

ACADEMIC STUDIES

ENGLISH

**Support Materials and Exercises
for**

**IAU - READING COMPREHENSION
PART F : JOURNALISM**



SUMMER 1999

**IAU READING COMPREHENSION
PART F : JOURNALISM**

ACADEMIC ENGLISH

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OBJECTIVES

Upon successful completion of this unit, the learner will be able to

1. recognize and read with understanding and enjoyment a variety of written genres.

TEACHING POINTS			Level
Journalism	1	Parts of newspapers (e.g. editorial, features, hard news, etc.)	7
	2	Masthead	7
	3	Attention getters: headlines, placement, fonts, photos, colour	7
	4	Recognize fact and opinion (objective vs. subjective)	7
	5	Pyramid style of writing	7
	6	Writing leads (who, what, when, where, why, how)	7
	7	Parts of magazines: table of contents	7
	8	editorials	7
	9	feature stories	7
	10	columns	7
	11	ads and abbreviation, etc.	7
Short Story	12	Narrator: (point of view) 1st, 3rd limited, 3rd omniscient	7
	13	Plot: introduction, rising action, climax, denouement	7
	14	Character: central/minor; round /flat);methods of development	7
	15	Setting/mood	7
	16	Theme: central message or lesson	7
	17	Also myth, legend, fable	7
Poetry	18	Style: traditional & modern (free & blank verse)	8&9
	19	Types: ballad, limerick, narrative, sonnet, other	8&9
	20	Rhyme and rhythm (in general)	8&9
	21	Literary devices: simile, metaphor, personification	8&9
	22	alliteration, onomatopoeia	8&9
Non-fiction	23	define essay and prose; contrast with fiction	8
	24	Types: diary/journal, autobiography, biography, memoir, essay	8
Drama	25	Special Conventions: e.g. stage directions,	9

	26	dialogue/monologue, scenes and acts	9
	27	Plot, character, setting, theme in a one act play or modern play	9
Novel	28	Narrator: 1st, 3rd limited, 3rd omniscient	9
	29	Plot: introduction, rising action, climax, denouement	9
	30	Character: central, minor (round, flat)	9
	31	Setting/mood	9
	32	Theme: central message or lesson	9
Note: Continue to build the comprehension skills presented in BAU_ENG 3.1 -3.7.			

NOTE TO FACILITATORS AND LEARNERS:

1. This module presents information and exercises to accompany the objectives of IAU-ENG 3.2 : READING COMPREHENSION.
2. Facilitators are free to use any support materials appropriate to their learners' needs.
3. Additional resource materials will probably be required for those wanting more information on this topic or for those needing more practice mastering certain areas. Reading materials can be drawn from any source and should be chosen to meet the individual interests and needs of each learner.
4. Alternate support materials may be appropriate. The Internet provides a wide variety of written materials, both the printed word and literature, at many reading levels.
5. Learners should participate in daily silent reading practice.
6. Learners should be encouraged to read all types of materials so they can develop their critical faculties for deciding which are examples of good writing, which deserve to be classified as literature, and which are unacceptable.
7. The purpose of reading literature is for more than investigating plot, character, setting or theme. Literature can be an invaluable tool for providing learners with writing models which they can emulate, often without conscious effort.
8. Reading widely is the basis for acquiring the broad general knowledge so important to future learning situations. It also provides a platform for discussions of life experiences, values, morality, decision-making, and many other topics useful to adult learners.
9. It is the learner's responsibility to search out additional reading materials to supplement the practice work included in this module by consulting with his/her facilitator.
10. Do **NOT** write in this module. Please make your notes and complete the exercises in your own notebooks so that other learners may also use these booklets.

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JOURNALISM

Journalism is writing designed for publication in a newspaper or a magazine; in addition, the word is now applied to reporting in the electronic media - TV, radio, Internet. Ideally, this type of writing is meant to be a direct presentation of facts on subjects of current interest, free from all opinion or bias. This is called *objective writing*. When writing contains opinions, bias, or an interpretation of the facts, it is called *subjective writing*.

Newspapers usually appear on a daily or weekly basis, while magazines tend to be published on a monthly, bi-monthly or quarterly schedule. Some newspapers are local, concentrating on news and events in a small geographic area: a town, city or county. There are also provincial and national newspapers. Small, local newspapers cover news of interest within a community and have a limited readership. Provincial newspapers expand their scope to news within the boundaries of the province or to events that will have an effect on the province. They can also include national and international stories. National newspapers report events on a much larger scale.

