

# Mindscape English Module

For prose in magazine form.

*In the domain of Spreads.*

# Level One:

## Purpose and structure of a Magazine Spread.

## Assessment Task Details

- You are to create a 2 page spread for a magazine.
- You are to write about a moment of understanding in which the specific difficulties of a minority\* group were recognised.
- You are to make careful choices on appearance considering font, colour, images and positioning.
- The expected word count is 500.

\*minority = A person or group who is not identified with the majority of people. Believed to possess less privileges or reduced rights than most people.

The word magazine refers to a collection or storage location. In the case of written publication, it is a collection of written articles. Traditionally in English magazines are periodicals, or serials publications that are printed with ink on paper. Nowadays more and more magazines are distributed online (or other forms of electronic communication), and generally published on a regular schedule and containing a variety of content. They are generally paid for by advertising, by a purchase price, by pre-paid magazine subscriptions, or all three.



What magazines might you read?



How are magazines paid for?



The term magazine was coined for this use by Edward Cave, editor of *The Gentleman's Magazine*. First Published in 1731 it was the first modern general-interest magazine, *The Gentleman's Magazine*, was published in England as entertainment with essays, stories, poems and political commentary. It ran for two centuries. In 1770 The first women's magazine, *The Lady's Magazine*, started with literary and fashion content plus embroidery patterns.



What might magazines be about 300 years in the future? Give reasons for your answer.



What year was *The Gentleman's Magazine* first published?



How has the content in magazines changed in the last 300 years?



Typically magazines follow the same designs which are aimed to capture the readers attention with attractive colour, font and images. What is shown on the page of a magazine in regard to graphics and text are given specific names.

# heart disease

Headline: This is the name of the article in the spread. They usually use the largest typeface (font).

## Don't smoke or use tobacco

Smoking or using tobacco is one of the most significant risk factors for developing heart disease. Chemicals in tobacco can damage your heart and blood vessels, leading to narrowing of the arteries.

Subheading: These are used to breakup large chunks of text and help the reader understand what is to follow.

Gutter: Also called Alley, this is the space between columns of text or graphics.

## Eat a heart-healthy diet

Spread. Each unit of a magazine is called a spread. This can be one or more pages.

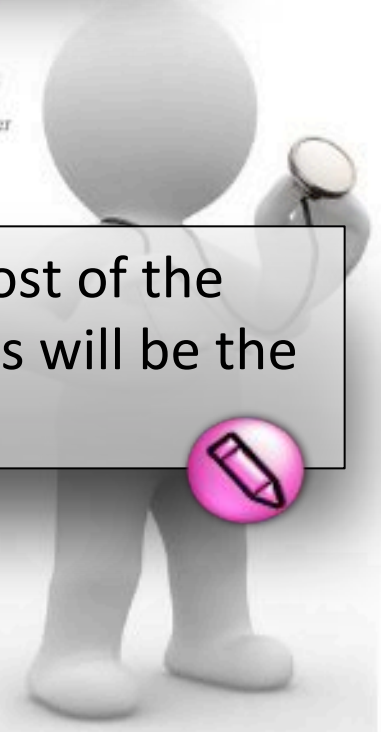
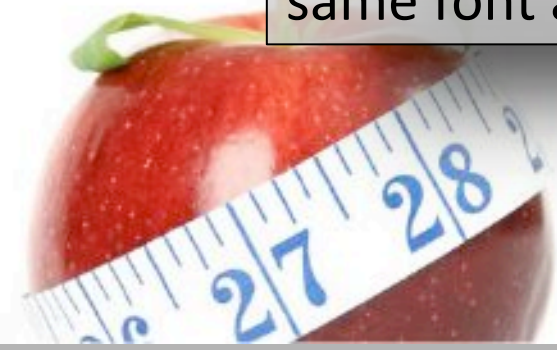
## Get regular health screenings

High blood pressure and high cholesterol can damage your heart and blood vessels. But without testing for them, you probably won't know whether you have these conditions. Regular screening can tell you what your numbers are and whether you need to take steps to lower them.

Body: This contains most of the text in a magazine. This will be the same font and size.



Try getting at least 30 to 60 minutes of moderately intense physical activity most days of the week. However, even shorter amounts of exercise offer heart benefits, so if you can't meet those guidelines, don't give up. You can even break up your workout time into 10-minute sessions.



A magazine spread is able to combine multiple elements onto the page to best convey the subject of the written article. These elements are language features which include, font, images, colour and placement.



