

# **WOMENS MAGAZINE IN PRESENT ERA-MODES OF PRODUCTION, DISTRIBUTION AND RECEPTION OF WRITING**

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## **ABSTRACT**

Women in the essential decade of the 21st century experience fighting conviction frameworks of customary womanliness and connected with social polish. Language, explicitly Discourse Analysis, gives an approach to investigating what these conviction frameworks, or talks, are and how they are spread. One wellspring of language which encodes and supports methods of reasoning of womanliness is women's magazines. As unpreventable, month to month works composed unequivocally at women, women's magazines give a rich wellspring of contemporary conviction frameworks of womanliness. Given the climb of prosperity and wellbeing magazines mover the span of late years, it gives that one fundamental point of convergence of contemporary social polish is the body. We look at women's depictions in magazines in closer detail. In this way, ladies magazines serve to mingle ladies and young ladies in the general public. The depiction of ladies in these magazines trigger the significance of accomplishing confidence m essentially through excellence and excitement making light of other significant viewpoints in a lady's life, for example, proficient accomplishments or battle for sex uniformity. Perusers of these magazines are the ambitious purchasers; it is a promoting strategy, which has increased colossal notoriety in the cutting edge times.

In this theory we explore the substance of ladies magazines. The point is to ponder the language utilized in the reviews of the accompanying t magazines: 'Elle', 'Lady's Era', 'Femina', and 'Cosmopolitan'. Various writings have been gathered arbitrarily from the chose magazines.

## **INTRODUCTION**

Media is the biggest source of information that we have since ages. The job of magazine is still significant up to now; it may be seen from the quantities of new magazines that have expanded. There are assortments of magazines particularly for ladies with spotlight on way of life. Femina magazine earned the most stunning rating for ladies' way of life magazines in Indonesia.

Magazines have changed as far as substance and innovation. Science and innovation becoming in all respects quickly, getting basic changes all parts of our life Femina magazine propelled

advanced way of life magazine in 2011. The developments of computerized magazine don't just change the type of media, yet additionally the propensities in utilizing it. The perusers of magazine who is urban ladies in Jakarta felt this effect. The utilization of computerized magazines by using the most recent innovative devices makes it simpler and progressively commonsense for them to utilize. Industrially arranged style magazines offer a stylish presentation of items that help to change the way of life of ladies. Certain extravagance items are depicted as fundamental wares and along these lines mass markets are made for way of life items. The craving for way of life items empowers industrialism. Industrialism gives a type of break from this present reality. Commercialization as per (Miles, 1998:65) really gives no type of break in the genuine sense and is only a deception. Be that as it may, buyer culture rules since shoppers need reality to be misshaped; they need to accept that they are getting away from the normal exercises of regular daily existence.

### Definition of Women's Magazines

Feminine magazines are all around. From the tremendous regions focused on them in newsagents, to their progressive publicizing on declarations and TV, to hairdressing salons and the cafés in the workplace, even the least consistent of perusers think about their inescapability.

### WOMEN'S MAGAZINES

#### *FEMINA*

- Femina is a brilliant English language ladies' magazine appropriated from the Mumbai. Femina has a long reputation among their peruses to give them a mix of way of life, style, innovation, excellence and marvelous based substance. The example of way of life news-throwing, which is none transformed into a standard news-throwing example of the country, is rehearsed a long by this distribution.



Figure 1.1 Front Cover of Femina 2016

- Femina is a fortnightly shining clear youth magazine suggested for WOMEN (or curious MEN), yet most fitting for people of any sex and all age social occasions (clearly over your sweet-sixteen)...The magazine is asserted by Times assembling and is being dispersed since July 1959. A segment of the wonderful subjects covered in this magazine fuses: Health and Fitness, Beauty and Fashion, Cuisine, Relationship, and Style and Current Trends. Other most adored focuses are: RELATIONSHIP: This is a champion among the best subjects featured in Femina. A relationship could be between a Couple, Parents and Children or anything. Femina just covers or focuses in insight concerning the genuine accomplishments and the thwarting clobbers seeing someone and briefs in subtleties around a few significant courses out off befuddled connections. A magazine straightforwardly looking at 'Sex' is never a revoltingness at whatever point got from the educative perspective.

- For all aims and purposes, each article Dr. Nandita de Souza (Sexologist) in Femina on Sex related topics are extraordinarily lighting up and instructive HEALTH and FITNESS: This is a very ordinary subject focused in most by far of the magazines. Femina in like manner offers very important 154 insights for the diabetic patients, for individuals who have starting late recovered from some huge affliction like heart-attack, dangerous development patients, etc.

- Beauty and Fashion: There are numerous pages to a great extent distributed for this subject. They basically fuse, latest examples in Fashions, Costumes of Femina Best Designer of the month, Beauty Contests, Beauty Buzz with a standard Bollywood Actress, who looks at about her Zodiac Sign to her bed-side excellence items to her most cherished cosmetics to a best delight counsel, Advice on Best Party wear outfits to easygoing latest examples, etc.

- Cuisine - Wow is you as of now an unprecedented Cookie (Cooky??) You name any menu... legitimately from Chinese, Indian Tandoori, South-Indian, Mexican, Italian Delights, etc everything is accessible here Chef Michel Nischan's Recipes at Femina.... A part of the Trendy Articles at Femina are really cool and gigantically hypnotizing.

Beside the recently referenced, Femina also brings out remarkable examinations on Popular Musicians, Models, Actors and Actresses, etc.

## WOMAN'S ERA

Lady's Era is an Indian fortnightly ladies interest magazine, conveyed in English language. It was started in 1973 by Vishwanath under his appropriating house, the Delhi Press. The magazine is guaranteed by the Delhi Press. Divesh Nath has been the overseeing editor of the magazine since 2002.

Lady's Era spreads focuses like: design, cookery, verses, movie and book review, wellbeing, magnificence, travel and advancement. It is the second most standard ladies' magazine after Femina, with an All India Index of 80 as evaluated by the Indian Readership Survey (IRS)

## WHY WOMEN'S MAGAZINES?

Ladies' magazines give an ideal medium to look at talks of womanliness. Character theory keeps up that sexual orientation character is an individual's most colossal social character, and that media are essential assets used by individuals to keep up and endorse their character (Snow 1983).

## REVIEW OF LITERATURE

**David Machin (2003)** - Like inexpensive food and bubbly beverages, discourses are all inclusive promoted by powerful multinational companies. In this article we take a gander at discourses about women which are disseminated around the planet by the 44 diverse national variants of Cosmopolitan. These renditions are limited, yet transmit the Cosmo brand, bringing about likenesses between the adaptations.

**Koller's (2004)** discourse analysis of business magazines indicates how women in the working environment are spoken to in an increasingly empowered manner. Three principle metaphor buildings are usually utilized – hostility and rivalry, care and fondness, and control and authority, however "the most unmistakable metaphor complex is Aggression And CompetitioN" (13). Inside that metaphor complex, Koller found that "businesswomen are all the more frequently portrayed as far as the WAR metaphor than are 70 businessmen" (12). In particular, businesswomen are portrayed as warriors/contenders, (wild) creatures, competitors, machines, (hard) items, seekers, and card sharks (14).

**Veronica Koller (2005)** - Critical discourse analysis and social insight: proof from business media discourse goes for accommodating Critical Discourse Analysis (CDA) and cognitive linguistics, especially metaphor research. In spite of the fact that the two orders are perfect, endeavors to examine metaphor as a cognitive phenomenon have been rare in the CDA custom. On the other hand, cognitive metaphor research has as of late created to accentuate the typified, for example neural, beginnings of metaphor to the detriment of its socio discursive effect.

**Choi Yoon (2006)** - The significance of Europe in French Pacific regions: A Critical Discourse Analysis of neighborhood newspaper gives an account of the European Union plans to talk about the effect of the European Union's development techniques on the Pacific area and to scrutinize the feasibility of incorporating the French OCT (Overseas Territories and Countries) countries into the Pacific people group.

## **DATA ANALYSIS AND RESULT ON FEMINA AND ELLE**

This change in discursive practices has prompted the change in the substance of the shiny fashion magazines. The substance of women magazines has additionally experienced a change. In the times past, women magazines laid more weight on housekeeping, cooking and mothering, the write-ups included tips to set aside cash and worried on approaches to deliver things and artworks at home. Nowadays the write-ups to a great extent weight on spending on close to home lifestyle products and not sparing.

## **FEMINA'S Delightful HAIR Starts WITH A HEALTHY SCALP**

### **The Sample**

This text 'Delightful Hair Starts with a Healthy Scalp' is about hair care; rather it is an advertorial that in a roundabout way sells 'L'ORE'AL'.

Hair care has contacted new statures with the advancement of science and innovation. It never again incorporates the sort of natural home cures that were given by grandmas. Presently hair care is a different field that has a great deal of logical treatments and bad-to-the-bone proficient cures. This development of hair care has been set generally by the international company 'L'ORE'AL'.

**ADVERTORIAL**



from série expert. He pronounced my scalp dry with traces of dandruff from days gone by and suggested the right treatment for my scalp.

I was sent for a quick hair wash. He gently massaged a small dollop of sensi balance shampoo onto my scalp. As the water tickled down my hair strands, I felt the shampoo make my scalp breathe easy and feel soothed and relaxed; sensi balance shampoo left my scalp feeling absolutely great.

"Since your scalp is an extension of your facial skin, you must use a gentle scrub to exfoliate it," continued Aalim. And so soft pearl followed. The stylist parted my hair along a hundred lines and squeezed soft pearl onto my scalp — microbes were massaged in using circular motions, slowly but firmly, weeping me off to Noddyland. When I woke up, my scalp felt refreshed and squeaky clean. A minute later, I was bundled off for another hair wash and prepared for step three — intense soothing and hydration with sensi post.

This time, the stylist worked sensi post onto my scalp very gently.

"Never try to save on scalp-soothing moisturiser, especially when you have a dry scalp," Aalim advised.

