Activity 1:

As a group of analysts, complete a quick inventory of your magazine by answering the following questions:

1. What is the theme, scope, and mission of the magazine?

* Theme: Places in America
* Scope: exciting parts of the places mentioned in America
* Mission: entice the reader to want to visit these places

2. How is travel framed in this magazine? Business? Leisure? Both?

* More leisure than business.. But still very common occurrence

3. What is the function of the “From the Editor” section?

* Introducing that this magazine is about play and entertainment

4. How would you describe the tone of the magazine?

* Uses modern language. It is targeted at a younger generation

5. How would you describe its sense of humor? Or does it have one?

* Irreverent
* Halloween since of humor (October edition)

6. How many individual articles are in one issue of this magazine, and what is their average length (in word count)?

* Number of Articles: 48
* Word Count:600

7. On average, how many images accompany each article?

* 6 to 7+

8. Describe the contents of the back matter in the magazine.

* Mainly advertisements for different products

9. What different aspects of place are explored?

* Sports
* Food
* Fashion
* Playgrounds
* Outdoor activities

10. When compared to two other in-flight magazines, what are some similar and different features (topic to tone)?

* The magazine we looked at was made for the everyday person. This has information about places that the modern individual would be able to go visit. The JWM magazine was full of advertisements of food or clothing that was very expensive. This magazine was made for wealthier individuals and it uses a more serious and straightforward tone.
* Another magazine we looked at was similar to the magazine we chose. This magazine was made for the everyday person. There were vibrant colors along with different topics for the readers. There was a variety of aspects.

**Activity 2: As an individual analyst, answer the following questions about a selected article from your group’s magazine. Each group member should choose her own article to investigate; you might want to take a picture of the piece so that you aren’t fighting over the magazine. Choose wisely - you’ll want an article that has enough meat to dig into.**

**Rhetorical Situation**

1. What is the article’s context (specifically; for example, what “in every issue” column might it appear in)?

* This is a story about an older man who loves basketball and played his last game to prove his love for the game

2. What is the reason this piece exists, what is its purpose/goal? For example, to raise awareness? To increase understanding? To motivate action? To convert? To raise sympathy for?

* This piece exists to encourage people to take a shot on what they love no matter their age. The author wants to motivate the readers to do what they love one last time. It encourages people to do what they love even if they have some set backs.

 3. How does the piece borrow from or outright reflect travel writing as a rhetorical form?

* It grabs the readers attention by the format with the large picture on the front of the article. It is a short and easy to read story that keeps the readers attention.

**Audience**

1. Who does the writer think s/he’s speaking to?

* The writer is speaking to people of all ages who are passionate about something. May be partially target towards individuals interested in sports.

2. What assumptions does the writer make about his or her audience?

* They have some knowledge about basketball and some of it’s history

3. What does the writer assume the audience already knows?

* Some statistics of basketball games and the names of some previous NBA players

**Style/Arrangement**

1. How does the writer introduce his or her main idea?

* The writer uses a story to tell the main idea. It is introduced in the second paragraph.

2. How does the writer arrange the piece? As an argument? As a narrative? As both?

* This piece is organized as a narrative. The whole account is the story of the man who played in the basketball game.

 3. How does the writer "build" his or her ideas? In a linear way? In a circular way? As discreet entities?

* The writer builds on his idea in a linear way. The story goes from start to finish and he makes points throughout the article that help prove his main idea.

4. How would you characterize the diction of this piece? Does the writer use "big" words or "little" words?

* The writer uses little words because the article is written for all ages

 5. How is the visual meaningful with this piece? Think about everything from illustrations and photos to font to color scheme to spatial organization/placement on the page to any other stylized or design choice.

* The visual goes along with the idea that anyone achieve their dream. The picture is of Will Ferrell shooting a free throw. Will Ferrell is not a basketball player and it shows that he was able to play and achieve his dream so why can’t you.

**Voice**

1. How would you characterize the writer's voice in this piece? Is it formal? Informal?

* The writer’s voice is informal. He uses some slang words along with common everyday words

2. How does the writer establish his or her ethos; that is, how is the author a reasonable person to write this piece? Is s/he an expert? A participant? A victim? A person objectively reporting on a topic?

* The writer experienced this story himself. He is telling his own story. The reader can then understand what the writer is talking about and understands how he feels.