What is the subject of this magazine spread?



Consider font style, colour, and placement and describe how the Headline enhances the subject?



Examine the Images in the spread as a group and write how the creators of the spread wanted the subject to be portrayed.



How effective is the Body of the text in detailing the Headline?



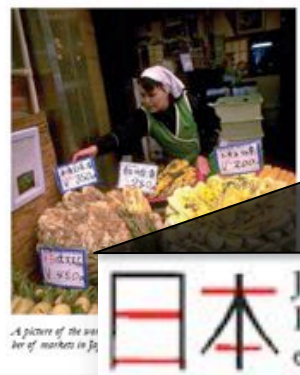
Add persuasive opinion to the facts in the Body to draw more visitors to Japan.

# VISIT JAPAN

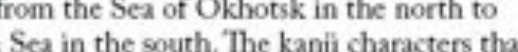
The Exquisite Dragon (right) is a statue that sits in the Tokyo museum of art. It is a delicate piece of art and travelers will come from miles to see it.

The Bong Cho (below) is a religious place where most monks met back in the 17th century.

The Fierce Dragon stands tall outside the Great Village. It was always here to protect its people.



A picture of the market in Japan.



Japan is an island nation in East Asia. Located in the Pacific Ocean, it lies to the east of China, Korea, and Russia, stretching from the Sea of Okhotsk in the north to the East China Sea in the south. The kanji characters that make up Japan's name mean isun-origini, which is why Japan is sometimes identified as the Land of the Rising Sun. Its capital and largest city is Tokyo.

Japan comprises over 3,000 islands, the largest of which are Honshu, Hokkaido, Kyushu and Shikoku. Most of the islands are mountainous, many volcanic, including Japan's highest peak, Mount Fuji. Japan has the world's tenth largest population, with about 128 million people.

Archaeological research indicates that people were living on the islands of Japan as early as the upper paleolithic period. The first written mention of Japan begins with brief appearances in Chinese history texts from the 1st century CE. Influence from the outside world followed by long periods of isolation has characterized Japan's history. Thus, its culture today is a mixture of outside influences and internal developments. Since adopting its constitution in 1947, Japan has maintained a unitary constitutional monarchy with an emperor and an elected parliament, the Diet.

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# “Girls give me a headache!”

Dating dramas, family feuds and coping with crazy fans – could good boy JUSTIN have finally gone a little bit bad?

**Hey Justin! You've changed so much – you've all grown up with muscles and everything!** I am now a man... YEAH!! I've become more mature and a whole lot more grown up.

**So are you turning into a bit of a rebel now that you're older?**

Oh no, I still obey my parents, but I don't have to. I could shock them, too. If I really wanted to do something that I know they wouldn't agree with, then I could do that now. Somehow that's reassuring.

**That's hilarious! What's the last thing you did that shocked your mum and dad?**

Oh, I don't know. Normally I make good, sound decisions. You don't have to worry about me. My parents trust me.

**How else has your life changed over the last year?**

I don't have an allowance any more, which is good. I don't have access to all my money, but I have a bank account so I can get money out. I grew up without much money, so now that I don't have to look at the bill when I buy dinner, it's cool. I still look at the price tags on clothes though. I'm still cheap like that!

**You're always wearing cool clothes and now you've got a pretty cool car from your manager, Scooter...**

Exactly – it's a super-cool truck. I've had it painted in a chrome colour, and now it's even cooler. I love cars very much. I need to have a fast car!

**Let's talk girls... are you a good boyfriend?**

Absolutely. I think so. I have my qualities. I can be kind and attentive and I have a lot



Bieber takes a nice stroll with Selena

of patience. And I like to surprise my girlfriend with nice things, romantic trips, such as a picnic or something. For girls, it is more important to be loved than to constantly get great gifts. Girls are very cuddly and affectionate, but so are boys.

**Why's it important to be patient?**

Well, because girls usually need more time to get all their stuff together. It's just like that. In every relationship the boy definitely has to wait more often for the girl than a girl has to wait for a boy.

**Is that something about girls that you find annoying?**

No, I'm used to it! Getting annoyed won't get you anywhere anyway. You have to know when it is better to leave a girl alone, to just wait for her to realise that she is yours. And yes, sometimes they can give you a headache.

**Your fans seem to always know where you are and you've got so much power over them – can that be scary?**

Yes, it's crazy that fans start crying when they hear a song like *Believe*, but at the same time, I've written the song for them to react to emotionally. Do I sometimes fear the fans? There are situations that are overwhelming, but you get used to it and usually I know what to do.