After the hydrating massage, I felt I was walking on clouds. My scalp taken care of, the focus was now on my hair. During this last stage of pampering, Hair Spa was used on my hair to nourish it from within. I kept it on for 15 minutes before rinsing it off with cold water.

At the end of this scalp and hair treatment, my scalp felt rejuvenated and my hair felt healthy from the roots, and definitely looked fabulous. A woman can have beautiful hair only when the roots are strong and professional scalp treatments from série expert ensure that the scalp and the roots are nourished from deep within at the price of Rs 750; this is a one-shot treatment for which I will keep coming back.

**BEAUTIFUL HAIR BEGINS WITH A HEALTHY SCALP**

Shilpi Kakkar gets herself a squeaky-clean scalp and luxurious hair with Professional Scalp Solutions from série expert — the perfect answer to healthy hair from L'Oréal Professionnel

**EXPERTSPEAK**  
 "Beautiful hair begins with a healthy scalp. Treat your scalp with respect and your mane will never disappoint you. L'Oréal Professionnel understands this and brings you solutions to cleanse, purify and moisturise your scalp."  
 — AALIM FROM HAKIM'S AALIM, MUMBAI

**HOT TIPS FOR A HEALTHY SCALP**

- For the right kind of food, if your scalp is dry, avoid food with a high acidic content.
- Cover your head with a scarf/banana on hat to avoid the sun. The heat and sweat cause excess sebum which causes irritation of the scalp.
- Be happy, cheerful and positive in life. Stress leads to a chemical imbalance in the scalp.
- Wash your hair frequently to keep the scalp clean.



**L'OREAL**  
 PARIS

PHOTOGRAPHY: NIKHIL ET ALIA  
 TO BOOK AN APPOINTMENT FOR SCALP & HAIR TREATMENT SERVICE CONTACT HAKIM'S AALIM AT - 022 65913603.  
 TREATMENT & HOME CARE PRODUCTS ARE AVAILABLE AT 1 FRANCHISEE/SALES REPRESENTATIVE THROUGHOUT THE COUNTRY.

**Text Analysis**

The text analysis of a sample incorporates examining linguistic character of a text. The linguistic highlights involve analysing the vocabulary, grammar, attachment and some auxiliary highlights. The text has an intriguing example of attachment as practically every one of the provisos have stamped topics. Checked topic is normally utilized by decision when the plain topic is viewed as unacceptable by the text producer. In practically every one of the statements there are stamped topics like 'women straight', 'The model's look', 'conceptualized by', 'caught on focal point by', 'A beguiling lily lake'.

**Textual Practice**

The sample is firm and the text producer has embraced broadly the systems of union. The substance of the sample alludes to the theme of the text. The provisions in the main section are of the upgrading types.

## **DATA ANALYSIS AND RESULT ON WOMAN'S ERA AND COSMOPOLITAN**

### **WOMAN'S ERA'S DENTAL IMPLANTS**

#### **The Sample**

This write up is about health care and explicitly dental consideration. Dental Sciences have seen a ton of advancement. Presently they are never again traditional, cosmetology has interceded into the discourses of dental sciences. Restorative Dental revisions have turned out to could really compare to just the medicinal treatments.

#### **Discourse Practice**

The write up has discourses of fashion, lifestyle, dream and nature. It is about lifestyle products like body cream, cleanser, corrective, aromas The sample under analysis is a short paid warning text. The sentence structure of the text is partitioned into sub-heads and there are various products that are publicized in the sample.

#### **Textual Analysis**

Starting with the textual analysis of the text start with the theme for example 'Looking good' wherein the writer leaves the decision of choice absolutely on the readers and furthermore stows away regarding who is stating this and for whom is it implied. There is equivocalness about who is looking good or who should look good and so on. Hence, the title does not indicate out a specific reader. It's a methodology that all readers will almost certainly identify with the write up.

#### **CONCLUSION**

There are a great deal of courses through which commercialization is energized in ladies magazines. Aberrant publicizing is in charge of achieving this consumerist culture. Understood promoting is never routed to an individual yet went for characterizing how people separate themselves from the group. This makes in magazines a scene, a showcase of people, in this setting Baudillard (1998: 64) says "Self that brings in their companions and relations, the gathering, and society to shoulder observer and approve it". Ladies magazines have famous

people as their image ministers. Big name embraced items are one more methods for status rivalry (Powill, 2000).

## SUMMARY

The investigation of the examples gathered from the Elle magazine uncovers to us that the magazine is no uncertainty another age magazine. The magazine incorporates articles going from human services, magnificence culture and home stylistic layout. Strangely the magazine gives little consideration to any cookery articles or mothering articles.

The examination delivers the situation of the magazine in the more extensive area of the organization of media and news coverage. The information investigations uncover that Elle magazine contains cordial non-formal talk. The makers have utilized "counterfeit slangs" (McRobbie). Such casual language makes a talkative association with the perusers. The perusers likewise get a vibe that they are not being put under any kind of weight. The perusers are accepted as present day autonomous reasoning people.

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