The nature of different sex is that they attract each other, and being fit and healthy is one of the best ways of doing so. The Magazine “Men’s Health” aims to spread information about how people can exercise to become more fit and strong. It promotes exercising information with the use of colors, and exaggeration to persuade people to read the text.

In today’s world, things such as technology are quickly developing. While technological things such as social media and games do make lives more entertaining, they are also distractions to people from exercising. As more people are choosing to play video games on their devices instead of sports to exercise, the population is becoming less fit. Thus, it brings the important of exercising to stay healthy. This is related to the purpose of this text because the purpose is to encourage more people to start exercising, and it does so by providing information regarding methods one can use to exercise to become fit.

The audience of this text are single males looking to increase their fitness. The reason why it is aimed towards single male teenagers and adults is that there are several sub-headings on the cover page such as “sexy women confess their intimate desire” and “SEX: HER HOTTEST HOT SPOTS” which are suggesting the interests of single woman when looking for a partner. The increasing fitness part can be observed from sub-headings such as “GET ABS FAST!” and “YOUR BEST BODY EVERR! IN JUST 30 MINUTES” which indicates that there are articles in the magazine related to methods of exercising to increase fitness. This creates curiosity in those who are want to become fitter, as they would be looking for methods to increase fitness, and thus attracting those audiences.

The text type of this is a magazine cover. This can be seen from the characteristic large title of “Men’s Health” as well as a central image of an NBA star with sub-heading of articles such as “GET ABS FAST!” and “FLAT-BELLY FOOD” which indicates the content of the magazine. This helps achieve the purpose of the text, spread information about exercising methods, with the sub-headings included: the sub headings help give the readers a general sense of what the magazine is about. This attracts the target audience in reading the book since the target audience are people who are interested in becoming fitted, and these sub-heading help raise curiosity with in them to encourage them to read the magazine.

The color in this text is very important when it comes to expressing the theme. Many texts in this text are colored with a dark red, which creates an aggressive mood, similar to how a fit person would. With the color creating an imagery of a fit person, it makes the magazine seem more reliable, because the magazine is then representing some one with experience in exercising. The central image can also be seen to appear in black and white, which helps express the theme. This is because having the picture in black and white increases the effect of shadows, thus emphasizes the coolness of fit people.

The exaggerated texts also help to express the theme. This is because