

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The mass media impact on our daily lives in a variety of ways, often beyond our awareness. Each medium has its own style. Among those kinds of written mass media, magazine is one of the most interesting written media in terms of language used (Lindsey, 1990). Magazine also plays a very vital role in the establishment and development of a society since it can be accessed easily by the reader. It can be family, commercial, business, and fashion magazines. Most of the magazines contain a whole world in it regarding news and some other fun stuff (Lindsey, 1990, p. 234). They are good to read if wants to avoid boredom. So, magazines are the medium which give people a lot of information regarding every field of life.

Magazines are integral parts of today's society and as a part of mass media communication since they have a power to influence the perception and opinions of mass audience (Allen, 2002). However, women's magazines have never been intended for demanding and ambitious readers, but they function as any other leisure time activity whose aim is to provide relaxation and entertainment. Women's magazines are everywhere, from the large sections devoted to them in newsagents to their frequent advertising on billboards and television, to hairdressing salons and the tearooms in the workplace, even the least frequent of readers are aware of their ubiquity (Allen, 2002).

According to Upendran (2008), the etymology of the word “magazine” goes back to the Arabic word “makhzan”, meaning the “storehouse”. Originally, the magazine was a place where goods were stored and apparently, the meaning was transferred into the “storehouse of information” (McLoughlin, 2000, p. 2). There is a broad spectrum of magazines on the market and (McLoughlin, 2000, p. 2) suggest dividing them into two categories:

- *Special interest magazines*, dealing with specialized topics like computing, household crafts or music
- *Centre of interest magazines* aimed at much wider audience – involving TV listings, supermarket “in-house” magazines, women’s and men’s lifestyle magazines.

The biggest attention is paid to women’s magazines whose popularity and form predetermine them to be discussed by critics, writers, feminists and many others who consider them as an inferior form of entertainment (McLoughlin, 2000, p.2). However, women’s magazines have never been intended for demanding and ambitious readers, but they function as any other leisure time activity whose aim is to provide relaxation and entertainment. One of the women’s magazines profiles are arranged in schemes, such as;

1. *Vogue Magazine*

Sector	Monthly
Category	fashion and lifestyle
Publisher US	Condé Nast
Circulation dates	1892 – present
Editor-in-chief	Anna Wintour
Age Brackets	
Print:	33 years old
Tablet:	34 years old
Website:	28 years old

According to Condé Nast (www.condenast.com/brands/vogue), *Vogue* is the fashion authority. Setting the standard for over 100 years has made *Vogue* the best selling fashion magazine in the world. Each issue delivers the latest in beauty, style, health, fitness and celebrities and your subscription will include the must-have Spring and Fall Fashion editions. Before it's in fashion in *Vogue*, the foundation of *Vogue's* leadership and authority is the brand's unique role as a cultural barometer for a global audience. *Vogue* places fashion in the context of culture and the world we live in — how we dress, live and socialize; what we eat, listen to and watch; who leads and inspires us. *Vogue* immerses itself in fashion, always leading readers to what will happen next. Thought-provoking, relevant and always influential, *Vogue* defines the culture of fashion.

2. *TeenVogue Magazine*

Sector	Monthly
Category	fashion and lifestyle
Publisher US	Condé Nast
Circulation dates	2003
Editor-in-chief	Amy Astley
Age Bracket	
Median Age:	23 years old

Meanwhile, Condé Nast (www.condenast.com/brands/teen-vogue) from the setting standard for over 100 years has made *Vogue* the best selling fashion magazine in the world, *TeenVogue* follows in that rich tradition such as; fashion, style, music and more. *TeenVogue* has the clothes they love at prices they can afford, in styles they can wear, and influence starts here. Young trendsetters everywhere know there's only one authentic source for emerging fashion, beauty and pop culture delivered with the sophistication of the *TeenVogue* brand.

From theoretical part, it highlights recommend linguistic forms found in *Vogue* and *TeenVogue* magazines in linguistic point of view and will analysis based on the choices of language variation influenced by age factor used in *Vogue* and *TeenVogue* magazines along with typical women's issues including fashion and lifestyle. From the linguistic point of view, *Vogue* and *TeenVogue* magazines are characterized by using highly informal grammar that reflects the spoken form of language and the bulk of emotionally colored and evaluative, such as the

similarities between *Vogue* and *TeenVogue* magazines in level of use contracted forms, use ellipsis to make advertising language and in level of use pronoun “you”, the language variation for *Vogue* and *TeenVogue* in using imperative and exclamation and will analysis in sociolinguistic influenced by age factor may appear more frequently with certain topics – such as advertisements of fashion and beauty.

A distinction must be made between *Vogue* and *TeenVogue* magazines and those women’s magazines that are labeled “*quality*”. This chapter analyzes the most common features of informal language used in the selected magazines. Among these magazines belong *Vogue* and *TeenVogue* magazines, they are not obsessed with rumors and gossip, but treat a woman as the centre of interest. “She” is approached as a successful woman but for whom the family is paramount. For the purpose of this research, the magazines are assessed separately as “*quality*” magazines in order to compare the degree of informality recognized in two magazines; there is a certain overlap among the proposed features.

The enduring popularity of women’s magazines should correlate with a significant body of research into their role in the media industries from both a political and economic perspective. McRobbie suggested that in media and cultural studies, scholarship on magazines has occupied a less central and prestigious place than scholarship on other media’ (1997, p.192). In contrast, while the place of women’s magazines in the overall field of media research is less central than, for example, film or television, the small body of research that

has been conducted has asserted their significance in ‘the social construction of womanhood today’ (Gauntlett, 2002 p.187).

The aim of this study is to find out the linguistic forms found in *Vogue* and *TeenVogue* ads and make discussion of linguistic form is found in both magazines reflecting in different user based on age. Generally, any magazine can be defined as popular genre designed for masses. In order to achieve this definition, magazine is a publication full of articles, photographs, advices, advertisements, all in “user-friendly” format published on a regular basis. Advertisements have become the part and parcel of present-day life. From everywhere around us, advertisements of diverse types attack our privacy. Furthermore, there is an attractive power, which is able to manipulate the consumer; an invisible voice of advertisements advocates, encourages, asks, announces and deeply embeds into peoples’ minds. The market glut of advertising caused the increased intention and interest in linguistic aspect of advertising. Advertising has become a science. People began to describe, analyze the linguistic means and evaluate the language trying to find out the principles, create new kinds of relationship between elements of language and improve the techniques, with the aim to be unique and maximize the effect at full blast.

Advertising texts are of great value for the analyses from linguistic and sociolinguistic point of view. Linguistic are interested in language of advertising because they want to know how particular language works in this type of discourse, which linguistic means are used here and how advertising language is changing in the course time. Sociolinguistic may study the effects of any aspect of

society on the way language is used in advertising reflecting different language user based on age. English advertising exploits from the high adaptability of the English language. English enables the creators of advertisements to use word puns, figurative language, and to mix individual styles and types of texts. Advertising unifies language, pictures, music; it contains information, invokes emotions and imaginations, it can capture all five senses and, besides it, it has social and practical aim. As a genre, it seems much diversified. There is often an interference of styles and registers; therefore, it is often very difficult to classify advertising stylistically (Goddard, 1998). In this study, it shows various aspects and forms of advertising text based on linguistic form found and reflecting different language user based on age. The success of magazines is to some extent influenced by today's lifestyle, which demands to live fast, to eat fast and even to read fast. An average reader looks for "escape reading" together with the availability and affordability, which magazines offer.

The main reason for choosing this topic was my interest in language and media environment and especially, in the *Vogue* and *TeenVogue* magazines which are in the same publisher but different in using language while reveal something almost the same and press as their word-formation, linguistic feature and reflecting different language user based on age many peculiarities that are worth examining. The thesis is concerned with *Vogue* and *TeenVogue* magazines US and its aim is to find out a set of linguistic features that characterize the discourse of women's magazines, as well as to identify social factors that affect the language choice and image of a magazine. In the theoretical part, the attention is paid to the

characteristic features of women's magazines and the history of *Vogue* and *TeenVogue* magazines. Furthermore, it provides a theoretical overview of language aspects that appear in women's magazines, such as language of ad, and linguistic features. It also provides an understanding of sociolinguistics phenomena, i.e. how language changes reflecting different language user based on age. The practical part is devoted to the detailed analysis of two women's magazines – *Vogue and TeenVogue* magazines– on the base of the linguistic and sociolinguistic features proposed in the theoretical part. The thesis is accompanied by tables and pictures with the intention to demonstrate the theoretical knowledge of women's magazines in a practical way.

1.2 Statements of the Problems

Based on the background of the study above, the writer would like to conduct a research to find out the linguistic forms found in *Vogue* ad and *TeenVogue* ad. And then, the writer will identify and analysis linguist form found in both magazines reflecting different language. The identification of the problem used the research questions as follows:

1. What linguistic forms used in *Vogue* and *TeenVogue* magazines?
2. How are linguistic forms used in both magazines reflecting different language user based on age?

1.3 Objective of the Study

Based on the statement of the problems above, the objective of the study are;

1. To find out the linguistic forms used in *Vogue* and *TeenVogue* magazines
2. To analyzed how linguistic forms used in *Vogue* and *TeenVogue* magazines reflecting different language user based on age.

1.4 Significance of the Study

The writer hopes that this study will contribute to a better knowledge and understanding about language user based on age in women's magazines. The result of this study may also interest other researchers to expand their research on language and age. For instance, by conducting research on different women's magazines that enriches other findings.

Women's magazines as a popular form of entertainment are among the media products that have been criticized for misrepresenting women. These popular magazines '*Vogue* and *TeenVogue*' magazines are often condemned for their failure to represent women in a positive light although they claim to target women as their market. The theoretical of this research is to asses and analyze features of language variations influenced by age in selected language on women magazines due to they have differences on age. Because of women's magazines are part of popular culture, which is not only concerned with the production process but also takes into consideration of selected language that the needs of the readers.

1.5 Definition of Key Terms

To avoid misinterpretation in understanding this study, the definitions of the key terms used in this study are presented in the following:

- Ellipsis : The omission from speech or writing of a word or words that are superfluous or able to be understood from contextual clues (oxforddictionaries.com/definition/english/ellipsis)
- Linguistic Forms : A meaningful unit of speech (as a morpheme, word, or sentence) – called also speech form (merriam-webster.com/dictionary/linguisticform)