



Week 1- 4

Learning intentions:

What you will be learning

- Week 1**
- Learn how to investigate, evaluate and compare magazines and their different features
 - Learn how to decide on the type of magazine you'll produce, the audience and the topics of your feature article and editorial
 - Learn how to plan the layout/proposed details
 - Learn how to recognize formal and informal language
- Week 2**
- Learn how to write a feature article
 - Learn how to write a letter to the editor
- Week 3**
- Learn how to write a review
 - Learn how to write an editorial
 - Learn how to design and create the magazine cover
 - Learn how to design and create an advertisement
- Week 4**
- Learn how to publish your magazine
 - Learn how to evaluate your work
 - Learn how to punctuate



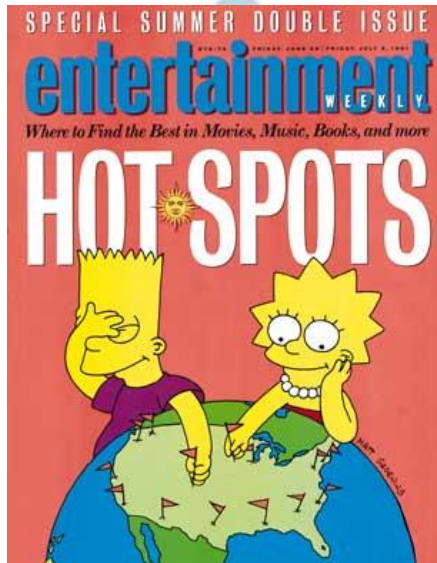
Planning a Magazine:

Week 1

This week you will:



- Collect and browse through magazines
- Compare two magazines
- Look at the structure of a feature article
- Send in your ideas for your magazine
- Plan your layout



Lesson 1 Introduction/Overview

What's your favourite magazine? Why do you like it? What magazines do your friends and family read? Do you keep the magazines for a while?

You'll be concentrating on magazines over the coming weeks because you're going to produce a magazine. Let's look at what you'll be doing.

The Task: Produce a magazine: You'll be the writer, producer, editor, layout artist and printer for your magazine.

The Topic: You'll choose the theme for your magazine.

The Audience: You'll decide who will read your magazine.

Let's start by getting some ideas for your magazine. There are many types of magazines. There are magazines on **single interest topics** such as:



Module A1.4

- Fashion magazines e.g. Vogue, In Style
- Computer magazines e.g. PlayStation 2, Macworld
- Health magazines e.g. Mind and Body
- Craft magazines e.g. Bead and Button
- Motoring magazines e.g. Wheels, Top Gear
- Travel magazines e.g. Travelling Life
- Art magazines e.g. Art In Australia
- Teen magazines. e.g. Girlfriend
- Magazines which are more general and include information on a variety of topics. For example, New Idea.

Find as many different magazines as you can. Browse through these and you'll be surprised at the range of information included in them. **However, there are some features that are common to most magazines. These include:**



Front Cover

We've all seen a picture of a famous person or an interesting event on the cover of a magazine. These are placed beneath the title or 'masthead' of the magazine, which also shows the price and date of that issue. What other things are you likely to find on the front cover? Usually we see a range of information about what's inside the issue of the magazine, don't we? This is on the cover to get our attention and make us want to buy the magazine.

Feature Article (or Cover Story)

Every edition (new issue) of a magazine will have a feature article. The image on the front cover often relates to the feature article, and is a photograph of the person, place or thing the article is about. This is why we often call this the 'cover story'.



Graphics

Graphics are what we call any images that are inserted into the magazine. They may be photographs, diagrams and illustrations or cartoon drawings.

