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Critical Introduction

English 400

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For the Wild Adventures in South Africa magazine, our intended audience is individuals in third to fifth grade. Due to the different experiences we encountered during our study abroad, we decided to change our intended age group due to the immense amount of activities available that are targeted for this age group. We wrote every article with this age range in mind, we used simple English to appeal to third through fifth graders. We wanted to create a magazine that the children are able to read and understand on their own without their parents help, we want them to feel independent and like the feeling of knowing what they want to do and experience during the trip to South Africa. Additionally, we decided to write shorter articles with more larger pictures. We want the children to stay engaged throughout the entire article. We wanted to give our readers ask many visual component as possible to go along with what the articles are discussing. Also to ensure our readers enjoy the magazine, we added cross word puzzles, coloring pages and sudoku games throughout the magazine. We understand that our readers may need a break from just reading the articles, so we wanted to add little engaging activities to change the pace of the article. We want our magazine to be fun but also informative. To go along with the theme of our magazine, we decided to use more natural and cooler colors throughout our magazine. We wanted the colors and pictures to match our theme to make our readers excited and engaged in the magazine.

The mission statement for our magazine is: “To inspire and encourage adventurous travel experiences in South Africa”. With the variety of articles and pictures used in the magazine, we hope to appeal to every induvial who reads the magazine. We have topics from mountainous hikes, to new sports like cricket, to safari adventures and more. Along with our interesting articles, we added a multiple visual representations to add to the content of the articles.

 Although we had an idea of what we wanted to discuss in the magazine before we went to South Africa, most of our ideas all changed while we were abroad. We found and learned about new cool and exciting adventures that we considered more interesting and intriguing for our audience. We want to give our audience the best, and most realistic, adventures to take on while visiting South Africa. Learning more about the culture and the lives of individuals who live in South Africa helped us create the magazine. We used our personal experience in South Africa as our ethos in the majority of our articles. For adventures we experienced ourselves, we added our own pictures we took and added some of how we personally liked and enjoyed the adventure. Also, in the editors note, we discuss how we have all been involved in some sort of sport or outdoor activity, whether it be hiking, college sports, club sports, rock climbing and more; we all have some sort of expertise and experience in our topic. Adding two different forms of ethos will give our audience more reason to believe what we are encouraging them to do.

 All in all, the goal of the Wildlife Adventures in South Africa magazine is to create an enjoyable and entertaining magazine for children going to South Africa. We wanted to give the kids, and parents, different ideas for activities to par take in while abroad. This magazine should excite children headed to this new and exciting country and also give the parents ideas of what to do with their children. This magazine is intended to encourage our readers to try new sports and outdoor adventures while in South Africa.