**The Anglo-Saxon Times**

Description: In this project-based-learning activity, students will create a magazine that addresses the culture, politics and lifestyle of the Anglo-Saxons. As a prelude to actually writing and producing the magazine, students will need to conduct an assessment of their target audience (a skill that applies to all forms of written communication). During this lesson, students will evaluate a variety of magazines to determine the target audience and be able to anticipate the applications of this lesson beyond the classroom.

**Materials**:

* A variety of magazines, i.e., Time, Vogue, Cosmopolitan, Newsweek, Rolling Stone, Vanity Fair, etc.
* Magazine Analysis Sheet – (below)
* Overhead projector

**Time**: 90 minutes

**Objectives**: As a result of this lesson, students will be able to

* Identify and define characteristics of a target audience including the following elements:
	+ the education level required to read the text
	+ the hobbies or interests of the audience
	+ the political slant of the reader
	+ the economic class of the reader

**Activities**:

* Have the students assemble in their cooperative groups and randomly distribute 2-3 magazines per group. Before the students begin analyzing the magazine for target audience, language, types of advertising, etc., briefly introduce the task and model the activity via “Think Aloud” or through guided practice to demonstrate the thought process of making audience decisions.
* Students will have the remainder of the class period to conduct an analysis of one of the provided magazines.
* Throughout the activity, the teacher should visit groups and help students with some of the more difficult aspects of the analysis, including, purpose of diction and political slant of readers.
* During the last 10-20 minutes of class, student groups will orally present their analysis of the selected magazine and explain how they arrived at their conclusions.

**Evaluation**:

 Magazine Analysis Sheet (below)

 Group presentations

**Magazine Analysis Sheet**

Magazines usually have a target audience. Of course, they would like to sell to as many people as possible, but since no magazine can be all things to all people, they will usually target a group large enough to make a profit, but specific enough to be distinctive. (No one wants another LIFE magazine; that niche is already filled.)

Your first task is to choose a magazine that interests you, then create a profile of their target audience. You will do this by looking at the types of ads, departments, articles, and, if available, the reader responses in such things as “Letters to the Editor.”

In this analysis of the audience, identify the following characteristics:

* the education level required to read the article
* the hobbies or interests of the audience
* the political slant (conservative or liberal)
* the economic class of the reader

You can get hints to these by analyzing:

* the products advertised (Tide or Godiva Chocolates)
* the depth of the articles (superficial, summary, in depth)
* the level of vocabulary
* the tone (lighthearted, serious)
* what is emphasized in the coverage of a particular newsworthy event (politics, business, fashion, behavior)

It is often helpful to compare two magazines in the same field (Vogue vs. Cosmopolitan; Time vs. Newsweek; Rolling Stone vs. Vanity Fair) to fine tune your answers.

Write your Audience Profile on a separate piece of paper and prepare to share it with the class.