Module A1.5



- | ACROSS | DOWN |
|-------------------|-------------------|
| 1. Voice (8) | 2. Shame (5) |
| 6. Inlet (4) | 3. Vessel (7) |
| 8. Mind (4) | 4. Occasion (4) |
| 9. Headache (8) | 5. Arrange (8) |
| 10. Idiot (5) | 6. Assert (5) |
| 11. Aggie (6) | 7. Flavouring (7) |
| 13. Wine (6) | 12. Power (3) |
| 15. Boat (6) | 14. Madman (7) |
| 17. Infirmité (6) | 16. Germ (7) |
| 19. Reprove (5) | 18. Elvert (5) |
| 22. Fight (8) | 20. Game (5) |
| 23. Curse (4) | 21. Act (4) |
| 24. Measure (4) | |
| 25. Animal (8) | |

Competitions and games

Some magazines will have a section devoted to puzzles such as crosswords and word-squares. This section may also contain a competition for a prize that involves answering a simple question about something that features in this particular issue of the magazine. For example, if there is an article on recording artists and their new release, there could be a competition to win a copy of the new CD by answering a simple question about the artist or their work.

Regular articles

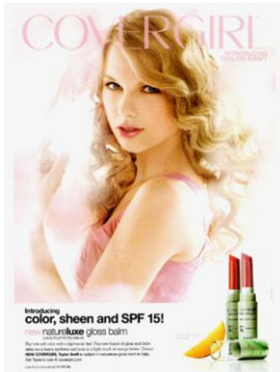
A weekly or monthly magazine will often contain articles that appear in every issue. They are by the same journalist and will address a topic such as health, astrology, cooking or reviews of music, movies or television. The editorial section is a regular article in which the editor addresses important topics and letters to the editor are published.



Advertisements

Advertisements provide an income for the publisher of the magazine. The products or services advertised in a magazine are the sorts of things the readers are likely to be interested in. For example, a sports magazine will have advertisements for sports clothing and equipment but is unlikely to have advertisements for craft materials.

Advertisers use magazines that their customers or potential customers will read. Therefore, they consider the audience of a magazine before deciding to place an advertisement.



List of Contents

This gives the page number of the sections of the magazine.

Look for these features as you browse through the magazines you've collected.

Module A1.6

Glossary.

Use www.oxforddictionaries.com or a dictionary. Find definitions for the following:

- feature article
- contention
- logo
- slogan
- editor
- editorial
- letters to the editor
- masthead
- by-line
- alliteration
- any other words that you need to look up.

Remember to take a break, have a drink and do some stretches!



Shoulder shrugs



Torso stretch



Neck stretches



Upper back stretch

Lesson 2 Comparing two magazines

Choose **two** magazines to study in detail. Choose **different types of magazines**. For example, don't choose two computer magazines. Instead choose one computer magazine and a sports or craft magazine.

1. Answer the following questions about each magazine.

You can answer these questions in point form rather than sentences on your own lined piece of paper.

General

- (a) What is the title?
- (b) Is it of general interest or about one theme?
- (c) What is the theme?
- (d) Who is the audience?

Content and layout

- (a) Describe what is on the front cover.
- (b) What is the topic of the feature article?
- (c) On what page does the feature article start?
- (d) Is there a link between the feature article and front cover?
- (e) What is the topic of the editorial?
- (f) On what page is the editorial?
- (g) List the theme or topics of the letters to the editor.
- (h) On what page is the list of contents?
- (i) Name the regular articles or sections.
- (j) Are there competitions and puzzles? If yes, give details and the pages on which they are published.

Module A1.8

Advertisements

- (a) List the types of products that are advertised.
- (b) List the types of services that are advertised.
- (c) Are any advertisements linked to articles or interviews or reviews? For example, if a product is reviewed is there an advertisement for that product near the review?
- (d) How much space do the advertisements take up on a page? If they vary, is there a pattern? For example, are the full-page advertisements at the front and the smaller ones at the back or is there a mixture throughout the magazine?
- (e) Are the advertisements colour or black and white? Do they have graphics, print or both?

2. Compare the two magazines by listing the similarities and differences in their –

- general characteristics
- content and layout
- advertisements

SEND

Details of each magazine and your comparison.

Lesson 3 Language in magazines

The language used when writing magazine articles can be **formal** or **informal**; it can be humorous or serious, descriptive, persuasive; it can be in the third person or use dialogue; it can have jargon and specialist language related to the theme of the magazine, for example, *Macworld* would have specialised computer terminology.

