




5-2015

A Content Analysis of Gender Stereotypes in Contemporary Teenage Magazines

Umana Anjalin

University of Tennessee - Knoxville, uanjalin@vols.utk.edu

Follow this and additional works at: https://trace.tennessee.edu/utk_gradthes

 Part of the [Gender, Race, Sexuality, and Ethnicity in Communication Commons](#), [Graphic Communications Commons](#), and the [Public Relations and Advertising Commons](#)

Recommended Citation

Anjalin, Umana, "A Content Analysis of Gender Stereotypes in Contemporary Teenage Magazines. " Master's Thesis, University of Tennessee, 2015.
https://trace.tennessee.edu/utk_gradthes/3343

This Thesis is brought to you for free and open access by the Graduate School at TRACE: Tennessee Research and Creative Exchange. It has been accepted for inclusion in Masters Theses by an authorized administrator of TRACE: Tennessee Research and Creative Exchange. For more information, please contact trace@utk.edu.

To the Graduate Council:

I am submitting herewith a thesis written by Umana Anjalin entitled "A Content Analysis of Gender Stereotypes in Contemporary Teenage Magazines." I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communication and Information.

Roxanne Hovland, Major Professor

We have read this thesis and recommend its acceptance:

Ronald E. Taylor, Courtney Carpenter Childers

Accepted for the Council:

Carolyn R. Hodges

Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

A Content Analysis of Gender Stereotypes in Contemporary Teenage Magazines

**A Thesis Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville**

Umana Anjalin
May 2015

Abstract

The portrayal of women has long been a matter of concern as well as discontent. The patterns reflected in the media mostly deal with stereotyping females in very limited roles, and frequently as sex objects. Magazine content could be a crucial source in the issue of adolescent socialization. Magazines directed to adolescent female consumers orient the audience with the explicit and implicit messages of socio-economic lifestyle. Teens' relying on the subjective as well as objective comprehension of these magazines is crucial to their growing up. Therefore, it was essential to understand the factors that are influential for much of adolescent socialization. In this regard, a content analysis of Goffman's stereotypical categories was examined for the contemporary teen magazines. Coding on two magazines — *Seventeen* and *Teen Vogue* (2014 issues) was done using the frameworks of Goffman's scale categories. Two more variables from Kang's (1997) categories were added.

While the roles of females are going through far-reaching changes in society-at-large, advertisements nevertheless have remained as stereotypical. The females' portrayal in the teenage magazines was mostly inclined towards the essence of deferential dispositions and was rarely about self-assurance and independence. There was almost a nonexistent depiction of women in positions of power and in occupational frames. The stereotypical categories that were rife with examples were in the categories of: *Ritualization of Subordination*, *Feminine Touch*, *Independence/Self Assurance*, *Licensed Withdrawal*, and *Body Display*. It could be noted that with these stereotypical portrayal of images, especially with the increased sexualization of teenage girls, there is a huge possibility of limiting the teenage women's self-definitions and potential to grow up into resolute and strong-minded individuals.

The racial representation was not been duly addressed, according to the sample results. A more realistic representation of the races in the teen magazines could hold more promise of monetization as the racial groups like the Black Americans, Asian Americans, and the Hispanics have the growth potential over the next few decades. If there is lesser objectification of women in the magazine contents, the lesser would be the likelihood of alarmingly dangerous tendency of far-reaching problems like sexual coercion.

Table of Contents

Chapter 1.	Introduction	1
1.1	Literature Review	2
1.2	Justification for the Study	5
1.3	Research Questions	8
Chapter 2.	Method.....	9
2.1	Frameworks utilized in the Content Analysis using the Teen Magazines.....	10
2.2	Description Goffman's Frames& Kang's*Additional Categories	10
2.3	Coding Scheme.....	11
2.4	Coder Training and Inter-coder Reliability:.....	14
2.5	Likely Significance	15
2.6	Limitations:	16
Chapter 3.	Results.....	18
3.1	Categories of Products featured in the Sample	18
Chapter 4.	Discussion.....	23
4.1	Are females in the teenage magazines portrayed in deferential positions indicating dependence on others?	23
4.2	Are female models portrayed in female authority relationships?	24
4.3	Are females portrayed in occupational frames?	26
4.4	Are females portrayed in family scenes in the sample?	26
4.5	Are females scantily clothed (displaying body); offering innuendos?	27
4.6	Is there a realistic representation of demographic makeup (race and ethnicity) with the models in the advertisements?	29
4.6.1	Gender and Age Representation.....	33
4.6.2	Race Representation	36
4.6.3	Age Consistency	38
4.7	Is there any difference between the mean samples of the two magazine varieties with regard to the (Goffman's and Kang's) stereotypical framework categories?	40
Chapter 5.	Conclusion.....	44
Chapter 6.	Recommendation.....	46
References	51
Appendices.....	61

A.	Names of Advertisers and the Respective Number of Advertisements	62
B.	The Names of the Brands and the Respective Number of Ads.....	67
C.	Definition of Different Races and their Characteristics	74
D.	USA People Quickfacts, 2013	76
E.	Racial Makeup in Detail	77
F.	Seventeen Target Audience	78
G.	Teen Vogue Target Audience	79
Vita	80

List of Tables

Table 1 - A Summary of Findings from Relevant Literature	2
Table 2 - The Selection Criteria of the Magazines	9
Table 3 - Computation of Mean Stereotyping Scores by Eight Categories of Gender Display	13
Table 4 - Sample Categories of Products and the Relative Counts and Percentages	18
Table 5 - Frequencies in Goffman's Sub Categories and Magazine-wise Breakdown	19
Table 6 - Frequencies in Goffman's Categories and Magazine-wise Breakdown	20
Table 7 - Goffman's Categories and Sub-category Items for Portrayals of Women	21
Table 8 - Age Representation and Gender Breakdown of Models featured in the Advertisements.....	33
Table 9 - Races of Models in the Teen Advertisements.....	36
Table 10 - Race Categories based on Gender	37
Table 11 - Age Consistency of the Models in the Advertisements	38
Table 12 - Gender-wise and Race-wise Age Consistency of the Models Featured in the Advertisements	39
Table 13 - Magazine-wise Breakdown of the Goffman's Categories	40
Table 14 - Group Statistics	42
Table 15 - Independent Samples Test.....	43

List of Figures

Figure 1 - Goffman's Sub-category Frequencies	21
Figure 2 - Racial Composition of the United States	29
Figure 3 - US Population by Race and Ethnicity of Children Age 19 and Younger, and Adults Age 20 and Over.....	30
Figure 4 - U.S. Population by Age Group and Race/Ethnicity, 2006	31
Figure 5 - Location of Adolescents by Type of Setting.....	32
Figure 6 - Adolescents by Race/Ethnicity, Ages 10-19, 2020 Projection	47
Figure 7 - US Population Projection	48
Figure 8 - Origin of Adolescents by Race in 10-19 Years of Age Category: United States, 1980-2050.....	49

Chapter 1. Introduction

The portrayal of gender, especially regarding the depiction of women has long been a matter of concern as well as disappointment not only in the US, but also throughout the world. The female patterns reflected in the media mostly deal with stereotyping in very limited roles, with the cultural ideal of tubular body shape, often with no functional purpose in the ads as decorative models, and frequently as sex objects, etc. Cultural norms dictate the desire to become attractive and pretty as more feminine whereas being aggressive and governing is considered to be more of a masculine trait. Society expects the male to be independent and female to be rather dependent (on men). Dominance is perceived to be a masculine trait whereas dependency is perceived to be rather a feminine characteristic. Media shape the society's outlook with these disseminated messages. Studies have shown time and again that women are depicted as less aggressive, more submissive, giggly and unable to assume greater independence.

Magazine content could be a vital source in the issue of adolescent socialization. Magazines directed to adolescent female consumers orient the audience with explicit and implicit messages of adolescent socio-economic lifestyle. Increased sexualization of teenage girls in the magazines indicates a strong possibility of limiting the girls' self-definitions. The content analyses examining adolescents' ideology pertaining to identity-related themes with regard to body image and self-esteem reinforce the notion that the road to happiness is attracting the opposite sex in the way of physical beautification. The idea that women feel more ashamed with their appearance than men do, has been an opportunity for the advertisers to forcefully tout the value of 'success' through allure, appeal, and seduction. Magazine articles and advertising messages based on female education, identity development and personal growth through intellectual pursuit is very much essential for adolescent females' identity development.

1.1 Literature Review

For gender portrayal content analysis, Erving Goffman's categories of stereotypes that was put forward in his 'Gender Advertisements' (1979) is a classic study that has been subject to appraisal in many of the subsequent studies. Table 1 gives a review of the relevant literature findings.

Table 1 - A Summary of Findings from Relevant Literature

Name of the Study	Relevant Findings
Erving Goffman's 'Gender Advertisements' (1979)	<p>Erving Goffman, in his book 'Gender Advertisements' (1979) had identified with gender societal rules. This he had shown with his gender display framework in advertising images. He had done so by investigating power relationships and role modeling. According to Goffman, "If gender [can] be defined as the culturally established correlates of sex (whether in consequence of biology or learning), then gender display refers to conventionalized portrayals of these correlates" (1976, p. 69).</p> <p>Goffman's work, Gender Advertisements (1979), formed the ground of theories concerning how men and women in advertisements would be represented in terms of different dimensions of visual structure, namely: <i>relative size, feminine touch, function ranking, family scenes, ritualization of subordination, and licensed withdrawal</i>. Goffman's categories of interpreting the portrayal of gender images have been studied since 1979 and different studies have shown that certain categories of gender behavioral portrayals still conform to the Goffman's study findings. Many studies have largely confirmed Goffman's theory, which indicates</p>

Table 1 - A Summary of Findings from Relevant Literature ... Continued

Name of the Study	Relevant Findings
	gender stereotypes are still prevalent in many forms in one way or another. Some studies however, report a decreased frequency in certain categories proposed by Goffman. Some also report contrary results of the hypotheses put forward by Goffman.
<i>Other studies using Goffman's Framework:</i>	
Döring and Pöschl (2006)	Döring and Pöschl (2006) in their study of content analysis on 'images of men and women in mobile phone advertisements' in selected popular magazines found a wide use of stereotypes like <i>Feminine Touch</i> , while other variables were less frequent like <i>Functional Ranking</i> .
Kinnaird and Hall (1994)	Goffman's gender stereotypes framework analysis was also applied to travel and tourism magazine advertisements. That women were portrayed as 'submissive and dependent' in the developing countries was found in a study by Kinnaird and Hall (1994).
Cohen (1993)	Cohen (1993) found a heavy reliance on sexual images as a simile to British Virgin Islands' (U.S.) holiday destination's glamour/exoticness.
Oppermann and McKinley (1997)	Oppermann and McKinley (1997) found a prevalence of scantily clad women as tourists in their bikinis and flight attendants with all smiles to be offering 'submissive service' in the brochures of Pacific Rim countries.
Marshment (1997)	The Marshment (1997) study reinforced similar findings when investigating holiday brochures of the UK where women in their swimsuits depicted indolence and bliss.

Table 1 - A Summary of Findings from Relevant Literature ... Continued

Name of the Study	Relevant Findings
Pritchard (2001)	Pritchard (2001)'s content analysis of UK tour operators' brochures contended that "tourism representation heavily makes use of women as sexualized product adornments" (p. 79).
Sirakaya and Sonmez (2000)	Using Goffman's framework, Sirakaya and Sonmez (2000) study looked into the apparent and latent characteristics of the portrayal of relationships between the men and the women in the material disseminated by the vacation packages by the State tourism office in the USA. The study also examined the roles and the meanings associated with these portrayals. The study too confirmed the stereotypical depiction of women. The materials contained the illustrations where women were depicted in 'subordinate, submissive, and dependent postures'.
Kang (1997)	Using Goffman's framework, Kang (1997) reflected on the gender behavior patterns in the 1979 and 1991 magazine advertisements. Her findings supported Goffman's earlier findings in the portrayal of women's images. In addition to Goffman's categories, Kang introduced two more categories/frames of her own to analyze gender portrayals in her study. These categories were: <i>Body Display</i> , and <i>Independence/Self-Assurance</i> .
Lindner (2004)	Lindner (2004) had studied on stereotyping images of the popular US general interest and women's fashion interest magazines that confirmed Goffman's study findings.
Pritchard and Morgan (2000)	Pritchard and Morgan (2000) reported that 'gender power relations naturalized the stereotype nature of marketing, thereby making sexual inequalities legitimate

Table 1 - A Summary of Findings from Relevant Literature ... Continued

Name of the Study	Relevant Findings
	within the marketing fabric' and that the materials had significant projections of 'body shots' of women.
Hovland et al. (2005)	Hovland et al. (2005) investigated Goffman's theory of implied gender representation within and between American and Korean advertising samples. Results implied a decrease of sexism in American magazine advertisements though sexism did not completely fade away. Korean magazine advertisements also revealed sexism.
Chhabra et al. (2011)	Chhabra et al. (2011) found advertisements in promotional materials across the four regions of USA to portray women as primarily lesser in size than men.

1.2 Justification for the Study

According to AC Nielsen reports 2013, adolescents are a crucial segment for businesses and advertisers. As the 18-24 demographic age group grows by leaps and bounds, so does its viewing habits and purchasing power. It is therefore of utmost importance to know them to gain a better understanding of the future. Today's 17 year olds will play a momentous role in the young adult segment of tomorrow. The group in 12-17 and 18-24 year old categories are multicultural Hispanics, African-American and Asian-Americans. According to the U.S. Census data, over the next few decades African-Americans, Asian-Americans and Hispanics will comprise of the vast majority of the U.S. population growth. The teens have considerable purchasing power. In the households that have teens, smartphones and tablets are growing at a pace that no other devices have reached (a 45% increase in smartphone penetration from fourth quarter of 2011 to the fourth quarter of 2012, among teens). As for laptop penetration, the

growth increases as teens age into young adulthood. As platforms (online media with smartphone or laptops) become more pervasive, increased access and connectivity will surely affect the consumption behaviors of both teens and young adults in years to come.” (Nielsen: 2013)

