Think about assumed cultural knowledge and explain why the publishers were keen to put Vin Diesel on the front cover.

Mode of Address

(a) Look at the language used in the cover lines, especially the aggressive verbs “demolish”, “slay” and “blast”. Comment on the impact the violent lexical codes have on the audience.

(b) Why do the writers use so many exclamation marks in the coverlines.

(c) How do the font choices reinforce the tone of the cover lines. In your answer, you should consider the use of bold weights, capital letters and modern typefaces. It might also be useful to comment on the cargo-style numbers.

Representation

How does the image of Vin Diesel position the audience to admire this representation masculinity? You should consider:

(a) The actor’s direct address to the viewer:

(b) Non-verbal codes such as his bodybuilder’s pose, oiled muscles and serious facial expression:

(c) The simple dress codes:

(d) The low angle and low-key lighting:

Layout

How does the layout meet the codes and conventions of a magazine cover? You should refer to the relationship between the masthead and main image, the positioning and alignment of the coverlines, the simple colour scheme, the strips along the top, and anything else you think is relevant.