

English in the Media

Unit 3: Magazines

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Unit Objectives

In this unit, you will learn:

- the differences and similarities of articles and features
- how to decide the layout and catchy titles and subheading that attract readers to read
- the language features of a magazine/ feature article.
- how to write a short feature article.



Magazines: Your preference?

- What is your favourite magazine?
- Why do you like it?
- How are they categorised?



Magazines: Uncover the cover



Magazines: Uncover the cover



The Magazine Cover

- **It determines whether a reader will pick up your magazine or not.**
- **The cover has:**
 - **Magazine Name (or Logo)**
 - **Cover blurbs or teasers (about 3-5 titles)**
 - **Nice/attractive photos (relevant to titles)**



Magazine Article Titles

- **Look at these words, which magazine do you think they fit in:**
 - **Experience Australia**
 - **Get the Look You Want**
 - **Champions again!**
 - **Medicine, medicine Go Away**
 - **Wheels of Style**



Magazine Content

When you write a magazine article, you need to **focus on the topic or main idea.**

- Your title has to be clear and catchy.
- Clear paragraphing (usually not more than 5)
- Write using languages that fit your readers.



Magazine Language

Formal Language

- No slang or colloquial language (e.g. gonna, wanna, what's up, hey dude)
- Third person perspective (we, they)
- Standard English with correct grammar
- Complete sentences
- Complex sentences



Magazine Language

- **Formal language** is for serious academic based topics (e.g. TIME Magazine)
- **Informal language** is mainly for casual topics (e.g. tips, fashion, reviews)
- Usually a **mix of formal and informal** language is used.



Magazine Language

Informal Language

- May have slang or colloquial language
- First person perspective (I, you)
- Standard/Informal English, grammar rules not so strict.
- Simple sentences
- Improper use of punctuations e.g. Hey!!!



Other language features

- Modal verbs (may, could, might, can)
- Action verbs (e.g. express, shout, run)
- Adjectives (e.g. Amazing, awesome, to-die-for)
- Some idioms (e.g. **jumping into** conclusion, the **melting pot** of wonderful cultures)



Magazine Language

- **Adjectives** – try to use more adjectives in describing important points in your magazine article.
- E.g.
 - The **fascinating** scenery in Tok Aman Bali is truly one that you should not missed.
 - Graduation may be a **blissful** event for many students, but to some it is the beginning of a **challenging** career path.



Writing A Magazine Article

- **Pre-writing stage: think of a topic suitable to the theme, identify your scopes and think of a title**
- **Writing stage: structure your article into**
 - **Introduction**
 - **Body**
 - **Conclusion/Closing**
- **Post-writing stage: proof-read or check your sentences for spelling and grammar errors.**



Choosing your Title

- Use **interesting adjectives** (e.g. painstaking, effortless, incredible)
- Examples:
 - **Effortless** ways to get a job
 - **Incredible** ideas of art students



Choosing your Title

- Use alliterations (words that begins with the same consonant sound)
- Examples:
 - **S**weet and **S**imple **S**tyles for you
 - **C**reative and **C**olourful **C**ampus Arts



Choosing your Title

- **Creative mix of words (The Power of THREE)**
- **Examples:**
 - **Work, Rest and Play**
 - **Easy Setup, Fast Connection and Super Friendly.**



You Try! Draft Your Points

- **Theme: Graduation and career.**
- **Topic: Fastest way to find jobs**
- **Think of the points that you want to highlight based on the topic (think at least 3 points)**