Formal language

- Does not use contractions. (can't, won't etc)
- Does not use colloquial (slang) or text language
- It is usually written in third person
- Usually uses longer and complex sentences.
- Is often used in newspaper and magazine articles, job interviews, business transactions and in a court of law
- For example: We cordially invite you to the Year 12 formal.

Informal language

- Is more appropriate for use in the spoken language than in the written language.
- Is more relaxed and uses abbreviations and contractions
- The tone is more personal
- Is used in dialogues
- Is usually used in letters to the editor, emails, text messages, gossip magazines and on Facebook
- For example: Hey, buddy! Wanna go to the dance?

Read the following two letters. One is written in a formal style which is appropriate for a job application and one is in an informal style. Are you able to see the differences between the two? Jot down your answers as you read and then decide which is the more appropriate.

Informal version, using colloquial (or slang) language

Hi,

Heard about the job, reckon I would be great at it! I've done that kind of work before, working in my local and reckon pub work is buzzing. They even trusted me with the loot, like. I was a cleaner before that, but that was gross and I don't wanna do that again! Give us a chance, ring me on 01709 245 6789.

Cheers!

Sam

Module A1.10

Formal version

Dear Sir/ Madam

I am writing to express my interest in the restaurant vacancy.

I have had experience working in a cafe where I was responsible for handling money and operating the till. I enjoy working in a busy atmosphere, have great people skills and can work under pressure. I have previously worked as a cleaner and could apply this experience to keeping the restaurant in a good and hygienic condition.

I look forward to hearing from you. Please contact me on 017 09245 6789.

Yours faithfully

Sam Goodwin

Would you use formal or informal language in these situations? Why?/Why not?



Module A1.11

Look at the two magazines you studied in Lesson 2. Read the feature article in each magazine and then on a new lined piece of paper –

1. Write the title of the article
2. Describe the language and terms used. Is it formal or informal? Does it use specialised language for the topic discussed?
3. List the similarities and differences in the language and terms used in each feature article.

SEND

Your answers to language in magazines questions.

Lesson 4 Planning your layout

Your job as an art editor is to decide how many pages your 'mag' will contain and what goes where, how to fit it all together. You need to plan a rough design of your layout.

The 7 features you have to include are –

- the front cover
- a feature article
- an editorial
- at least one letter to the editor
- a review of a product, film or book
- contents list
- advertisements

You can include other features, such as puzzles or competitions, if you wish. However, your 'publication' is required to be at least seven pages. This may sound a lot but you'll quickly fill this. Let's start the planning.

Here is a 'planning board', the first two pages have been completed and the last one. Start with the 7-page layout and try fitting in the features listed above. Keep in mind the location of the various features within a magazine that you noted in Lessons 1 and 2.

1 Front Cover	2 Advertisement	3	4
5	6	7	8 Back Cover

SEND

Proposed page layout.

Lesson 5 Putting the pages together.

This is a suggestion only of how to put a magazine together if you are not submitting yours online.

I want you to use A3 sheets of paper for your magazine.



These will be folded in half to create A4 pages for your magazine. Therefore you need to carefully plan where on each sheet of A3 paper the different pages have to be published.