**Are there ever any moments when you're all on your own?**

Yes, usually when I go to my hotel room at night and shut the door behind me. Then I'm all by myself. I usually don't do much. Yesterday I rapped around a bit on TV, but I can't remember what I saw.

**You're always so busy. When did you last have a day off?**

A week ago or so. I think I just spent the day at home, lazing about, hanging by the pool... Usually I don't get very much sleep.

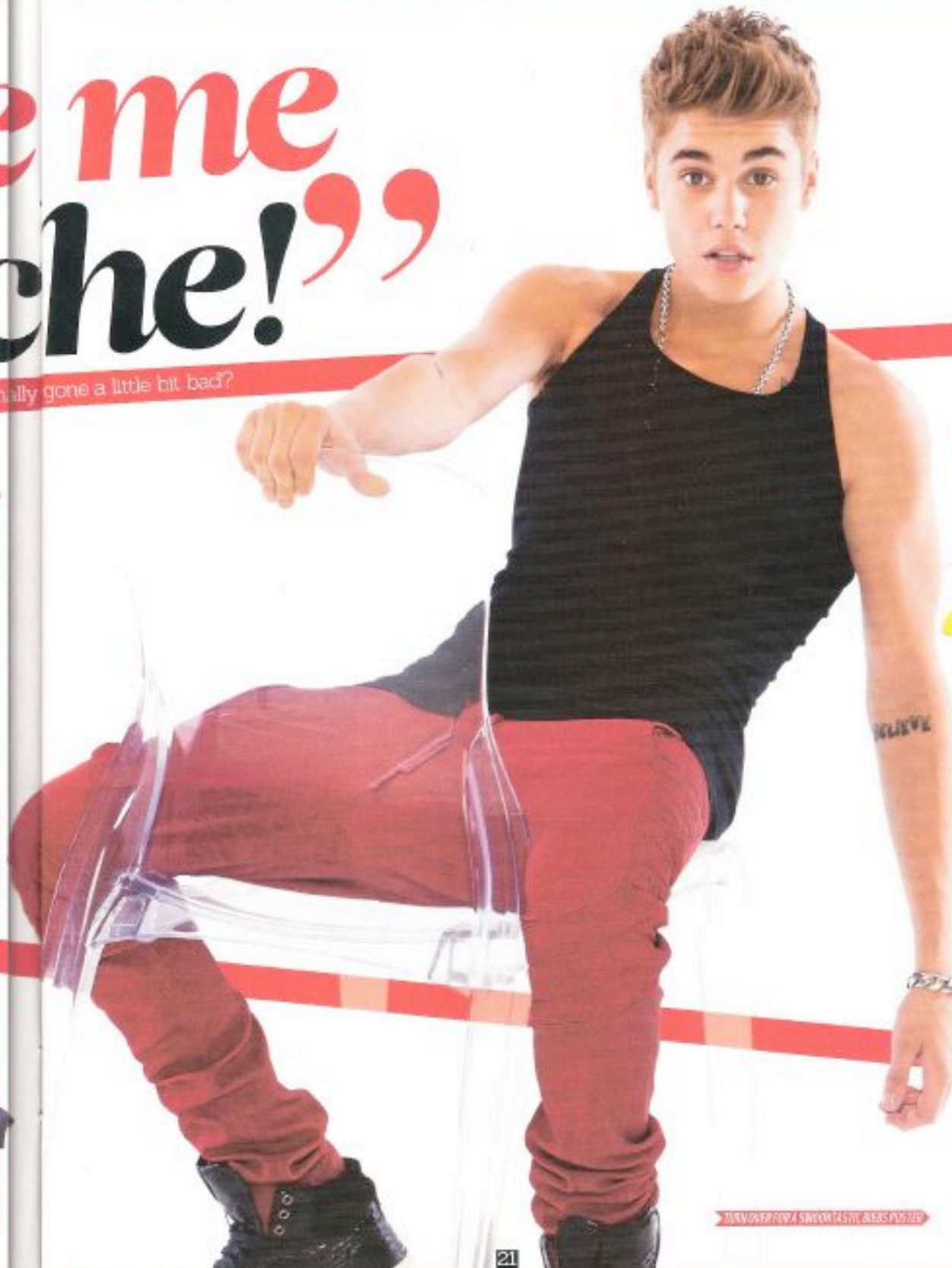
**You have your own pool? Yeah, it's cool.**

**It certainly is! Maybe we could pop over sometime for a swim?**

## Dressing room DEMANDS

Check out the bits JUSTIN requests backstage on all his tour dates.

