


## FOR ENGLISH READING PROGRAM 2022

### BBC Worldwide Licences BBC EARTH Magazine to Jsim Education in Asia



**Singapore, September 2021** - BBC Magazines has licensed specialist factual title **BBC Earth** to Singapore publisher JSIM Education who will publish the magazine across Asia from September 2021.

*BBC Earth magazine* is a full-colour glossy title that offers informative, entertaining and inspirational features on science, technology, history and nature. Its content draws on the existing portfolio of quality specialist factual titles produced by BBC Magazines Bristol, including award-winning popular science title *Focus*, *BBC History Magazine* and *BBC Wildlife Magazine*. The editor of BBC Knowledge Asia will be Ms. Cheryl Tay and the publisher is Ms. Jaye Sim.



## WHY BBC EARTH MAGAZINE?

Combining the best of the BBC's specialist publishing unit, BBC Earth magazine draws heavily for content from Science Focus, BBC Wildlife and BBC History magazines. Written by charismatic experts who know how to lift the lid on their subjects and reveal all the underlying wonders of the world, the publication is a captivating proposition for the endlessly curious.




## WHY BBC EARTH MAGAZINE?

Combining the best of the BBC's specialist publishing unit, BBC Knowledge magazine draws heavily for content from **Focus**, **BBC Wildlife** and **BBC History** magazines.

Written by charismatic experts who know how to lift the lid on their subjects and reveal all the underlying wonders of the world, the publication is a captivating proposition for the endlessly curious.

A bimonthly publication containing a feast of information for the curious mind.

Every issue is packed with fascinating images, thought-provoking and entertaining articles about the world around us, the **natural** life that populates it, the **history** that has shaped our existence upon it, and the **science** that has driven it and continues to propel us into the future.



SCIENCE



HISTORY



NATURE

## KEY FEATURES

- **Track Records** – 10 years in the Asia market, awards winning title, and well-received among target readers
- **Established** - Strong BBC brand value and reputable for excellent factual programs
- **Concept & Formula** - Special interest in Science, Technology, History and Nature
- **Content Driven** - Packed with fascinating and informative features by experts and illustrated with quality photography
- **TV Channel** - BBC Global Channels and pay-channels in Asia for BBC Earth cable program

## What is BBC EARTH Magazine?

Through a breath-taking mix of factual and non-fiction articles we inspire readers to see life through captivating new perspectives. BBC EARTH thrive on variety and diversity which is why we offer the broadest range of articles from natural history to science, technology, adventure and history.

## How is BBC EARTH relevant?

Influence students with great flow of ENGLISH language that is suitable for Singapore's Cambridge examination. Provide students with ideas and resources for classroom activities such as debates, discussion, research and presentation. Broaden students' perspective with interesting and thought-provoking articles.

## SCIENCE FEATURE



The best science writers explore life, the universe – everything!! **SCIENCE FEATURE**, these are in-depth articles on different topics in science that are presented in a way that is easy to understand and engaging to read.

For curious souls who are interested in Science and want to know more about the world around us.

## Science

We bring readers all that is new and exciting in the science, technology and the natural world, The best science expert team brings readers fascinating, authoritative articles, illustrated with stunning images, to explain the science behind the world around you, explore life, the universe – everything!! **SCIENCE FEATURE**, these are in-depth articles on different topics in science that are presented in a way that is easy to understand and engaging to read.

## AUDIO FEATURE



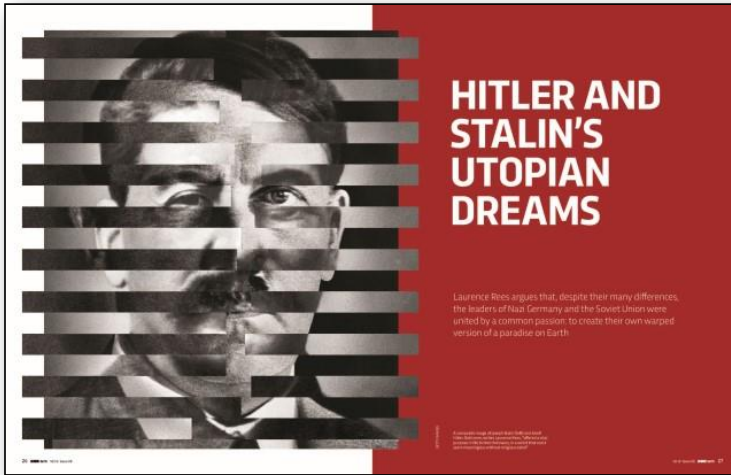
Students can scan QR codes and access audio of articles read by a broadcaster from the BBC.

This enhances students' listening and oral skills while enjoying the fascinating content of the articles.





## HISTORY FEATURE



The world's leading historians explain the past, and tell us why it matters.

BBC EARTH History Feature, written by expert historians, which aim to shed light on past historical events.

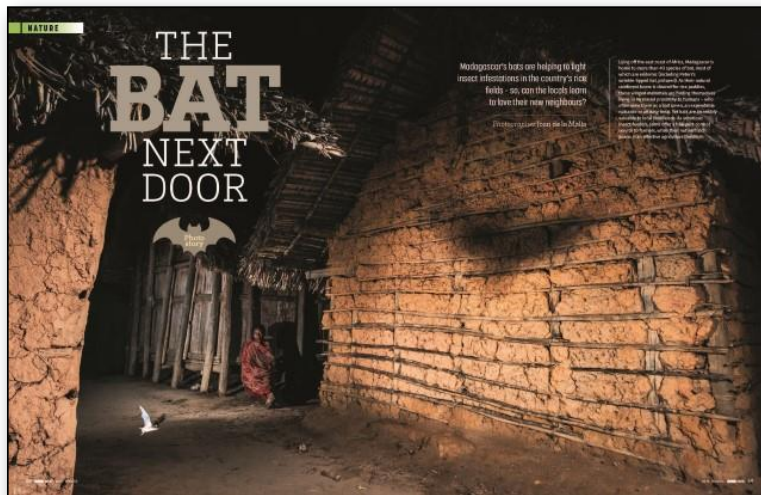


### History

Each issue provides you with accessible and informative features from leading academic historians. Covering an extensive range of periods, we uncover history.

The world's leading historians explain the past, and tell us why it matters. BBC EARTH History Feature, written by expert historians, which aim to shed light on past historical events.

## NATURE FEATURE



Discover sensational wildlife through our reports from experts in the field.

Nature Feature showcases fascinating creatures and highlights the beauty of the world around us.

The articles contain stunning and award-winning wildlife photography as well as news on wildlife, conservation and environmental issues.



### Nature

Articles are illustrated with world-class wildlife photography. With the latest discoveries, views and news on wildlife, conservation and environment issues, and trusted further-information sources, the magazine aim is to inspire readers with the sheer wonder and beauty of nature and help them understand and appreciate the truly amazing world around them.

# WORLD NEWS

REVIEW • ANALYSIS • COMMENT

Microplastics | Climate crisis | BMI

## REVIEW

### MICROPLASTICS: ARE THEY HARMING ME, AND CAN I DO ANYTHING ABOUT IT?

Tiny plastic fragments are found in every environment on Earth, even those with no human inhabitants. Dr Stephanie Wright, who studies toxicology in the environment, explains the dangers

## WORLD NEWS

### “Up to 1.5 million microfibrils can be released per kilo of clothing during a wash. Even opening a plastic bottle or plastic packet can create thousands of microplastics”

Visit the BBC's Reality Check website at [bbc.com/realitycheck](#) or follow them on Twitter @BBCRealityCheck

**WHAT ARE MICROPLASTICS?**  
Plastic is a solid, synthetic material made from oil and gas, or renewable organic material from plants. It is the third most abundant material after concrete and steel, and is hugely important for society due to its uses in many different sectors, including medicine, construction, food packaging, electronics and transport. Microplastics are microscopic pieces of plastic debris. You need the help of a microscope to see most of them, although the formal definition includes plastic particles up to half a centimetre – big enough to see with the naked eye.

**WHERE DO THEY COME FROM?**  
Many different places. Microplastics shed from plastic litter due to sunlight exposure, which causes the material to weaken over time and fragment. They'll also come from plastic items because of wear and tear. Due to the wide range of plastics, applications and forms, microplastics are found in a variety of shapes and types. In fact, up to 1.5 million microfibrils, which are a microplastic, can be released per kilogram of clothing during a wash. Even opening a plastic bottle or plastic packet can create thousands of microplastics.

Microplastics move throughout the environment via both human and natural processes. For example, the microplastic fibres released from your clothes during laundering are rinsed down the drain where between 72 to 94 per cent is captured in sewage sludge during wastewater treatment. This sludge is then applied to the land as an important soil conditioner. Winds can mobilise the soil in dry conditions, potentially blowing the microplastics away. This can also happen to microplastics polluting roads, cities and the surface of the oceans, distributing them far and wide. The complexity of microplastics' sources and journey as they cycle through the Earth's environments means they are incredibly challenging for both scientists and environmental managers to study.

**HOW WIDESPREAD ARE THEY?**  
Over the last few decades, the evidence on the extent of microplastic pollution has been growing. Originally perceived as a marine issue, with an estimated 13 to 51 trillion microplastic particles floating on the ocean's surface, scientists have recently discovered they also contaminate rivers, soils and air. They have even found their way into some of the most remote regions, including the poles, the equator, the deep ocean floor and even Mount Everest.

**ARE HUMANS INGESTING THEM, AND IF SO AT WHAT RISK?**  
The short answer is yes, with the discovery of microplastics in human stool confirming this. Microplastics have been found in a range of food and drinks, mostly bottled and tap water, shellfish and salt. They've also been measured in indoor dust, which may settle on our food and drinks. Current high-end estimates of the rate of ingestion range from 52,000 to 160,000 microplastics per year. However, the fact

**HOW MICROPLASTICS**  
Microplastic particles are tiny, with some of them only becoming visible under a microscope

**WORLD NEWS-** Gives readers information on current affairs. Will be split up into REVIEW, COMMENT and ANALYSIS.

HIGHLY RECOMMENDED for students as it provides the necessary content that they can use in their essay writing. Each issues provides students with ideas for: **Critical thinking, argumentative, discursive and debates essay**

# DO YOU KNOW?

## DEAR DOCTOR...

HEALTHY FOODS DEALT WITH BY SCIENCE FOCUS EXPERTS

**I LOOK LIKE A PANDA. HOW CAN I GET RID OF THE BAGS UNDER MY EYES?**

Whether your eyes look like you've pulled a 24-hour shift, or you're just a bit tired, dark circles under the eyes are a common sign of fatigue. They can be caused by a number of factors, including lack of sleep, poor diet, and aging. The good news is that there are several ways to get rid of them. First, make sure you're getting enough sleep. Second, eat a healthy diet that's rich in antioxidants. Third, use eye creams that contain ingredients like vitamin C and retinol. And finally, don't forget to wear sunglasses to protect your eyes from the sun.

## WOULD DINOSAURS HAVE GOT EVEN BIGGER IF THEY WEREN'T WIPE OUT?

What might have happened if the asteroid impact that wiped out the dinosaurs hadn't happened? It's a question that has fascinated scientists for decades. Some believe that dinosaurs would have continued to evolve and become even bigger. Others think that the impact was a necessary event for the development of mammals. The truth is, we don't know for sure. But it's a fascinating thought experiment.

## IF WE DON'T DESTROY IT, WHEN WILL THE WORLD COME TO AN END?

There are many different scenarios for the end of the world. Some are based on natural disasters, like earthquakes or volcanic eruptions. Others are based on human actions, like nuclear war or climate change. The most common scenario is the "heat death" of the universe, where the universe expands so much that it eventually runs out of energy. But there are many other possibilities, and we don't know which one is most likely.

## Science Q&A questions, quizzes and facts

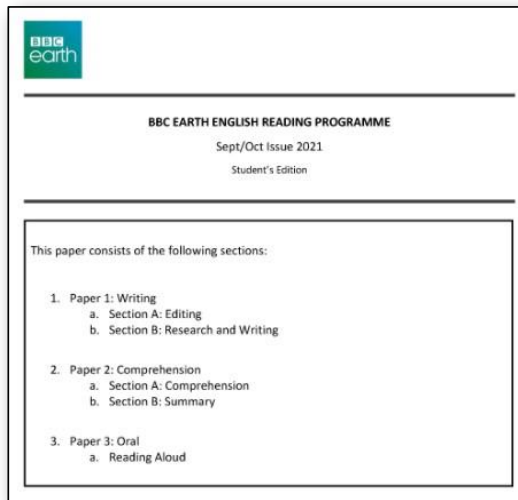
- What would happen if the Earth stopped spinning?
- Why is a green screen green?
- Do animals get hiccups?

Include a fun fact question and answer where they post a question with an answer for the curious reader.

## **Key sections**

1. **Snapshots** – Features three stunning images from each of the three main topics: SCIENCE, NATURE and HISTORY.
2. **Updates: The Latest Intelligence** – Shares and highlights new and exciting forms of technology and innovations.
3. **World News** – Gives readers information on current affairs. Will be split into REVIEW, COMMENT and ANALYSIS. This section is HIGHLY RECOMMENDED for students as it provides the necessary content that they can use in their essay writing.
4. **Discoveries** – Updates on the latest scientific discoveries.
5. **Features** – Main articles that focus on the topics of SCIENCE, NATURE and HISTORY. Selected articles also come with an audio reader, which allows readers to listen to the article as they read.
6. **Did You Know** – Burning questions by readers are answered by experts in the field. Useful for those who have not yet cultivated a good reading habit as the segment is able to create curiosity in readers.
7. **Brain Test** – Includes crossword puzzles.
8. **A Scientist's Guide to Life** – Scientists provide readers advice on various topics (e.g., on health, fitness, lifestyle) to improve daily habits and overall quality of life.
9. **Comment** – Features more argumentative or opinion-based articles, which help to teach students how to structure their own argumentative essays.

## ADDITIONAL RESOURCES



### How is BBC Earth beneficial to students?

- Additional information for "O" Level English Exams
- More in-depth understanding for history topics
- Extra arguments / criticisms
- Enhance critical thinking
- Encourage good reading habits

The Worksheet is an incredibly useful educational resource for students, and will help to encourage reading while also fostering a sense of curiosity and eagerness to learn more .

## CLASSROOM ENGLISH READING PROGRAMME

Each issue of BBC EARTH magazine includes a **Worksheet** covers comprehension questions based on the selected article from the magazine, catering for the needs of secondary school students who will want to **improve their comprehension and essay writing skills**.

### **Include:**

- Inference, rephrasing, language & evaluative questions.
- Editing & essay questions.
- Useful tips for exams & suggested answers
- Reading and Understanding
- Vocabulary – Crossword Puzzle
- Listening Comprehension (Audio for articles)

The BBC Earth Magazine is thus **highly beneficial for Secondary School students**, as it empowers students to produce well-analysed essays and understand critical ideas conveyed in comprehension passages.

### For more information please contact

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