Front Cover

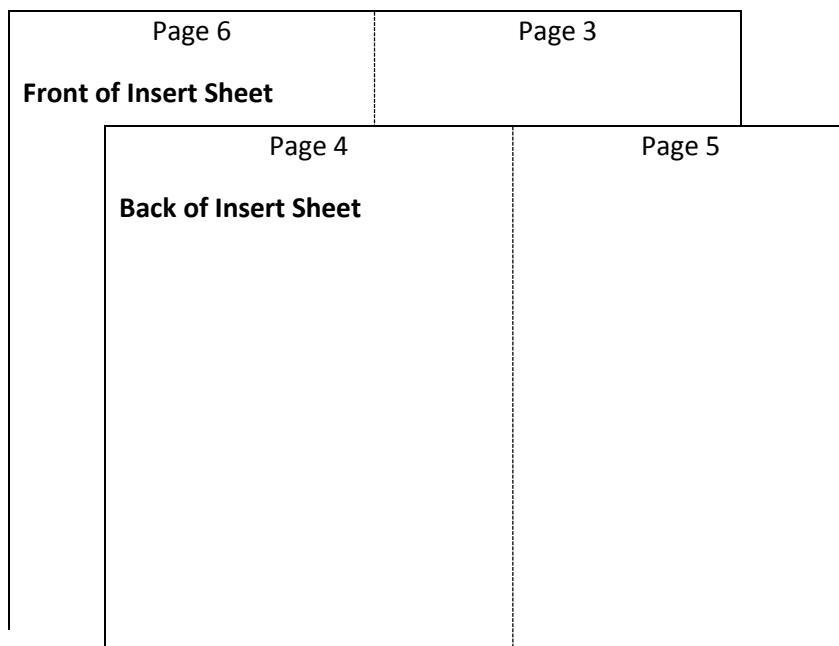
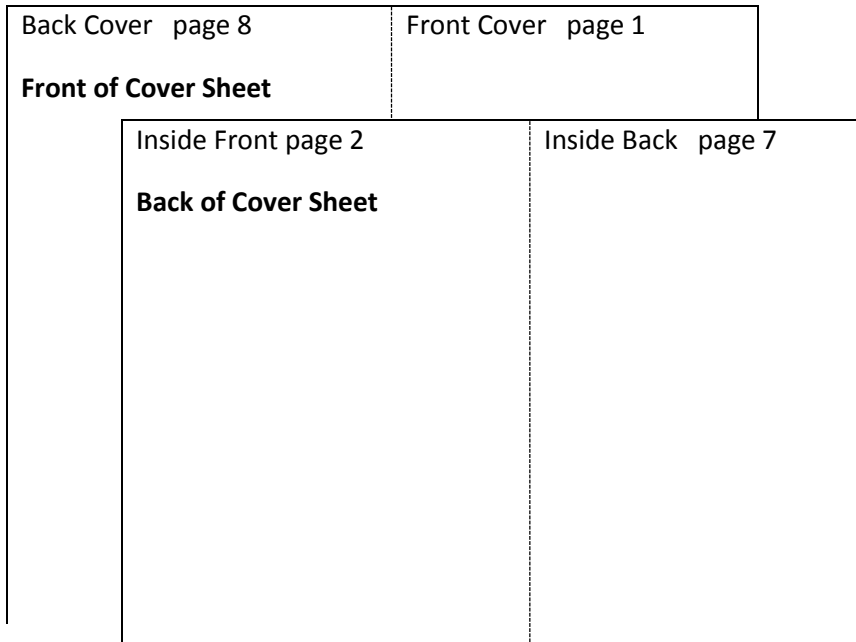
Here's a guide for planning page numbering. To make sure your pages fall in the right order, each sheet should look like the illustration on page 1.14.

This illustrates what your pages will look like while you're working on them.



Module A1.14

Obviously, the back of page 1 will be page 2, the back of page 8 will be 7 and so on.



Lesson 6 Feature articles

A feature article is detailed and often has one or two photos, which are of interest to the reader. This could be a story or an interview with a celebrity, it may be about a big event that has happened or is going to happen. It has to relate to the audience and the theme of the magazine.

Look at the feature article **on the next page**, which provides information and the writer's point of view on ***Happiness Is....*** You will notice that it is annotated to highlight some of its features.

On a lined piece of paper, write down the heading and the answers to the following questions. Please answer in complete sentences.

1. What is the contention (opinion or claim) of this article?
2. What expert opinion is used to support one of the arguments?
3. What audience is it directed at? Who would be interested in reading this?
4. Why is a picture used with the feature article? Explain what you think the picture is communicating.

SEND

Your answers to the questions on *Happiness Is...*

Introduction to topic. Involves audience

HAPPINESS IS

Eye catching headline

Purpose of article: To give the writer's opinion

How is bliss to be found? The first step might be to stop looking for it.