- 10 clean white towels
- 1 vegetable platter
- 2 bottles of honey
- 8 standard folding chairs
- 1 couch
- 2 unopened bags of clean ice
- 1 jar of mixed nuts





# Architecture meets modern art

The first woman to win the Pritzker Prize for Architecture in its 26 year history, ZAHA HADID (1950-) has defined a radically new approach to architecture.

Zaha Hadid was single-minded from an early age. Born in 1950 in Baghdad, she grew up in a very different Iraq from the one we know today. The Iraq of her childhood was a liberal, secular, western-focused country with a fast-growing economy that flourished until the Ba'ath party took power in 1963, and where her bourgeois intellectual family played a leading role. Hadid's father was a politician, economist and industrialist, a co-founder of the Iraqi National Democratic and a leader of the Iraqi Progressive Democratic Parties. Hadid saw no reason why she

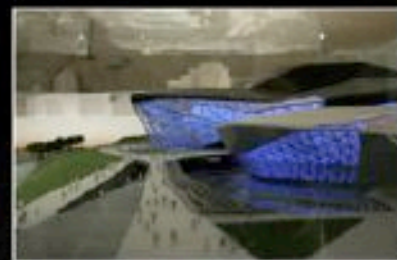
should not be equally ambitious. Female role models were plentiful in liberal Iraq, but in architecture, female role models anywhere, let alone in the Middle East, were thin on the ground in the 1950s and 1960s.

Hadid's architecture denies its own solidity. Short of creating actual forms that morph and change shape – all the stuff of science fiction – Hadid creates the solid apparatus to make us perceive space as if it morphs and changes as we pass through. Perhaps wisely, she talks little about theory. Noticeably, and uncharacteristically diplomatically, she has declined to comment on the situation in Iraq

This does not mean that they are merely exercises in architectural form. Her

obsession with shadow and ambiguity is deeply rooted in Islamic architectural tradition, while its fluid, open nature is a politically charged riposte to increasingly fortified and undemocratic modern urban landscapes.

Cincinnati silenced all those who said Zaha Hadid's architecture was impossible to build. And the ideas developed for Cincinnati were already being refined in other large-scale projects, such as the MAXXI Contemporary Arts Centre in Rome (due to open next year), the BMW Central Building in Leipzig and Phoenix Science Centre in Wolfsburg (both projects in Germany and opened in 2005). Crucially, Cincinnati gave Hadid the confidence to win a stream of commissions for: a ferry terminal in Salerno, Italy; a high-speed train station in Naples; a public archive, library and sport centre in Montpellier; Opera Houses in Dubai and Guangzhou; a performing arts centre in Abu Dhabi; private residences in Moscow and the USA as well as major master-planning projects in Bilbao, Istanbul and the Middle East. Even in conservative Britain, her adopted home, Hadid has recently completed Maggie's Centre, a cancer care centre in Kirkcaldy in Scotland. This modest project marks the beginning of a plethora of UK based work including a transport museum in Glasgow, a gallery for the Architectural Foundation in London, a mixed-use development in Hoxton Square and the London 2012 Olympic Aquatics Centre. Undoubtedly, Hadid has cemented her reputation as one of the world's most exciting and significant contemporary architects.



Objects and furniture Design and architecture differ in scale, material, structure and purpose. Hadid's designs include both functional furniture and limited edition pieces that occupy territory somewhere between art and design.

Abu Dhabi Performing Arts Centre, Abu Dhabi, UAE, 2007, ongoing current project

The Opus' Office Tower, Dubai, UAE, 2007, ongoing current project

Guangzhou Opera House, Guangzhou, China, 2003, ongoing on site

Zaha is a concept which fuses art and transport. The design has however been subject to severe criticism as being a vanity project which could do nothing but look good. Zaha proved her critics wrong when her maverick agent Kenny Scofield found a manufacturer in Monaco who plans to make the three wheel at road worthy.



**HEADLINE**

**SUB-HEADING (Explains the  
Headline)**

**BODY**

(The Main Article –  
Most of the text.  
Write about your  
experience of  
discrimination or a  
minority group)

**IMAGE  
(About the  
topic)**

**BODY**

(The Main  
Article – Most  
of the text.)

**BODY**

(The Main  
Article – Most  
of the text.)

**IMAGE (About the topic)**

**Writer's name & Magazine Name**