

## ARTICLE COMPARISON ASSIGNMENT

### ASSIGNMENT:

For this assignment you will read two articles discussing the same building. All of the buildings in these articles are noteworthy for their sustainability and the incorporation of “Green” themes. Though environmental issues are widely reported the different types of publication each have their own focus and emphasis. This article will help you develop an awareness of the differences and an understanding of the consequences of these differences.

The articles are on reserve in the library and can be read there or accessed online at; <http://www.cod.edu/library/libweb/cote/architecture/assignments.htm>.

Each pair of articles includes one from a professional journal and one from the popular press, typically a news magazine or newspaper. You will read each article and then complete the attached template describing and analyzing the two stories. The template is available on the course website, you are to download it and fill it in for this assignment (The boxes, cells, of the template will grow as you type in them). Turn in your hardcopy; the finished assignment will be between two and three pages typed.

### OBJECTIVES:

Upon completion of this assignment students will:

- Have an increased awareness of the variety of architectural information sources located at the COD library and online.
- Develop an increased understanding of sustainability and “Green” issues within architectural design.
- Develop an awareness of different types of periodicals.
- Develop an awareness of the different characteristics of these sources.
- Analyze the different characterizes of these sources.
- Analyze the consequences of these differences.

### TEMPLATE:

The template below describes each item and gives an example based on a pair of articles discussing Philip Johnson’s Glass House. Though the articles do not share the sustainability theme of this assignment they serve as an example of the comparison process. The bold text in the template is the section title, the small, italic text gives an explanation of the content for that item, the other text is the example based on the articles. The numbers indicated before each section title is the number of points available for that part of the assignment.

PROFESSIONAL JOURNAL	POPULAR PRESS
<p><b>__/1 Publication Name and Date:</b> <i>Give full title of publication include date, volume etc</i> Architectural Record 06-2007</p>	<p><b>Publication Name and Date:</b> <i>Give full title of publication include date, volume etc</i> USA Today, June 15, 2007</p>
<p><b>__/1 Article Title:</b> <i>"Philip Johnson's Glass House an Essay in Timelessness"</i></p>	<p><b>__/1 Article Title:</b> <i>"Clear view: Glass House tours open late architect's world to public"</i></p>
<p><b>__/1 Article Description:</b> <i>Is this a column, feature etc, how long is it?</i> Feature Article 4 pages</p>	<p><b>__/1 Article Description:</b> <i>Is this a column, feature etc, how long is it?</i> Travel-Destinations section of paper</p>
<p><b>__/1 Author:</b> Suzanne Stephens</p>	<p><b>__/1 Author:</b> Stephanie Reitz</p>
<p><b>__/2 Author Credentials:</b> <i>Google author to determine their background and experience relevant to this article.</i> Deputy Editor of Architectural Record Architectural journalist and author for over 3 decades</p>	<p><b>__/2 Author Credentials:</b> <i>Google author to determine their background and experience relevant to this article.</i> Associate Press writer based in Connecticut covering all events in geographic area</p>
<p><b>__/5 Primary Focus of Article:</b> <i>What is the article about and how is it developed?</i> The article focuses on the timeless quality of this important piece of architecture. To make the point clear it includes a series of photographs showing the house in the 60's, 70's and now to illustrate this quality. The author is making the point that it does not look dated even though it is almost 60 years old. The author describes the simple architecture that she believes gives this piece its special quality.</p>	<p><b>__/5 Primary Focus of Article:</b> <i>What is the article about and how is it developed?</i> The article focuses on the new public tours of the house and the estate. It includes fees and schedule information as well as a detailed description of what the visitor will see on the tour. The description includes aspects of the grounds and other buildings on the estate.</p>
<p><b>__/5 Secondary Point(s)</b> <i>What other points does the author make?</i></p> <ul style="list-style-type: none"> <li>• The estate has just been opened to the public</li> <li>• The estate was left to the National Trust by its owner Philip Johnson after his death in 2005</li> <li>• There have been a variety of maintenance issues involved with the agency's ownership</li> <li>• A description of the house and its furnishings</li> <li>• Philip Johnson and David Whitney established a trust to provide maintenance of the house and estate, architectural seminars and a Fellowship for students of architecture, art, preservation and landscape.</li> </ul>	<p><b>__/5 Secondary Point(s)</b> <i>What other points does the author make?</i></p> <ul style="list-style-type: none"> <li>• The importance of this building as a work of modern architecture</li> <li>• Other buildings by Johnson</li> <li>• Awards that Johnson received</li> <li>• The building was left to the National Trust by its owner Philip Johnson after his death in 2005</li> <li>• Detailed description of house including heating systems and cost</li> <li>• Problems caretakers have faced with wild turkeys breaking glass walls and the solutions they have found</li> <li>• Johnson's compositional concepts in the house and the estate</li> <li>• Accessory buildings</li> <li>• Trust established by Johnson and Whitney will host a lecture series at the house starting this fall and a fellowship program beginning in 2008</li> <li>• The property has a market value of \$19 million</li> </ul>
<p><b>__/1 Illustrations:</b> <i>Give a brief description of illustrations; this would include any drawings, graphs, diagrams or any other graphic element.</i></p>	<p><b>__/1 Illustrations:</b> <i>Give a brief description of illustrations; this would include any drawings, graphs, diagrams or any other graphic element.</i></p>

<ul style="list-style-type: none"> <li>• Two, large color photographs, one from exterior corner with grounds and one from inside living room showing view.</li> <li>• Two, small, black and white photographs showing historic images of house</li> <li>• Two, small color photographs showing the house from the below, the side opposite the entrance and a detail of the corner of the structure</li> <li>• Photographs are all attributed; historic images are from the Getty collection.</li> </ul>	<p>One, small, color photograph from entrance of house</p>
<p><b>__/1 Links/References:</b>  <i>Any web links or other associations</i>                  None</p>	<p><b>__/1 Links/References:</b>  <i>Any web links or other associations</i>                  Links to other articles on the architect, on architecture in general and the house itself.</p>
<p><b>__/7 Analysis:</b>  <i>What can you learn from the comparison? Who reads these publications and why do they read them? Are there differences based on the audience that the articles are written for? What are these differences? Is there anything that can be seen as reflecting the author?</i>                  Architectural Record is a professional journal published by the American Institute of Architects (AIA). It is intended for a specialized audience that consists primarily of practicing architects. Since the readers' all have extensive architectural background the article does not discuss basic ideas of modern architecture or give background on Johnson who is well known to this group. The article instead discusses the elements of the design that the author thinks contribute to its timelessness. When she discusses some of the technical aspect of the house's restoration she uses precise, technical terminology because this audience would need that level of detail to find the information meaningful. There are many illustrations and they are larger and more lavish so that the readers' can study and analyze them. Illustrations are the bulk of this article taking up more than ¾'s of the page space given to the article.</p>	<p><b>__/7 Analysis:</b>  <i>What can you learn from the comparison? Who reads these publications and why do they read them? Are there differences based on the audience that the articles are written for? What are these differences?</i>                  USA Today is a national, daily newspaper. Its readership is extremely diverse. The article is published within the travel section as a "Destination", a regular column that provides information on travel and tourist sites. Because of the location of the article within the structure of the paper it gives the information that someone planning a visit would need. It also gives the reader enough background on the house, estate, and architect to educate the reader to its significance. The descriptions of maintenance issues focus on the regional aspects instead of the technical. The author refers to the increase in wild turkey population in the area and the steps the curators have taken to prevent the glass being broken by them. This and the appraised value of the house and state are likely to be of interest to others living in the area.</p>