Happiness, like the sun, cannot be stared at directly. Turn to look at it and it disappears. We know when we're unhappy, but we often realise that we're happy when it's over and has become a memory. Yet still we seek happiness, as if it's a thing hidden from us, or a place we're trying to reach.

Develop topic

In America, there are professors of happiness and scientists dissecting the brain in search of contentment. At Harvard University recently, a psychologist called Daniel Gilbert published his research on how one's "emotional barometers" function.

Gilbert's professors all expected to be happy if they got tenure and rather unhappy if they did not. In both cases they were wrong. Those who succeeded were happy for a while, but not as happy as they expected to be. And those who failed were not as unhappy as they had predicted.



Photo or illustration

Lottery winners might expect to be made happier; in fact after the initial elation (often accompanied by a spending spree) they settle back into their average mood. If they were sad before, they were sad after.

That old saying seems proved: money cannot buy happiness.

British Psychologist, Oliver James, goes further to say that the gap between rich and poor is growing. The rich are into therapy, looking into themselves for the reasons for their dissatisfaction.

Expert support

Even if you know what it means, how do you measure happiness? Certainly you can't find it by looking at it, any more than you can find sleep, say. Happiness is a by-product. It is the shadow thrown over everything else.

People are never happy when they are dwelling on themselves. They are happy when they are almost always busy. Employed people are far more likely to be happy than unemployed ones.

Conclusion

You want to be happy? Don't buy a lottery ticket. Instead clean out the cupboard or make that awkward phone call you've been putting off. It should make you happier. Even if the research is wrong, you'll end up with a clean cupboard rather than a worthless lottery ticket.

The Age Magazine

Recommendation

Lesson 7 Decision Time!



Now let's make some decisions about the type of magazine you're going to publish and its contents. Think about the things you're interested in and the types of magazines you like to read. You will be more interested in this activity if you are interested in the topic of your magazine.



Also think about possible topics for your –

- feature article
- editorial



Perhaps you can discuss your ideas with your parent or supervisor. When you've made your decisions, complete the planning sheet on the next page.

Proposed details of my magazine

1. Name of the magazine (*New Toys, Basketball Bounce* etc)

.....
.....

2. Type (sports, fashion, computer gaming etc) of magazine

.....
.....

3. Theme of magazine i.e. a sports magazine might have a theme on swimming at the Olympics, a fashion magazine might focus on Melbourne Fashion Week, and a computer gaming magazine could have a theme of the latest PlayStation games. A theme is a focus or subject that is used in most parts of the magazine.

.....
.....

4. Audience (who are you targeting your magazine at?)

.....
.....

5. Topic for feature article

.....
.....

6. Topic for editorial

.....
.....

7. Types of products and services expected to be advertised in the magazine

.....
.....

If you aren't sure about any aspect of the magazine and what you have to do then please give details so I can help you.

.....
.....

SEND

THE PROPOSED DETAILS OF YOUR MAGAZINE

WIDER READING SUGGESTIONS

Over the course of your studies this year we would like you to select four books during the year (or one each term). We have provided you with some suggestions on the following pages related to the work, or you can choose of book of your own choice. You will need to discuss your choice of novel with your teacher, to ensure that it is suitable. In Modules B and C you will also be given some suggested titles for Wider Reading that relate to the work in those modules.

On the following pages you will find notes which tell you a bit about each novel. Use these notes to help you decide which ones you want to read. Whether you're an enthusiastic reader or you find it fairly challenging, you're sure to find something that will interest you.

You will be asked at the beginning of each term to start reading your novel and you'll be advised when you need to finish.

If you have any difficulties deciding on, or getting hold of, the books you choose please contact your teacher who will be able to help.

Useful Literature Resources

Children's and Young Adult literature journals available for use in the DECV Resource Centre:

- **Magpies.**
This magazine provides good general coverage of children's and adolescent literature. In addition to detailed author and genre articles, there are reviews of a range of publications including picture story books, novels and non-fiction.

The following Web sites may also be of interest and use:

- **Children's Literature Web Guide (CLWG)**

<http://www.ucalgary.ca/~dkbrown/index.html>

Developed and produced by David K. Brown a librarian at the University of Calgary (Canada), this is a massive collection of links and resources relating to children's and Young Adults' literature.

- **Children's Book Council of Australia (CBCA)**

<http://cbca.org.au/>

See here for information on Book Week and the Australian Children's and Young Adults' books of the Year.

Module A1.20



Tomorrow Series by John Marsden

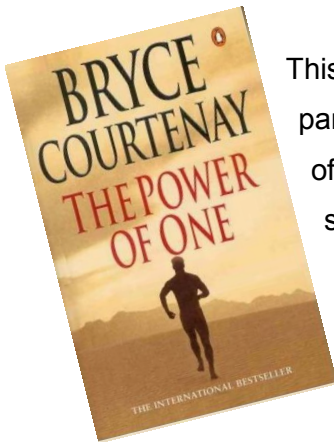
Set in the current day and told through the highly readable journal of Ellie Linton, the very Australian daughter of sheep farmers, the seven books of the "*Tomorrow*" series are the story of how a group of Australian teenagers respond to the surprise invasion of their country.

Chinese Cinderella by Adeline Yen Mah

This is the story of Adeline Yen Mah's childhood up to the age of 14 years. The full story of her determination to overcome the pain of being an unwanted child and to make something of her life was told in the very popular adult novel, **Falling Leaves**. It was her determination to learn and to do well at school that enabled her to make a different life for herself.



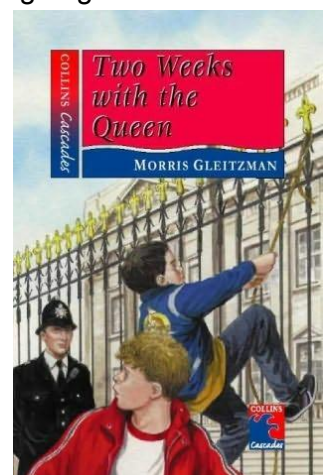
The Power of One by Bryce Courtney



This book has been an international bestseller and is extremely popular in particular with Year 9 boys. Told by an excellent story teller, this is the story of a young boy who learns from the boxing ring that small can beat big and sets out to be the welterweight champion. It is set in a South Africa divided by racism and hatred and has a strong message against racism.

Two Weeks with the Queen by Morris Gleitzman

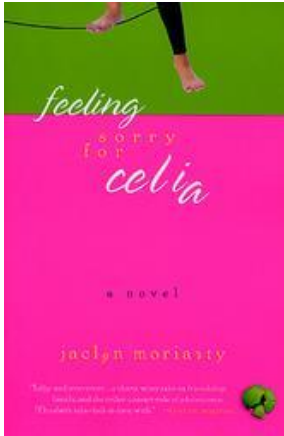
This is one of Morris Gleitzman's best novels in which he interweaves humour and tragedy as Colin seeks a cure from the Queen's top doctors for his brother's cancer.



Where it Hurts by David Hill

A convincing story about an unlikely relationship between a girl regarded by many as a snob and a boy who has just shifted into town. To their surprise they discover that they have quite a bit in common and they become good friends.

Module A1.21



Feeling Sorry for Celia by Jaclyn Moriarty

Life is pretty complicated for Elizabeth Clarry. Her best friend Celia keeps disappearing, her absent father suddenly reappears, and her communication with her mother consists entirely of wacky notes left on the fridge. But Elizabeth is on the verge of some major changes. She may lose her best friend, find a wonderful new friend, kiss the sexiest guy alive, and run in a marathon.

So much can happen in the time it takes to write a letter . . .

