

Compare & Contrast: LeBron James

Compare and Contrast by [Frank W. Baker](#)

NBA player LeBron James finds himself on the cover (again) of some current popular magazines. Here is another opportunity to infuse media & visual literacy with your students. Since most states require students to understand “[informational texts](#)” this activity may help them.

Have your students consider the questions below the images.



1. Who are the **audiences** for each magazine? What are the clues?
2. Use one or two **adjectives** to describe how LeBron looks on

each cover.

3. Magazine covers are also considered advertisements. What **techniques** does each of the publications use to sell themselves to their readers?

4. Notice Lebron's **body language** & non-verbal facial **expressions**; what do they say to you?

5. If you could read only one of these publications, which would it be and why? In other words, which is most **appealing**?