

## Overview

FourFourTwo is a football magazine based in UK and it is published worldwide in nine languages. Upon the success of this magazine, the website fourfourtwo.com was established which accompanies the long running football magazine FourFourTwo. The webpage attracts football fans by the use of colour, graphic elements and links to video. This website was written in British English, which implies that main target visitors of this website are people who live in United Kingdom or of British origin as Nielsen(2008) suggests ‘users pay attention to details in a site's writing style, and they'll notice if you use the wrong variant of the English language.’

## General Review



By the first look of the webpage, anyone may recognise that this website is solely about football since a word ‘football site’ is used just next to the logo and photographs of football players can be easily find on the page. Title headings further down the page which indicates the different News topics. This immediately gives us an idea that this website is about the news and current events.

Yellow words and photograph located at the top-right which are next to the logo, randomly changes every time when page is refreshed. Yellow words describes what kind of football site they would like to stand for. Those words have connection with photos of three football related people on the right hand side.

The background colour that is on this website is white; however it is surrounded by black spaces on the left and right. Black is colour of absence and therefore it could symbolise the absence of options in this case as per Wysocki (2004) and his writings about social content relativity. In some areas of the page, such as latest news, white letters are used inside a black box. This catches attention more than other letters because most of letters are in white background.

Logo of FourFourTwo is red coloured with sans-serif style typeface. It is assumed that they tried to give professional and passionate image at the same time. The taskbar on the website is well-positioned as “users first read in a horizontal movement” (Nielsen, 2007). And the red task bar matches the FourFourTwo.com logo with the exception of green ‘Performance’ bar. By use of green, they gave distinctiveness to performance section since they provide tips of football as practical point of view but not as spectators. It is assumed that use of green was inspired from the colour of a football pitch. It is nice to see use of different range of colours especially in football website, as Wysocki (2004, p.132) said ‘graphic elements to create a variable surface that can look playful or create a sense of geometric order’.



Generally, all the letters on the website follow sans-serif style (Arial font). Bold style is applied to few words and lines. Title of the news and analysis are bolded.

Size change of title in the black box is also noticeable. Bolded words have different colours (usually dark blue) from other texts and they are hyperlinked to content of the article. Wysocki(2004, p.126) suggests that style of type gives ‘conceptual attention to words or phrases’.

Under the bolded and coloured titles, there are short brief summaries that often ends in one sentence. It is very good strategy because it allows them a space to put more links to an article. Moreover, Nielson (1997) says ‘People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences’. In other words, visitors only click stuff that they have interest. Location of contents are very well organised according to Nielson(2007)’s statement. He stated that users do not go through a web page reading every word but scan in an F shape pattern. It is easy to see that contents of more importance are located at the left, top or middle such as ‘Latest football news’. However, relatively less important stuff like ‘Poll’ is located elsewhere.

#### VIDEO INTERVIEWS



#### **Frisk: Refs can be influenced**

Former top FIFA ref reveals that players and crowds can change refs' minds - and that he got it wrong

» See more video interviews

Around bolded texts, there are always a photograph relating to an issue. Those little photos are also known as ‘thumbnail’. For instance, photograph of a footballer Ibramovic who is kicking a ball dynamically is under the title ‘Ibramovic blasts through Marseille defence. And the photograph of serious looking man under video interview link about referees decisions affected by pressures.

## **Other Noticeable Contents**

Blogs & Analysis – Football critics posts up analysis about recent football issues. If a visitor have a account, they can leave a comment on blog posts which can develop further discussion between users. In addition, users can share a blog post on any types of social networking service.

Spotlight - First rectangular thumbnail linked to preview version of FourFourTwo magazine. It is aimed to give only little summary of the new release so that visitors may be encouraged to subscribe monthly.

Sitemap - At the very bottom of the page, there is nicely categorised sitemap. These direct links adds convenience to the website. Visitors do not have to search their favourite stuff. Instead, only one click is required.

Videos - Hyperlinks and thumbnails are in the middle of the page which is collection of videos of splendid moments during football games. “Videos are great way to entertain visitors. ‘a video sequence can thus be smoothly integrated into a scene, making it look as though parts of the screen “come alive”.’”(Wysocki,2004. p136).

Poll – Activity of voting may encourage participation of users. The topic seems quite interesting for football fans and it is good to be talked about with friends.

## **Overall**

This website is well designed and full of resources. Any football fan would want to subscribe to magazine regardless of cost.

## References

Nielson, J. (2007), Writing for the web: Research on how users read on the web and how authors should write their web pages. Retrieved 26 June, 2007 from: <http://www.useit.com/papers/webwriting/>

Wysocki, A. F. (2004). The multiple media of texts: How onscreen and paper texts incorporate words, images and other media. In C. Bazerman and P. Prior, (Eds.) *What writing does and how it does it: An introduction to analyzing texts and textual practices*, pp. 123–163, Mahwah, NJ, Lawrence Erlbaum.