No matter how large or small the scope of a newspaper is, we, as readers, expect the reporting to be objective. We want to trust that we are reading factual information and that we are not being influenced by someone else's opinions when we draw our own conclusions about events. This is not always the case, however. Therefore, we need to be able to detect the difference between reliable and unreliable news reporting, so that we will not be swayed or manipulated by the *media*¹.

This unit will concentrate on the following areas of journalism:

- parts of a newspaper
- objective vs subjective news reporting
- construction of a news story
- parts of a magazine

¹ Media....any means of transferring information, particularly news, from one person to another. E.g. radio, TV, newspapers, etc. Media is a plural word; the singular form is medium.

PARTS OF A NEWSPAPER

For the purposes of studying the newspaper, we will discuss the larger publications, such as provincial and national newspapers,. It will be useful for you to have on hand at least one or two copies of current newspapers, so that you can identify the parts and use the newspaper for the exercises that follow.

Although newspapers may vary slightly in the order in which the sections are arranged, most will contain the following parts.

1. Masthead

The *masthead* of the newspaper refers to the name of the newspaper printed on the top of the first page. It also includes any publishing information, such as the names of the publisher, editor, staff, advertising and subscription rates, a short history of the newspaper, and the frequency of publication. This additional information, aside from the name of the paper, is often found in a long column on the editorial page.

2. Front Page Material

On the first few pages of newspaper, we expect to find the major news of the day, the current and important *hard news stories*. These stories may be written first-hand by a reporter who is employed by the newspaper,. This person does the actual leg work of going to the scene of the news or researching a topic, before writing the story him/herself. His/her name appears at the top of the story as a *by-line*.

Only large newspapers can afford to have an extensive staff of reporters who travel widely to gather first-hand news. Other smaller papers must rely on *wire*² *services* to obtain the news from more distant places. Wire services employ their own staff of reporters who investigate news items, write the stories and send them around the country or around the world. You can identify these stories by the initials found at the beginning of the story, which identify the wire service, (e.g. UP

² Wire service stories were originally distributed over telegraph **wires** or teletype services; today wire services stories are delivered by computer, email, or internet.

for United Press; AP for Associated Press, CP for Canadian Press; Reuters (a European wire service).

News stories are often referred to as *hard news* because they are supposed to be report the facts about important events as objectively as possible and contain no opinions or bias. Hard news deals with the up-to-date, major stories of the day. Common topics include wars and conflicts occurring in the world, political and government matters, natural disasters and tragedies involving loss of human lives, and important breakthroughs in science, medicine and technology.

The front page (and following pages) may also include *feature stories*, sometimes referred to as *human interest stories*. These stories contain news and the facts surrounding the news event, but the focus of these stories is on the people involved, as well as their reactions and feelings. The purpose of a feature story may be to arouse the reader's sympathy, or to entertain and amuse, or to give us a different understanding of an event, an interesting "angle". We generally find these stories more enjoyable to read, and less dry than hard news stories. For example, the reporting of a fire which claims the lives of two people is a news story. It will include the date, time, and circumstances of the incident as well as the names and ages of the fire victims. Every detail must be factual and provable. The story will become a feature or human interest story if it is written from the perspective of the family which has lost two children in the blaze and will report interviews with and comments from anguished family members, as well as details about the children's lives.

On the front page of most newspapers you will find a short *index* which lists the major sections of the paper, with their page numbers for quick reference.

Exercise 1

1. What is the full name of your local weekly (or daily) newspaper? Record the name of the publisher and the editor. How much does a single newspaper cost? a yearly subscription cost? What is the newspaper's telephone number? Call the newspaper and find out if they provide free newspapers to educational classrooms like CASP.
(Optional: Arrange for a tour of your local newspaper)

2. Find the name and masthead information for New Brunswick's provincial paper and one other daily newspaper in New Brunswick.
3. Find the name and masthead information for Nova Scotia's provincial paper? Find the name and masthead information for Canada's two national newspapers.

To answer these and other questions in this unit, you should have one hand one or two copies of a provincial and national newspaper.

4. Using your newspaper, find and cut out one example of each of the following parts of the front page and next few pages. Tape them in your notebook and label each one.
 - a) masthead
 - b) hard news story with a by-line
 - c) news story from a wire service
 - d) feature story
 - e) index
5. What is the topic of one of the hard news stories you cut out? List the **facts** presented by the reporter in these categories: who, what, when, where, why, how. Did you find any opinions in this story?
6. What is the topic of the feature story? Underline the parts of the story that make it a feature story rather than a hard news story.

