts and colours are used? Describe the overall effect of the masthead.

- Describe the cover image. How is it framed? What type of shot has been used? Describe the lighting and mise en scene. Discuss any issues of representation and any connotations of the image. What is the overall effect of the image? How successful do you feel it is in attracting the target audience?

- What is the lead article about? (Explain how you know which is the lead article e.g. where is it on the page, how it interacts with the image.) What devices have been used (e.g. alliteration, mode of address) and what effect do they have?

- What are the other articles about? Look specifically at two of them. What do they tell you about how this magazine relates to its target audience?

- How are fonts used to affect understanding?

- Do the articles and image on the cover enforce or subvert your expectations of the genre?

- What values are expressed by the cover? Do you have any concerns about these values?

- What is your overall impression of the cover?

**Don’t forget** to make your decision about which is the best front cover and why! Explore each front page individually but include elements of comparison.