Getting to the Core of a Popular Magazine:
Looking at Audience to Determine Purpose and Potential Bias

Magazine Title:

Cover Stories:
List the general topic of each sample issue’s cover story.

1. 
2. 
3. 
4. 
5. 

Advertisements:
List 5 products, services, or organizations that are advertised in your sample issues.

1. 
2. 
3. 
4. 
5. 

As a group, select one cover story to analyze:
How is the story worded on the cover?

What is the actual title of the article?

Who is the author of the article? Are there any credentials listed?
Are illustrations used? Describe pictures, charts, and graphs. Describe any people pictured:

Are facts and statistics a part of the article? What kind of supportive evidence is provided?

Are people interviewed or quoted as part of the article?

Can you find any examples of bias in the article?

What is the purpose of this article? (Inform / present research, editorialize / persuade, advertise / sell?)

As a group determine:
Who is the intended audience for this publication? (Be specific)

List several research paper topics that may be presented in a biased way in this publication: