

“Men’s Health” | Page 17

When you reach page 17 of this particular issue of “Men’s Health”, you will find the contents section and the editor’s letter. There is an aesthetically pleasing combination of the masonry layout of the contents, the more formal introduction from the editor and the main image of Vin Diesel staring directly at the audience.

Editor’s Letter

1. Written by Toby Wiseman, the editor’s letter consists of his thoughts and feelings, and directs the reader’s attention towards some of the important cover stories.
2. In terms of the mode of address, how does the writing engage the target audience?
3. What is the function of the drop capital at the start of the copy?
4. Why do magazines follow the convention of having columns left-aligned with a ragged-right edge?
5. What do you notice about the layout of the copy when it reaches Vin Diesel’s arm?
6. Why have the publishers included a reference to the award from the British Society of Magazine Editors (BSME)?

Contents

6. Explain the purpose of a contents section in a magazine.
7. Do you think the images provide an effective preview of the articles to the reader? Support your answer by referring to specific examples.
8. Comment on the mode of address in the snippets used for each article.
9. Suggest why the design team used a bold font for the page numbers.
10. Does the grid layout appeal to the audience?

Vin Diesel

11. Analyse the representation of the famous actor. You should consider how masculinity is encoded through the non-verbal codes, such as body language and facial expression.

