ANALYSING A CONTENTS PAGE

Introduction
The genre of the music magazine is pop.

The target audience of the 'Top of the Pops' magazine is mainly females from early teens to young adults, depending on whether they are attracted to the established pop-sex icons, such as The Wanted. The magazine already has a built-in audience due to the genre it represents.

Structure/Narrative – The Layout
The contents on the page are set at the bottom of the page. There is a non-linear structure – the page numbers are jumbled. However, the contents are organized into different sections, such as "Competitions", "Puzzles & quizzes", "Exclusive Interviews", "Features", and "Cute posters including…" with small-cropped images of the band members. The use of the organizational method allows the audience to browse through the magazine quicker to find out what they want.

I don't think it's an essential page to the layout that is used. Looking at other magazines, the information and boxes of the contents are all set to one side of the page, but I have looked through many Top of the Pops magazines and have found out that the contents page is conventional – the layout is similar throughout. The way the images are set, and the text are repeated throughout many issues. The images are cropped in circles, squares – this entices the audience to look at them.

Narrative devices such as page numbers are used to guide the audience throughout the magazine for easy access to information and news. Below each content, there's a brief summary of the subject matter/the heading For example, "8 Super stars," the heading – and below it states, "The boys bust some celeb myths."

The colour scheme is continuous. The colours pink and white are present. At the masthead of the page, it says, "Inside the mag…" – in bold white text in a pink box. Informal language is used – instead of saying magazine, the editor has decided to use "mag" for the young age audience. A secondary colour used is black – text and information – probably maintained for the viewer to acknowledge the text easier. The only colour that is not used on the contents page that is used on the front cover is orange.

There is approximately three typefaces that are used – a font similar to the Top of the Pops title that is used on the headings of each particular feature, for example, "Competitions" and "Puzzles & quizzes.* The other is a simple Arial font. And finally, a typeface that is used for the masthead and a coverline on the right hand-side.

Images
Not many images are used on the contents page compared to the other magazines that I have looked at. There's an image of the group on the top left who are holding the magazine issue in their hands. This indication, followed by their smiles, appeals to the demographic audience because since they are included the magazine; the reader would want to buy it as well. The audience would idolize them. There are cropped pictures along the bottom, and images in circular shapes.

Content
The use of informal language allows the audience to empathize with the magazines language. An example, "The lads get soppy about each other, ahh." This can be intended for humour to please the audience. The language is very simple and clear – it's easy for a wide range of the demographic audience to understand it. Language is often directed at the reader, for example, "The Wanted answer your letters."

Conclusion

Overall, I have come to find that the Top of the Pops magazine establishes its genre effectively to the point where the audience can become aware of the genre by the use of colours, language and images of pop artists. From what I have found, I think I will work on building up the stereotypical artists to bring in more circulation to my magazine. Moreover, I think the use of idolizing artists is a good step in attracting the demographic. I will use the images and language to catch the attention of the reader.