

NAME: \_\_\_\_\_ Total Points: \_\_\_\_\_

## **CJN 255: Extra-Credit Assignment Six: Modern Magazines**

**Due: March 1<sup>st</sup>.** This is extra credit work and therefore late work **will not** be accepted. Any points you receive will be added to your Unit Two exam score (not to exceed 100%).

### **Instructions:**

Choose one issue of a “fashion” magazine aimed at either women (*Elle, Cosmo, Allure, Vogue*) or men (*FHM, GQ, Details*). You are looking for a relationship between the advertisements and the non-advertising material (called the editorial content) of the magazine. Analyze the magazine, answering the following questions, and include at least one example from your analysis with your paper. Staple the magazine pages to this assignment.

Can you find any ads that are placed next to editorial content on a related topic (e.g. facial moisturizer ads next to an article about skin care)? Can you find any advertisements for products specifically recommended in an article? Are there ads made to look like articles and articles made to look like ads? How can you tell the difference? Is it easy or difficult to find articles in the magazine (i.e. are the pages well-numbered; is the table of contents easy to find and follow)? How many pages are devoted to ads versus editorial content? Do the advertisements seem to influence the magazine content in any way? Do you think advertisements add a positive experience to magazine reading, or do the ads “get in the way” of your enjoyment?