3. **Editorial Page**

The *editorial page* (often page 7) is the one section of the newspaper where we expect to find opinion. The *editorial*, written by the editor, is a short "persuasive essay" in which he/she gives an opinion about a current topic in the news. Sometimes there may be more than one editorial. On this page you can also find *letters to the editor*. These come from readers who also have reactions, viewpoints, or opinions concerning "hot" social issues or news events, or who wish to reply to a previous editorial or simply make their views known to the community.

Often a *political cartoon* appears on the editorial page too. Local or syndicated³ cartoonists portray a current issue in cartoon form. You may need to study a cartoon carefully for the tiny details which will give you clues about the subject that is being commented on. Expect that well-known people portrayed in these cartoons will have exaggerated physical features (often cruel exaggerations). Some newspapers also publish a number of *opinion columns* in which writers, usually on the staff of the newspaper, give their thoughts on a wide variety of topics. They can be amusing as well as informative and persuasive. If the newspaper is large, these columns and commentaries may be printed on the *op ed page*, meaning the page opposite the editorial.

If you keep up with the news and events of your community, it is guaranteed that you will find some topic of interest on the editorial or op ed page, something you will strongly agree or disagree with, something to challenge your viewpoint. You may feel motivated to write your own letter to the editor so that others who read the newspaper can see things from your perspective.

Exercise 2

1. Cut out an editorial and add it to your scrapbook. What is the subject of the editorial? What is the writer's opinion on that subject? Do you agree or disagree with the editor? Did his/her arguments make you think about the issue differently?
2. Cut out a political cartoon. What is the cartoon about? What opinion does it present? Do you find it amusing or insulting to the subject? List all the details in the cartoon that help you interpret the cartoonist's point of view. (You may wish to discuss the cartoon with your instructor if you are having difficulty answering this question.)
3. Cut out a letter to the editor. Why is this person writing to the newspaper? Is the writer presenting his/her view in a logical manner, or is the tone of the

³ Syndicated cartoonists (or writers) work for one newspaper but have signed agreements with other media (usually on a national basis) to publish their work in a number of other places, all at the same time.

letter just angry? Did his/her arguments make you change your opinion about the issue? Why or why not?

4. Think about a topic, an event, or a problem in your own community which you have a strong opinion about. Write a letter to the editor expressing your viewpoint. You may submit this letter to your facilitator for marking and/or you may send it to the newspaper. (All letters to the editor must be signed with your real name. Newspapers will not publish anonymous letters, although under certain circumstances they may allow a pseudonym.⁴)

Sample topics: toll highways
 bilingualism
 taxes
 high unemployment, lay-offs
 poor road conditions

4. Other Pages

Other pages, or entire sections of larger newspapers, are devoted to special interests including the following:

Sports - local, provincial, national and international sports reports:

- the scores of all recent games
- profiles of athletes
- opinions on sports topics like coaches, rule changes, etc.
- schedules for upcoming games

Finance and business - local, provincial, national, international

- stock market reports
- business profiles (successes and failures)
- predictions on interest rates and economic trends
- government expenditures
- private business deals, etc.

⁴ Pseudonym...a fictitious name, often made up to protect the writer from criticism or harm.

Classified ads - These are short advertisements purchased by businesses and private individuals. They include sections such as buying and selling anything from small items to cars and real estate: apartments and houses for rent; garage and yard sales. Some newspapers include personal ads from people searching for “companionship?”

Usually the classifieds include messages such as birthday greetings, “In Memoriam” messages, and birth and death announcements. *Obituaries* (death announcements) may appear in other parts of the paper as well.

Arts and Leisure (or Entertainment; formerly called “the women’s page:”) These pages carry a great variety of items. A partial list follows.

- movie and theater information, also other performances and events
- book reviews
- advice columns (Ann Landers and Dear Abby are two of the best known)
- special columns - offering advice or answering questions on child care, household hints, pet care, trivia, gardening, home repairs, etc.
- horoscopes]
- crossword puzzles
- comic strips and cartoons
- fashion
- health and medicine, science - The popularity of these topics has led to separate pages in large newspapers which are devoted solely to articles, question/answer columns, and news of developments and breakthroughs in these fields.
- travel - a popular topic, particularly in the winter time, with whole pages and sections devoted to it.

Miscellaneous Information (found anywhere throughout the paper)

Weather - detailed forecasts, weather maps, charts of temperature and rainfall organized by month, stories related to natural disasters such as tornadoes; focus on current topics such as El Nino and the dangers of sunbathing.

Advertisements - Aside from the classified ads, businesses and large companies as well as government organizations may purchase advertising space from the newspaper. Sometimes the ads cover a full page or even two full pages; sometimes they are in the form of a small box that takes up a half or a quarter (or less) of a page. These are referred to as *display advertising*. They are quite costly, but if a paper has a large enough number of readers (*circulation*), these ads pay for themselves by reaching a large audience and increasing a business's sales. A newspaper cannot survive on the fees paid by its subscribers and casual buyers; advertising accounts for as much as 80% of the money needed to publish a newspaper.

Exercise 3

1. Skim through the following sections of the newspaper you are reading to familiarize yourself with the contents: sports page, finance and business page, arts and entertainment, the weather, etc.
2. Write a classified ad for an item you want to sell, using ads in your newspaper as examples. Submit this to your instructor for evaluation.
3. Classified ads in newspapers use special abbreviations. For example, the ads for apartment rentals may use these abbreviations: bdrm for bedroom; DW for dishwasher. Make a list of abbreviations that you find in the classified section, along with the words they stand for.
4.
 - a. Are there any full page ads in the paper you are reading? What are the products or services offered? Is there a photo or other type of picture? How much *white space* (blank parts of the page) are there?
 - b. Note the smaller ads scattered throughout the paper. Are they placed in sections that correspond to the product or service being sold? Give examples.
5. On the whole, would you say that there is a lot of advertising in the newspapers that you are reading? Try to estimate the percentage of the paper which is devoted to ads.

ATTENTION GETTERS IN NEWSPAPERS

Attention getters are features which our eyes naturally gravitate to on a page. So much of a newspaper is black print on a white page that we instantly are drawn to visual features that are different.

Headlines are the titles of news stories, articles, and columns. They are written in a larger **font** (size and style of lettering) than the rest of the print. Writing effective headlines is a challenge: much needs to be said in a few words. A good headline should accurately reflect and summarize the content of the story that follows it. It should not mislead the reader, and it should not “sensationalize” the subject of a story; readers will feel tricked after reading a story that doesn’t match the promise of a faulty headline.

Photographs are effective visual tools. The old cliché, “A picture is worth a thousand words”, still holds true. Newspapers use colour photographs and advertising to attract the eye, much more so now than in the past. In the early half of the century, large red headlines were reserved for very special and rare events such as the death of a king or the end of a war.

The **placement** of ads, photos, and stories is also important. Anything on the first page of the newspaper will naturally gain more attention than if it is buried in the back pages. Notice the ads which appear on the top and bottom of the front page, and on the first pages of all sections of the newspapers. As well advertising is placed strategically according to where it naturally belongs: business pages contain ads for financial groups; travel pages have ads for travel agencies.

Exercise 4

1. Look carefully at the headlines of news stories. Can you find an example of a headline which does not give you an accurate idea of the story to follow, or one which misleads you? Can you find examples of effective headlines? Insert these in your notebook and label them appropriately.
2. Find a photograph which catches your eye. Add it to your notebook,. Explain what appeals to you.

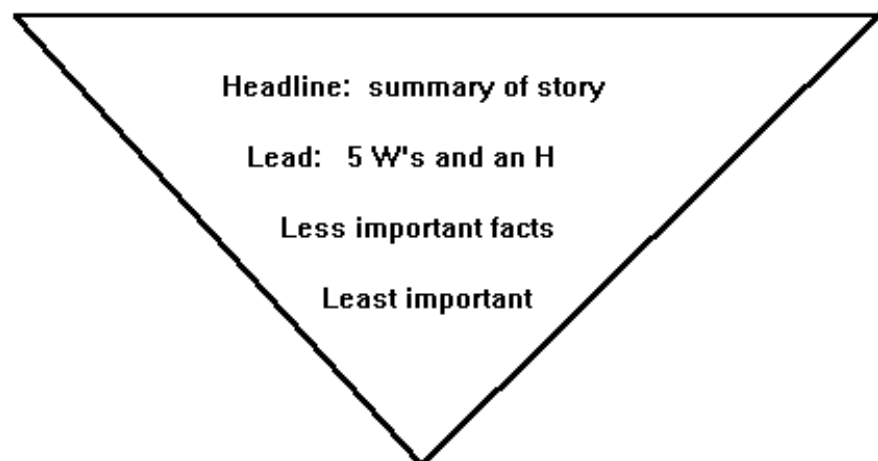
3. Where is colour used in your newspaper?
4. List the topics of stories on the front pages. Compare the topics of stories found on the last pages. What conclusions can you come to?

NEWS STORIES: LEADS, INVERTED PYRAMID STYLE

A good news story should have a headline which accurately summarizes the story, and it should include all the important facts in the first paragraph. These facts are called the **5W's (and an H)** - who, what, when, where, why, and how. The first sentence of every news story (called **the lead**) should answer as many of these questions as possible.

After the lead, details are arranged in order of decreasing importance in the body of the story, meaning that the details are less and less important as you approach the end of the story. This style of writing is called **the inverted pyramid style**.

INVERTED PYRAMID STYLE OF NEWS WRITING



There are two reasons why this style is so effective in newspaper reporting. The busy reader receives all of the pertinent information at the beginning and may choose whether or not to continue reading. Also if the editor of the paper is forced

to cut a story short so it will fit into a small space, removing the last few paragraphs or sentences won't affect the message.

Exercise 6

1. Find examples of leads in your newspaper to insert in your notebook. Label the 5 W's and an H in the first paragraph. If you difficulty finding any of these, ask yourself if the information left out is vital to the understanding of the story. If the answer is yes, then label the example as a poor lead. (Remember newspapers aren't perfect. Not everything you read in print is true or well written! Use your critical reading skills to evaluate the stories you encounter.)
2. Write a lead for a new story on each of the following topics, supplying all of the necessary details.
 - a. A grant of \$10,000 donated towards a youth center being built in your area
 - b. A car accident in which two people died
 - c. The announcement of a new industry opening and the creation of 150 new jobs.
3. Write an entire news story, including the headline, lead, and body, based on one of the following fairy tales. (See sample in answer key)
 - a. Little Red Riding Hood
 - b. The Three Little Pigs
 - c. Hansel and Gretel
 - d. A fairy tale of your choice

OBJECTIVITY VS. SUBJECTIVITY: RECOGNIZING FACT AND OPINION

You have already learned which sections of the newspaper should be objective, and where to expect subjective writing. Opinions and viewpoints of individuals belong on the editorial page or in feature stories; this writing is subjective. We expect news stories to be factual and unbiased (objective). We want to read the facts and form our own judgments and opinions. However, a careful reader must learn some critical skills to help him/her examine what is written and judge the truthfulness and accuracy of the writing.

News stories seldom tell outright lies, but there are other ways to mislead readers and manipulate their reactions to the news. Following are some of the methods which can be used to mislead.

1. Extensive coverage can be given to certain political parties or business groups, while others are ignored or downplayed.
2. Minor news stories are blown out of proportion and given front page coverage. For example, a human interest story may appear on page one, accompanied by a large picture. The story is not hard news, but it may sell more newspapers if it catches people's interest.
3. A major news story may be "buried" in the back pages and given very little coverage. Thus, readers may be lead to think it is unimportant.
4. A story may be "sensationalized". This means the story is made more exciting and eye-catching than the subject actually deserves. Although the reporting may be based on facts, the reporter may choose an unusual angle in writing the story which focuses on emotion rather than fact. The so-called *tabloid* newspapers, which are not actually newspapers, uses this tactic often to make a story thrilling. (See Tabloid Reporting later in this unit.)
5. Important facts are left out. This is called "*lying by omission*". If only parts of the story are reported, we don't have all of the information we need to judge matters for ourselves. You may have heard someone say, "I was quoted out of context in that newspaper story." What does this mean? It means that certain phrases or sentences were taken from a longer speech, and only these sentences appeared in the newspaper. Without the text of the entire speech or interview, the words can take on an entirely different meaning. For example, the mayor may have said, "Unless we can provide a financially attractive environment for investors, this community will always have trouble convincing new businesses to move here." but a reporter who didn't like the mayor might have written, "The mayor says that 'This community will always have trouble convincing new businesses to move here.'"

6. Writing may be *slanted*. If you completed the Clear Thinking unit in IAU English, you are aware that words can be carefully chosen to present a message with a positive or negative slant. A writer can use *loaded words* and *connotative language* to make one point of view look better than another, or to favour one side of an argument over another.

Example: A rebel army which is fighting the government of a foreign country can be described in two different ways, depending on whether the writer favours the takeover attempt or not.

Favourable: freedom fighters, citizen's army, rebels with a cause

Unfavourable: terrorists, guerillas, extremists, militants, radicals

After looking at these methods of distorting the truth, the logical question you should ask is “Why would newspapers deliberately do this? What is the purpose? There are many answers to that question. Newspapers are in business to make money, like any other business. They deliver a service or product to a customer. Occasionally, the product will be tailored or changed to suit the customer's needs. In other words, they tell us what we want to hear, and the straight, objective truth may not always be what we want to hear. Also, the preferences of the owner, publisher and/or editor, of the newspaper are sometimes evident. If they favour a certain political party, or take sides in a war, or receive major funding from certain businesses, the temptation is always there to report the news in such a way that their likes and dislikes are passed on to the reading public. Your defense against such reporting is to be aware of distorted writing and loaded words, and to question rather than accept blindly everything you read.

TABLOID REPORTING

We have all seen the tabloid papers with their eye-catching headlines at the supermarket check-out. Sometimes called “scandal sheets”, these papers emphasize the sensational angles in every story, playing on the readers' emotions. Everybody knows, on a rational level, that there are no three-headed Martians walking the streets, or that Elvis is not living in hiding somewhere in the world. However, these bizarre stories accompanied by photos which are obviously altered, appeal to and entertain many readers. They are entertaining, fast and easy to read, with lots of pictures. These papers focus on scandal, sex, violence, crime, and death. There is no news; if you read closely you will see that the headlines don't even match the

stories which follow. Many famous people have successfully sued the tabloids because of the lies and misleading stories printed about them.

Exercise 5

1. Read the following slanted news stories. After reading, answer these questions about each story.
 - a. Does the headline accurately reflect the content of the story?
 - b. Underline all words and phrases which tend to over-emotionalize the facts of the story.
 - c. Re-write the story, following the guidelines for writing a good news story (lead, inverted pyramid style)

IRATE NEIGHBOURS STORM BAR

by Ima Lyer
Staff Reporter

The peaceful atmosphere of the sleepy bedroom community of Maryville has been shattered by blaring music and late-night carousing of drunken patrons of the Anything Goes Lounge, which has refused to listen to the angry complaints of the citizens.

Since November, when the lounge was granted its liquor license, the nightly disturbances have escalated. Neighbours complain that their properties have been vandalized and their children terrified by the customers of the Anything Goes Lounge. Police have been summoned on countless occasions to control the rioting patrons and respond to the righteous complaints of the citizens.

A special sitting of town council heard those complaints on Wednesday night. The town council chambers were filled to capacity, with more upset citizens picketing the parking lot outside. Petitions contains thousands of signatures were dumped on the mayor's desk. The owner the bar, Mr. Al Slimey, appeared before council to plead his case, claiming the bar is a legitimate business which operates within the law.

After the emotionally-charge meeting, Mrs. Prudence Doright, spokesperson for the citizens' group said, "We are prepared to continue our protest until the town takes action to remove this eyesore from our neighbourhood!"

Mr. Slimey had no comment to make as he left the building. Town council has promised a decision by the end of the month.

FAMILY ORDEAL CONTINUES

by Neil Smyth
Staff Reporter

The anguished family of a missing 7-year-old Farleyville boy are still hopeful that he will be found. Luke Pirie disappeared without a trace on Tuesday night after leaving home to go to a friend's house.

Search teams have been working around the clock, scouring the woods and nearby river for any trace of the blonde-haired, blue-eyed second grader. The boy's faithful dog, who accompanied him when he left home, returned without Luke on Wednesday morning.

The boy's home, a modest two-bedroom bungalow, sits on the edge of the Wisconigut River. His tiny bedroom is that of a typical young boy, with hockey cards strewn about the bare wood floor, and posters of favourite hockey players lining the cracked plaster walls.

Luke's mother, Laura Pirie, a waitress at a local take-out, has not slept since her son's disappearance. Her strained face shows the pain of the horrible ordeal, a reflection of every mother's worst nightmare. A family friend, acting as spokesperson for the single mother, is pleading with the public: "If you have nay information about Luke, please come forward and tell the police."

The searchers will be concentrating their efforts on the immediate area for the time being.

1. Check the front page of the newspaper you have. Are there any stories which you feel don't belong on this page because they are more human interest than hard news?
2. Are there any front page stories which seem to be taking sides on an issue? Explain.
3. Are there any front page stories in your paper, which are "buried" in the back, that you feel should have front page coverage?
4. Can you find headlines in the newspaper which are misleading, which don't give you a fair idea of the content of a story?

MAGAZINES (Periodicals)

Magazines appear monthly, bi-monthly, or quarterly. They differ from newspapers in several ways.

1. They may contain much more reading material - up to 100 pages or more.
2. Magazines tend to publish more subjective writing. News magazines may be the exception.
3. Their content may be focussed on a special area of interest. Walk into any newspaper/magazine shop and look over the great variety of magazines available. For example, you will find a magazine for every sport and hobby, from basket ball to computers.
4. Magazines target specific reader groups. They may be aimed at certain age groups, (teenagers, seniors); income groups, geographic areas; men, women or children; professions.
5. Magazines look different: more colour, glossy paper, lots of photography, graphics
6. News magazines, which deal with the same topics as newspapers can focus on one story in depth, from different angles. Often, one story is chosen as the “cover story”. There are several articles and/or interviews on the topic inside the magazine. The cover of the magazine usually highlights the topic with a “catchy” photograph and/or summary.

PARTS OF A MAGAZINE

1. Table of Contents

Close to the front cover, there should be a listing of all the stories, articles, features, and columns inside the magazine along with the page number on which each appears. There may be a short description or summary of each article.

2. **Editorial**

Magazines as well as newspapers have one or more editors. You will find an editorial close to the beginning of the magazine, often accompanied by a photograph of the editor or some aspect of the cover story. The editorial may give the editor's opinion on one or more of the stories in the magazine, or may simply deal with a topic pertinent to the content of the magazine.

3. **Feature Stories**

Usually, the cover of the magazine will highlight the main stories by placing the titles in a prominent place, with larger fonts. A photograph on the cover may relate directly to one of the major stories inside.

4. **Columns**

Magazines may have regular columnists who write their columns on a chosen topic, or who write about a subject in which they are experts. For example, there may be gardening columns, advice columns, money-management columns, or columns which present the latest products available in the specialized area the magazine covers. News magazines contain columns which are written by respected people whose opinions are reliable, informed, and trustworthy.

5. **Ads**

While there are some magazines which are entirely free of advertising, most contain a great number of advertisements. These are usually full-colour, full-page ads which correspond to the focus of the magazine. A fashion periodical which targets young women as its readers will have ads for clothes, make-up, and jewellery while one that targets young mothers is more likely to have ads for baby and household products.

Some of the thicker magazines on the news stand contain a high percentage of advertising compared to actual reading material. Keep in mind that these ads "pay the bills" for the publisher, just as newspaper ads do. Also be aware that companies which contribute major dollars to ads in magazines may also

have some input into the focus and philosophy of the magazine - what the writers can and cannot say.

Exercise 7

Choose at least two different types of magazines to complete the following analyses (one per magazine) to submit to your instructor for evaluation.

1. Title of magazine
 Publication date
 Frequency of publication (monthly, weekly, bimonthly, etc.)
 Cost of one issue: in Canadian dollars, in American dollars

2. Masthead (same as in newspaper, usually found in first few pages)
 Place of publication
 Name of publisher or publishing company
 Editor or Editor-in-chief
 Other editors (in charge of various departments)
 Cost of one year's subscription in Canada, in the USA.

3. Target group (Who are the readers?)

Male	Children	People who are interested in....
Female	Teens	sports
	Adults	current events, world affairs
	Seniors	travel
		hobby(specify)
		Other (specify)

4. Table of contents: Main cover story or stories
 Columns
 Regular features or departments

5. Ads: estimate the percentage of the magazine that is advertisements.

10%	25%	50%	75%
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How does the advertising reflect the interests of the target groups of readers you chose in Question 3. Give examples of the products advertised. What advertisers would you not expect to find in these magazines?

6. Graphics: Which of the following are used?
Colour photos
Black and white photos
Computer enhanced images
Font (changes in colour, size, style)
Charts, tables, graphs
Other
7. Choose a column which appears regularly. Who is the columnist? What is the topic of the column? Write a summary of the column. If possible, find columns by the same author in other issues of the magazine. Record the topic of the column over several months.
8. Choose an article you wish to read. After reading, write a summary of the article in your own words. Make a list of any new vocabulary you learned, along with definitions of the words.

ANSWER KEY TO EXERCISES

Exercise 1, 2, 3, and 4:

Discuss answers with your instructor. Submit writing assignments for evaluation.

Exercise 5

A]

First story “Irate Neighbours Storm Bar”

This headline distorts the truth because the neighbours don’t actually “storm” the bar. They appear at a council meeting and picket the parking lot of the council chambers. Sample improved headline: “Angry Citizens Protest” or “Special Council Meeting Called”

Second story: “Family Ordeal Continues”

This headline may be acceptable, although it focuses on emotion rather than fact. There are few facts about the disappearance itself. The story focuses on the boy and building sympathy and emotion around the family rather than the search. The writer of the story has almost decided that there is no hope for the child and is treating him as if he were already dead.

Improved headline: Search Continues for Lost Boy

B]

IRATE NEIGHBOURS STORM BAR

by Ima Lyer
Staff Reporter

The peaceful atmosphere of the sleepy bedroom community of Maryville has been shattered by blaring music and late-night carousing of drunken patrons of the Anything Goes Lounge, which has refused to listen to the angry complaints of the citizens.