The Other Side of Truth by Beverly Naidoo

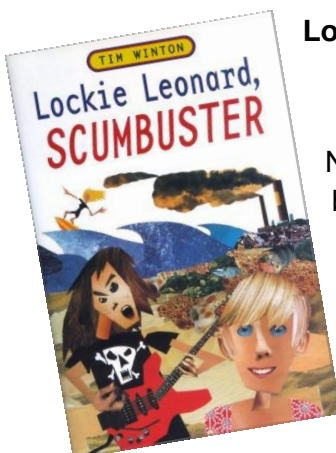
When Nigeria's corrupt military government kills their mother, twelve-year-old Sade and her brother Femi think their lives are over. Out of fear for their safety, their father, an outspoken journalist, decides to smuggle the children out of Nigeria and into London, where their uncle lives. But when they get to the cold and massive city, they find themselves lost and alone, with no one to trust and no idea when -- or if -- they will ever see their father again. *The Other Side of Truth* is a gripping adventure story about courage, family, and the power of truth.



Going Off by Colin Bowles

While often hilariously funny novel, *Going Off* is a sensitive exploration of an adolescent boy's depression and loss of self-esteem, following the death of his best friend and the breakdown of his parents' marriage.

The book appeals especially to boys, including reluctant readers in Years 7 to 9.

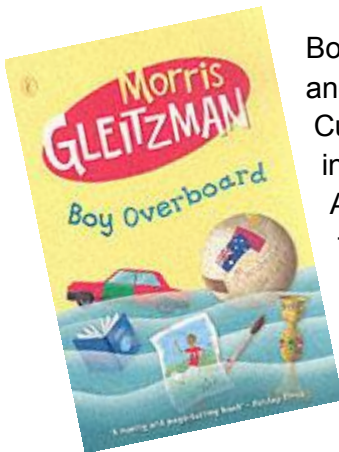


Lockie Leonard: Scumbuster by Tim Winton

Nothing's simple for Lockie Leonard. Dumped by his girlfriend, he's back to being the loneliest kid in town until he makes friends with the weirdest human being he's ever met. As if that isn't enough, Lockie decides to save the planet. In the middle of all this the inevitable happens - yes, he falls in love; he drops like a ton of bricks for a girl who's not even out of primary school yet, and to make it worse she surfs better than he ever will. Total life disaster.

Module A1.22

Boy Overboard and Girl Underground by Morris Gleitzman



Boy Overboard is the story of an eleven year-old boy called Jamal. He and his nine-year-old sister Bibi dream of leading the next soccer World Cup for their country. But as it becomes too dangerous for them to stay in their country, they are forced to leave their home and flee for Australia. But on their way to freedom, they find themselves separated from their parents as they board the boat. Can Jamal and Bibi survive their journey to Australia? Will they ever be reunited with their loving parents?

Girl Underground is the companion novel to Boy Overboard. It is the story of Bridget White, whose parents run an illegal imports business, and whose older brother Gavin is in jail on a shoplifting charge. Bridget's parents have sent her to an exclusive boarding school in the belief that it will give her opportunities they didn't have, and so she will not 'end up like them' – but as Bridget makes clear, she wants to end up like them: 'kind and generous and good'.



SEND

WORK FOR SUBMISSION

Choosing a Novel

Name _____ Number _____

The novel I am going to read this term is

It is written by

I have chosen this novel because

* Please note that in Modules C and D you will be required to complete activities in relation to the novel you are reading. This work will be titled 'Novel Update'. If you finish this novel before these weeks occur or you find that you're not enjoying it, it's fine to use the novel you are reading at the time. If you're worried about the appropriateness of your novel, contact your teacher.

Checklist Week 1

This week you should have sent this work to me.

Please tick the items you have sent, and keep this as your record:

- Details and comparison of two magazines.
- Analysis of language in two magazines.
- Plan of layout for magazine.
- Analysis of a feature article ***Happiness Is...***
- Proposed details for your magazine.
- Choosing a Novel

END OF WEEK 1



YOUR QUESTIONS AND COMMENTS

It is a really good idea to think about the way you approach your learning every week.

Please complete this section of the cover sheet before you send your completed tasks to your teacher. Colour in the number of thumbs up (I enjoyed what I learned this week) or thumbs down (I didn't really enjoy what I learned this week) that show how you feel about what you learned this week:



OR



Now, tell me why you feel that way:

Some great things about your work were:

Try and do the following in your next pieces of work: