

Immediate Magazine Reading Champions Challenge: Teacher Guidelines



About the challenge

This challenge is open to students aged 5-14 and there are various ways it can be enjoyed by different age groups. With funding and resource support from our partner Immediate Media, we have provided a

number of examples that can be utilised to help students understand the full range and fun of magazines and develop their reading potential.

These guidelines are written to support your delivery but of course, please adapt the challenge to suit the time you have available, the delivery methods you are using, and your students' needs.

For remote learning, resources can be screen-shared during online lessons and students can readily design a quiz at home based on the templates supplied or get creative and design their own.

Recommendations

We suggest initially discussing with students the intention of magazines and how they are designed to provide maximum interest to the reader. This includes talking about magazine purpose, cover design and content structure. Short general knowledge questions are provided if you would like to test what your students know and think about magazines.

The challenge task is to create a magazine quiz. This can be done individually, in small groups or as a whole class and can be about anything you choose. Please take a look at the different styles of quizzes and puzzles supplied by Immediate Media in the resource section. For younger students a word search or brain teaser may be more achievable but older students could become more involved with designing content. For Key Stage 3 (11-14) the resource examples may seem young in feel but this will give them an opportunity to think about how content is tailored to audience and design a more sophisticated quiz. They may perhaps even consider making a quiz about their school that would be a nice way to welcome new students to year 7 in September.

If you've completed the challenge by Friday 28 May 2021 please send scans or photographs of your entries to competitions@literacytrust.org.uk or post entries on social media using the hashtag #Immediatemagchallenge to be in with a chance of winning a bundle of Immediate Media magazines for your classroom.

Opening discussion points for teachers

- **Why do we read magazines?** We read magazines because we enjoy what they're about.
- **What can we learn from magazines?** You can find out facts and information, enjoy doing quizzes and puzzles, or get creative with some colouring and crafting. You can learn lots more about your favourite characters, such as *Disney Stars*, or the latest hints and tips for *your favourite games*.
- **How to choose the right magazine?** Look at the cover and see what the magazine is. Before you buy it, flick through the pages to see if it suits you. You might like to read lots and lots of words, you might prefer to draw and doodle, or you might really like number puzzles. There's a magazine for everyone!
- **How to get the most out of your magazine?** Once you have chosen, you might want to read a magazine in one go, or dip into it several times over a weekend. The brilliant thing about magazines is that you can use them however you like.

Important features of magazines

The Cover

The cover is the most important part of the whole magazine. This is what is going to grab someone's attention and hopefully make them pick it up and buy it. With your class or group look at the various cover examples supplied in the resource section to highlight the following elements.

Main cover image will depend entirely on who the audience is. For example, for *Girl Talk* or *BBC Top Of The Pops* magazines, a celebrity such as Ariana Grande would be appealing. Other, smaller pictures will fit in with the 'theme' of the magazine and also 'sell' more content that is inside.

Coverlines are the headlines, the largest writing you see on the cover. Coverlines should be a little bit intriguing and make the reader want to find out more. For example:

Questions – '*Are you ready to head to Jurassic World?*'

Bold statements – '*WOW! It's the MEGA quiz of the year!*'

Numbers grab attention – '*5 ways to build your own band!*' (Apparently odd numbers are more appealing than even ones.)

Wordplay creates something fun – '*#Be Kind! It's a vibe!*'

Gifts often come with magazines but can obscure the cover so eye-catching banners along the top of the cover or poly bag (the sleeve the magazine comes in) need to highlight other features inside using 'wow' words such as, *Fun, Awesome, Amaze, Great, Cool*. Banners can also show off what gifts are included, see *MEGA* poly bag cover example.

Brands are important to magazine readers so these can be included in different ways. For example, if a large part of the audience are huge Harry Potter fans, then puzzles or

competition prizes included inside the magazine about Harry Potter are shown on the cover. See *Girl Talk* and *BBC Top Of The Pops*.

Quizzes are enjoyed by everyone to test their knowledge or find out more about themselves or others. There are a couple of ways to write quiz coverlines. You could ask a question, 'What's your mermaid personality?' or write a statement, 'Discover your mermaid personality!' There is also the more general style of, 'Fun puzzles, mazes and more!'

Prizes are another very important cover feature. The type of prize included in magazine competitions depends on what the audience will want to win. Although some prizes are popular with everyone such as an iPad Mini!

Design needs to look exciting and dynamic. When creating a cover, designers will consider using bright/bold colours and will choose cover star photos that have some expression in them, like smiling, laughing, shocked faces, making sure that the cover star's eyes appear to be looking at you from the shelf. Smaller pictures play a role too and should give readers a clue about what to expect inside.

Content and Insights

Although there can be all kinds of different content and readers, the content themes are amazingly similar across all magazines. Please have a look at the flat plan resources to give an overview of content. Included are:

News doesn't tend to be the kind of news you see on TV. In magazines, it's all the latest news that relates specifically to the content of that magazine. So, *MEGA* magazine has information about new games and film releases, while *Girl Talk* and *BBC Top of The Pops (TOTP)* magazines both print up-to-date celebrity news or 'gossip'.

Discussion point: What was the last piece of news that you read about in a magazine?

Features are by far the biggest part of every magazine. Features are the articles that people read and may be mainly words, mainly pictures, or a mixture of both. In *MEGA* this could be facts about 'Top 10 most powerful heroes vs Top 10 most powerful villains', while in *TOTP* it could be a celebrity interview, 'Ariana Grande: 10 truths 5 lies' or other things of interest to pre-teen girls, like a recipe for making 'Edible fluffy slime'.

Disney Stars is special because it changes each month based on what Disney film the writers choose to explore. For a Moana themed magazine, a feature page all about 'How to live like Moana', with lots of fun facts so you can learn all about your favourite characters from the film would be included.

Features can often follow specific themes and become regular features. In *MEGA*, there's always a feature about video games, every issue of *Girl Talk* and *TOTP* contains fashion and beauty pages. In *Andy's Amazing Adventures* it's *all* about dinosaurs so they have a 'Top 10 weirdest dinos' page, with facts and pictures.

Discussion point: Can you think of some other topics that features may be about?

Games, puzzles and quizzes are very important for magazines. They form interactive pages where readers can do things, whether it's testing their brains, having some fun, or finding out more about themselves or the content they're interested in. Some examples of recent games, puzzles and quizzes in the resources include:

➤ **MEGA**

MEGA quiz of dinosaurs – are you ready to head to Jurassic world?

MEGA quiz of gaming - call yourself a gamer? Press start to play...

MEGA quiz of Star Wars - how good is your knowledge of the galaxy far, far away?

➤ **Girl Talk**

Mischief Managed! Follow the Marauder's Map to race your way back to the Gryffindor common room!

Movie Magic Quiz! Find out which Harry Potter film to watch this weekend

How well do you know your BFF?

➤ **TOTP**

What's your Emoji personality? Discover which emoji you're #twinning with

➤ **Disney Stars**

Ursula's Cave! Step inside and pit your wits against the sea witch!

Discover yore magical mate!

➤ **Andy's Amazing Adventures**

Dino bingo! Race against a friend to find lots of noisy dinosaurs!

Discussion point: Share thoughts on which is everyone's favourite style of quiz – and why!

Competitions much like the games, puzzles and quizzes, are another fun thing to do. The prizes on offer will reflect the content of the magazine. So, **MEGA** offers the chance to win a gaming headset or even a PS5, while **Girl Talk** and **TOTP** often have fashion and beauty giveaways. Sometimes readers have to answer a question to enter, and on other occasions, they might have to solve a puzzle or complete a task.

Discussion point: What prizes would you offer in a competition in your magazine?

Immediate Media Reading Champions challenge task

Can your class design a quiz, puzzle or brain teaser similar in style to those found in these magazines?

Take a look at the examples supplied to help write a quiz. Alternatively, your students can design a quiz of their own. Students can work individually, in pairs, small groups or as an entire class. The quiz can be about anything but here are some suggestions to get started:

- Quiz: What book shall I read next? (see the Harry Potter film quiz from ***Girl Talk*** for ideas)
- Find the book characters hidden in this word search (see the ***TOTP*** puzzle page)
- Unlock the clues to find the name of the teacher(s) (see Ursula’s Cave in ***Disney Stars***)
- Quiz: What is our class personality? (see the Emoji quiz from ***TOTP***)
- General knowledge quiz: Can you find out these ten fun facts about our school? (see fact sheets written as a quiz or the Star Wars/Gaming quizzes from ***MEGA***)
- Bingo quiz: This is a fun game especially for younger players. Could you make a bingo quiz about the school teachers or special places around the local area? (see ***Andy’s Amazing Adventures*** Dino Bingo game to help)

If a blank sheet of paper is a bit daunting to start with then there are 3 drawn out templates to help you and your class write a quiz or quizzes. Do take a look in the downloadable resources – they are fun to look at and inspiring.

