

2 Visual language in magazines

You are learning:

- how print and images combine in texts to emphasise the writer's point of view and influence the reader.

Images are often used to illustrate magazine articles. The choice of image can help the writer to influence the reader's opinion. The writing or caption below the image can influence our response to the image and the article that it illustrates.

Activity 1

- 1 Look at images 1–3, which have all been used to illustrate magazine articles about polar bears. Then look at magazine headers A–C. Which image do you think goes with which article?

A Cool Cruising

Taken from a travel magazine: an article about a holiday cruising the Arctic Ocean.

B THE MOST DANGEROUS ANIMAL IN THE WORLD?

Taken from a nature magazine: an article about the life of polar bears.

C Melting Away

Taken from a news magazine: an article about global warming and its effect on wildlife in the Arctic.

- 2 What effect does each image have in supporting the writer's point of view?
 3 How is this effect changed if you swap the images and match them with a different article?



Activity 2

- 1 The photograph on the right was used to illustrate several magazine and newspaper articles about flooding in England in 2007. Look at captions D–G on page 37; for each one, work out:
- a the purpose of the article the image was used to illustrate
 - b the response the writer wants the image and caption to create in the reader.

Use a table like this to record your answers.

Caption	Purpose of article	Writer's intended response
D		
E		



D When will the government *do* something to stop this happening again?

E ▲ Global warming: affecting us all.

F Local people suffer misery again as floods hit for the third time in a year.

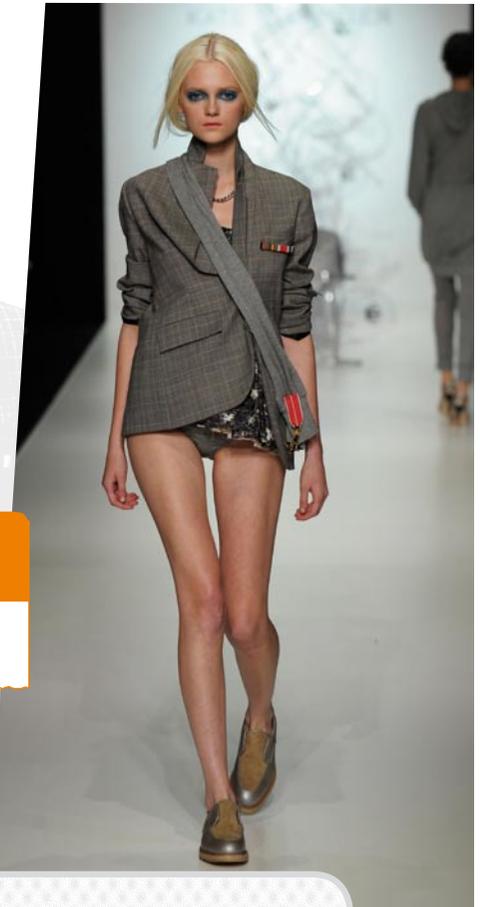
G The flood relief fund has been set up to help people recover from this year's devastating floods. Please give as much as you can.

Activity 3

- 1 Look at this image of a model. It could be used to illustrate a variety of magazine headlines, for example:
 - Superskinny: why fashion encourages anorexia
 - Fashion Week launched
 - Dress like a model for under £50
 - a For each headline, decide whether the model in the image is adding a positive, negative or neutral message.
 - b For each headline, write a caption to accompany the image. Choose your words carefully to reinforce the message.
- Use a table like the one below to jot down your answers.

Headline	Positive, negative or neutral message?	Caption
Superskinny: why fashion encourages anorexia		

- 2 Write one or two sentences explaining how your choice of language for your captions reinforces the message of the headline.



Sharpen your skills Connectives

The connective in each of the sentences below has been underlined.

- **Some people think the ice caps are melting because of global warming.**
- **Everyone loves a bargain, especially when it's something you actually want.**
- **Flooding will happen again; therefore the solution must be quick and effective.**
- **It is foolish to come between a parent and their child. Similarly, polar bears are most vicious when they have cubs.**

- 1 Which of the connectives from the list below could you use to replace the underlined connectives in the sentences?

equally so particularly due to
likewise consequently above all as a result of

- 2 What job are the connectives in these sentences doing? Organise them under these headings:

- Cause and effect ● Emphasis ● Comparison

