Complete the following questions using one of the mass-market paperbacks. (Remember, there are two images associated with each paperback — a front cover and a back cover). Arrive to our next class session prepared to discuss your answers with your group.

1. Why did you choose this particular book? What about it interests you? What else is odd or notable about this cover? Feel free to comment on elements from the front or back cover (or both).

2. People: Are there people on the cover? If so, how are they posed? How are they dressed? If there are multiple people on the cover, what do you think the power dynamic is between the multiple figures? Why do you think this? Defend your opinions with specific visual details.

3. Symbols and Scenery: What kinds of objects, scenery, and additional (nonhuman) elements are included? Do these objects have any symbolic connotation(s)? What type of narrative do you assume about the book based on the inclusion of these elements, along with the human figures?
4. **Lighting and Color:** What is the lighting like in this image? What types of colors are used? What kind of mood do the color and lighting create?

Remember — different shades of the same color may have drastically different connotations in a viewer’s mind. For instance, a fire-truck red might convey something very different from a blood red.

5. **Background:** Is there anything in the background of the image? What does this background imagery (or lack of background imagery) add to the composition of the front cover?

6. **Tone and Emotional Response:** What is the tone of the cover? What kind of response does it try to elicit from readers and potential readers? What kinds of feelings, reactions, or thoughts do you have when you look at this cover? Why?
7. **Font and Typeface**: Look at the text on the front and back cover. What does the typeface communicate about the book and how the reader is supposed to feel about it? How does the typeface interact with other visual elements of the book’s cover? Feel free to comment on elements from the front cover or back cover (or both).

Typefaces and fonts have long history going back to manuscript culture and the invention of the printing press. Classic fonts like Gothic and Roman carry historical and national associations, while newer fonts can evoke all kinds of reactions from readers. For example, consider how the book title *On the Road* communicates different things to readers when it is written in the four fonts below.

8. **Back Cover**: Does the art from the cover make its way over to the back? Does this contribute to some kind of narrative that the book jacket is trying to tell? If there is a description of the book, in what ways does it describe (or fail to describe) the contents? What is the tone of the description and what kind of rhetoric does the writer use? If there are blurbs, who are the sources and what was their status at the time the book was published?

9. **Audience**: Examine the images and paratext (any text other than the main text) for clues about the intended audience for your book. What kind(s) of audience do you think the publisher is attempting to appeal to? Why do you think that?