Once the quizzes are complete then why not test them out on each other or on students in other classes. Have fun and enjoy all the wonderful suggestions your students come up with. We look forward to seeing your entries no later than **28 May!**

Taking it further

If you would like to get more involved with this exciting magazine challenge then here are some guidelines about developing content for a class magazine. Referencing the flatplan resource here will also be helpful for students to visualise what to aim for and their end result. You can also use the additional resource that explains different job roles and how each contributes to the magazine finally published. Perhaps you could assign different students or groups in the class to different roles?

How to Create Your Content

There are four really important things to think about when you’re planning any content:

1. What do I want it to be about? (Theme)
2. Who is it for? (Reader)
3. How am I going to make it interesting to read? (Headline, sell, and angle)
4. What’s going to go in it? (Content – words and pictures)

Once you’ve decided on your theme and reader, think about the main heading at the top of the page (the ‘headline’) and the smaller words immediately next to it (the ‘sell’). The headline should draw the reader in, and the sell should explain a little about what the content is.

Headlines can be used in the following styles:

Statement: *'Get Taylor's hair' / 'It's cool to be kind' / 'How to draw a Turtanator'*

Quote: *'I was the only mixed-race girl in school' / 'It's tough being Bethany'*

Alliteration or rhyming: *'Top Tekkers!' / 'Star Wars Secrets' / 'Must-see TV!'*

Question: *'Could you survive Hogwarts?' / 'What's in Camila Cabello's head?' / 'Fact or fib?'*

Sells can be written in lots of different ways, but they need to be short and snappy, giving a flavour of the content but leaving the reader wanting to find out more. Here are some examples:

Question: *'How Dory are you? Find out if you're swimming in Dory style!'*

Creating a list: *'Crazy fans, weird phobias and extreme exhaustion – Ariana Grande tells all'*

Alliteration: *'Minecraft mission!'*

Suggesting the unexpected: *'You won't believe these shocking Billie Eilish secrets'*

Words are very important and need to be informative, engaging and exciting. Most of the time words are used to talk directly to children/the reader, but in magazines that are for younger children, there can be words aimed at grown-ups, like in **Andy's Amazing Adventures** intro page. They are talking to grown-ups to explain why the magazine is good for their child and what it will help them with e.g. they'll learn lots about dinosaurs.

Tone means the personality of the magazine – is the magazine weird and wacky or trendy and cool? **Disney Stars** tweak their tone in each magazine to show the personality of the Disney film e.g. *Toy Story* would need to be funny, friendly and upbeat. It's important to think about which words will best show off the magazine's personality.

Fonts and punctuation are used to give magazines a unique identity and also play a part in the personality of the magazine. Each magazine has its own group of fonts that they use. Capital letters and punctuation such as exclamation marks are used to exaggerate certain words e.g. 'WOW!' to catch the reader's attention and create excitement.

Discussion point: Which words will you write in capitals or add an exclamation mark to make it more exciting?

Pictures are the first thing a reader sees when they look at a page – so they're extremely important. They can be clues for what exciting stuff is inside the magazine and be the reason why a reader picks up a copy. If your pictures aren't eye-catching, engaging and relevant, the reader might just move on. Ask yourself, 'What am I trying to say by including this picture?' and 'How does it add to my story?' If you can't answer those questions, don't

include the picture and choose something else that works with what you're trying to achieve.

Please do send us any examples of your magazine ideas for us to share on social media competitions@literacytrust.org.uk

Why reading for pleasure is so important

We've long known that a love of reading and writing can help children flourish at school and go on to succeed at work. But we now know that reading and writing for enjoyment can also play a vital role in helping children lead happy and healthy lives.

Furthermore, the [survey we ran during lockdown](#) proved that **reading has provided refuge in this difficult time**, supporting children's mental wellbeing and enabling them to dream about the future.

- 3 in 5 (59.3%) children and young people told us during lockdown that reading makes them feel better.
- 3 in 10 (31.6%) said that reading helps them when they feel sad because they cannot see their family and friends.
- Reading is encouraging half of children (50.2%) to dream about the future.

Our research, [Mental wellbeing, reading and writing](#), found that children who enjoy reading and writing in their free time have significantly better mental wellbeing than their peers who don't.