

天主教輔仁大學英國語文學系學士班畢業成果
ENGLISH DEPARTMENT, FU JEN CATHOLIC UNIVERSITY
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**Reflection on Participating in the 2021 Department
Magazine Production**

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Reflection on 2021 Department Magazine Production

Department Magazine is the annual production of the FJCU English Department. Each year, senior students work together with Professor Donna Tong to publish the newsletter and magazine. This year, 14 students joined the editorial group, and we were in charge of different roles such as editor in chief, writer, section editor, copy-editor, layout, photograph, and promotion team. Based on my interest in tourism and social media advertising, I volunteered to work as the travel section editor and also took part in the social media team, that is, to share traveling ideas in the travel section and sell our magazine in the English Department Magazine Facebook fan page. Through the teams' effort and Professor Donna's instruction, we finally get to publish the magazine during the outbreak of the pandemic.

There were several reasons that urged me to choose this course. First of all, I am interested in reading magazine articles and wanted to learn more about journalistic writing. I love to read fashion and travel magazine articles. Taking this course, I would learn about the structure of journalistic writing and improve my professional writing skills. Secondly, I would like to contribute something to the English department upon my graduation. Since I

didn't join the AP crew in my senior year, I thought participating in the department magazine team will also be a good way to contribute to my work. Last, I was looking forward to the upcoming event on campus last semester, such as the Copa America Football Contest, Christmas Fair, and the Year-end party. If I take part in each of the activities, I may have the chance to interview the event organizers and thus, be inspired to come up with more ideas to include in the Newsletter and Magazine.

Before writing the "Copa America Football Contest" article in the Newsletter, I noticed that this event was organized by the Taiwan Digital Diplomacy Association. To get first-hand sources and information about the event, I plucked up my courage and interviewed a Honduran named Neptali with my poor Spanish. Neptali works at Asus as a marketing manager, speaking with him, I understand why people from Latin America are so crazy about football. The overall interview went smoothly because speaking in their native language seemed more friendly to the interviewees and it creates cross-cultural communication as well. Furthermore, Joy and I volunteered to work as staff at the contest. By engaging ourselves in the football contest, we had a better understanding of this international event. Although I'm not proficient in Spanish, I still thank myself for grabbing this experience and the interview gave me ideas on writing the article. For another article "Lighting up Christmas with Love and Warmth: "Christmas Fair at FJCU College of Foreign Languages and Literature", I introduced "Christnukkah" which is a cultural integration that celebrates "Christian

Christmas” and “Jewish Hanukkah” together. As it was the theme of the Christmas fair last year, I searched for various relevant information and learn a lot about the Christmas tradition in different countries. On preparing the materials for the article, Professor Donna Tong gave us advice and suggestion to enhance our writing skills. At the same time, I learned about the structure of writing news, including the “lede” and the “inverted pyramid”.

Our theme for the magazine is “The New Era” which suggests people are trying to live a better life after the rage of the Covid-19 pandemic. There are 5 sections in total, which are News, Campus, Art & Lifestyle, Travel, and Poetry & Fiction. Joy and I are section editors of the travel section. We decided the style of our section will be focusing on inspiring readers to plan for a trip and changing their mood during the pandemic. Apart from that, the editorial team took “Getting Back to Nature in a Cozy Way: Glamping” which was written by me as the feature article of our magazine. As “glamping” is the luxurious/better version of “camping”, we think that it fits in our theme “the new era” because people are trying to find the balance between fighting against the virus and daily life. On writing this article, me, Joy, Doris, and Libby went glamping at Yilan “Nayi Village” as our graduation trip. Based on the experience of going glamping in the mountains, I included some advice for travelers who are planning for a trip in the wilds.

Speaking of the difficulties that we faced during the production of our magazine, the fundraising was the most impressive part for me. Since the Annual Play crew had already

started fundraising around the campus in the winter semester, several stores refused to sponsor the English department twice. Joy and I went all over from Jianguo First Road to the night market behind the campus, and only a few shop owners supported us. Thankfully, we fundraised \$2000 in total for the Travel section. Moreover, copy editors had a busy schedule to revise the articles before the deadline as we set it for the first week of May, which was quite urgent. Except for the fundraising and editing, we also faced some difficulties with promotion. We initially planned to sell the magazine during Annual Play in the first week of June. However, as the editorial team is finalizing the layout of the magazine, the covid-19 pandemic in Taiwan went out of control. All of a sudden, we had to start distance learning and complete our works from home. We had to come up with some other ways to do the promotion. To find an alternative way, we discussed with Professor Donna Tong and reached an agreement that we design a pre-order form and sell the magazine on the Shopee platform to control the cost. Although our original plans were disrupted by the pandemic, we seemed to do our best to adapt to the situation.

Overall, I am very thankful to the department magazine production team and Professor Donna Tong. Without the lead of Professor Donna Tong, we wouldn't have the professional writing skills and knowledge of writing news and magazine articles. I remembered we spent lots of time revising and copy-editing the articles to make the style and tone consistent.

Thanks to our editor in chief Lily Wu and Jean He, who always give the team earnest advice

and taking up all the responsibilities. Without you guys, we wouldn't go smoothly in every process. Also, I want to appreciate my social media advertising members, Colette and Edward, for coming up with awesome ideas on creating FB posts and interacting with our followers. Last but not least, I want to thank my best partner, Joy, for always being very helpful. Through the experience, I gained knowledge of how to manage a Facebook fan page and also improved my promoting skills. Even though we didn't have the chance to film a video to introduce our magazine, I think we've made our best effort to advertise and fulfill the spirit of teamwork. All in all, I cherish the time I spent with these wonderful team members since we are going to graduate soon. Without each of you, we couldn't successfully publish our department magazine.



The 2021 Department Magazine Production Team, photograph by Lily Wu