Since November, when the lounge was granted its liquor license, the nightly disturbances have escalated. Neighbours complain that their properties have been vandalized and their children terrified by the customers of the Anything Goes Lounge. Police have been summoned on countless occasions to control the rioting patrons and respond to the righteous complaints of the citizens.

A special sitting of town council heard those complaints on Wednesday night. The town council chambers were filled to capacity, with more upset citizens picketing the parking lot outside. Petitions contains thousands of signatures were dumped on the mayor's desk. The owner the bar, Mr. Al Slimey, appeared before council to plead his case, claiming the bar is a legitimate business which operates within he law.

After the emotionally-charge meeting, Mrs. Prudence Doright, spokesperson fort he citizens' group said, "We are prepared to continue our protest until the town takes action to remove this eyesore from our neighbourhood!"

Mr. Slimey had no comment to make as he left the building. Town council has promised a decision by the end of the month.

FAMILY ORDEAL CONTINUES

by Neil Smyth
Staff Reporter

The anguished family of a missing 7-year-old Farleyville boy are still hopeful that he will be found. Luke Pirie disappeared without a trace on Tuesday night after leaving home to go to a friend's house.

Search teams have been working around the clock, scouring the woods and nearby river for any trace of the blonde-haired, blue-eyed second grader. The boy's faithful dog, who accompanied him when he left home, returned without Luke on Wednesday morning.

The boy's home, a modest two-bedroom bungalow, sits on the edge of the Wisconigut River. His tiny bedroom is that of a typical young boy, with hockey cards strewn about the bare wood floor, and posters of favourite hockey players lining the cracked plaster walls.

Luke's mother, Laura Pirie, a waitress at a local take-out, has not slept since her son's disappearance. Her strained face shows the pain of the horrible ordeal, a reflection of every mother's worst nightmare. A family friend, acting as

spokesperson for the single mother, is pleading with the public: “If you have any information about Luke, please come forward and tell the police.”

The searchers will be concentrating their efforts on the immediate area for the time being.

C. Discuss your stories with your instructor. Check your headlines and leads. The body of the story should contain the facts with no emotional overtone.

2. Sample leads:

- a) Town council announced Thursday that it has received a \$10,000 donation toward the new youth centre in Bayville from the Boys and Girls Club. The local club collected the money through fund-raising events over the past year.
- b) A single-car accident on Highway 105 near Birmingham on Sunday night has left two people dead and three others in serious condition in hospital in Carleton. Road conditions were poor at the time of the accident as a result of freezing rain in the area.
- c) The Profab Company, based in Scottsville, has announced that it will be expanding its operations early next year to include a plant at Peter's Point. It is expected that 150 jobs will be created by this expansion.

3. Sample story

SIBLINGS INJURED IN FALL

A brother and sister from Fairytale Falls, Jack and Jill Hobson, received injuries in a climbing accident on Saturday morning. The pair were helping their parents at the family's summer home by carrying drinking water from a nearby hilltop well.

Jack, a 12-year-old student at Fairytale Falls Middle School, sustained a minor concussion after his fall. His 10-year-old sister, Jill, suffered a fractured wrist while attempting to rescue her brother. Both children were kept in hospital for

observation, and were released Sunday morning. Their mother said, “I am really horrified that my kids could be hurt doing such a simple task. In the future, I intend to keep a closer eye on them.”

Bibliography

Samples of web sites fro on-line newspapers and magazines

http://www.stec.uvic.ca/res_news.html

National Post (also at www.nationalpost.com)

Toronto Globe and Mail

The Vancouver Sun

The Toronto Star

Edmonton Journal

The Montreal Gazette

The Province (Vancouver)

The Calgary Herald

The Wall Street Journal

CP (Canadian Press)

<http://www.nbnet.nb.ca/news.shtml>

The Saint John Times Globe

The Telegraph Journal

The Daily Gleaner

The Brunswickan (UNB newspaper)

Type in searches such as Canadian newspapers on-line

New Brunswick newspapers on-line

Check newspaper front page for web site address

Magazines: Maclean's, Time, Newsweek,

FEEDBACK PROCESS

For feedback, please forward your comments to:

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 - insufficient explanations;
 - insufficient examples;
 - ambiguity or wordiness of text;
 - relevancy of the provided examples;
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FEEDBACK PROCESS

Page number	Nature of the problem	Proposed solution (include your text if possible)
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