Though the teens are more comfortable using devices on the go rather than being stationary with televisions or laptops, magazines are catching up with their version of being available to the users on the go. The *teenzine*-smart (teen magazine application) versions are now available for Smartphone and tablet users as well. Marketers are now vying for the wallet share of the adolescents and in so doing these print media are not laggards at all. It is understandable that much of adolescent socialization is experienced via magazine exposures. Teens' relying on the subjective as well as objective comprehension of these magazines is crucial to their growing up. Therefore, it is also essential to understand the factors that are influential and responsible for much of adolescent socialization. The influence of commercial messages directed to adolescent females need to be analyzed. The implications from such media inquiry would enable a proper understanding of the world around the teenagers and their influential processes, identity related matters such as gender portrayal, body dissatisfaction issues and self-esteem.

There is a paucity of commercial magazines directed to teenagers. Little literature can be found relating to the content patterns of well-liked slick-cover periodicals, often named as 'teenzines' (Evans et al, 1991). According to research (Quintanilla, 1989), these periodicals have evolved into two general categories: the traditional types and the 'teen-fan' ones. The traditional category are the ones that are subscription and advertiser-driven, generally claiming to be reflecting on the personal growth and self-improvement, frequently stressing on fashion and beauty-care. The teen-fan category periodicals are heavily dependent on newsstand and limited-product sales, often carrying very little or absolutely no

advertising, with more emphasis on teen luminaries and entertainment narratives (Evans et al, 1991). The Hovland et al. (2005) study suggests that media portrayals do influence how audiences/readers "think, feel, behave with regard to the subject matter portrayed." The study argues that the more the audiences are open to the elements of advertising messages time and again, the more they are prone to internalizing the advertisers' views about themselves and their surroundings with a more profound identification with the images.

Arnett et al. (1995) portrayed how adolescents socialize themselves with the media and how adolescents are "active makers of media choices". Arnett (1995) also argued that as a part of self-socialization, adolescents choose the media according to their needs and specific personality types. By the same token, Larson et al. (1989) claimed that adolescents in this regard seek out media content that they could "use towards a cultivation of a private self". Steele and Brown (1995) contend that the media materials they choose are reflections of the essential aspects of themselves and their perspectives on the world. Roe (1995) here asserted that their choice of certain magazines as a way to demonstrate or to protest their 'current status in school'. In the same issue, Davis and Davis (1995) said that the adolescents' quest for information on the prospects of life, they seek out media from diverse sources. Ward (1995) here argued that there is evidence that adolescents are especially engrossed in TV program content that contains heavy doses of material pertaining to sex and relationships.

A realistic racial representation is matter of concern as numerous studies have shown that realistic representation of race is hardly portrayed in the media. Li-Volmer (2002) did an analysis of racial representation and found the proportion of Whites and Blacks exceeded their actual percentages and that other minorities like Latinos, Asians and Native Americans were 'dramatically underrepresented'. Snyder et al. (1995) examined the representation of African Americans in magazine advertisements in

light of readership profile and found that African Americans were underrepresented in the general readership magazine ads relative to their readership levels. How the racial representation is reflected in the teen magazines is yet to surface.

1.3 Research Questions

- Are females in the teenage magazines portrayed in deferential positions indicating dependence on others?
- Are female models portrayed in female authority relationships?
- Are females portrayed in occupational frames?
- Are females portrayed in family scenes in the sample?
- Are females scantily clothed (displaying body); offering innuendos?
- Is there a realistic representation of demographic makeup (race and ethnicity) with the models in the advertisements?
- Is there any difference between the mean samples of the two magazine varieties with regard to the (Goffman's and Kang's) stereotypical framework categories?

Chapter 2. Method

Table 2 - The Selection Criteria of the Magazines

Names of the Consumer Magazines (Teen Magazine)	Class	Characteristics
TEEN VOGUE	Teen	A print and digital publication, <i>Teen Vogue</i> is a sophisticated fashion and beauty magazine for teens and young women with a focus on fashion and beauty coverage, also including entertainment and music, health and beauty and inspiring profiles.
SEVENTEEN	(Young) Women	A print and digital publication, <i>Seventeen</i> is a beauty and fashion magazine written for young women in their teens and early twenties. <i>Seventeen</i> covers beauty, fashion, health, fitness, food, college, careers, entertainment and fiction, plus crucial personal and global issues.
Source: SRDS website and the respected magazine sites.		

Teen celebrity magazines like *J-14*, *Twist* or *Popstar!*, and the like featuring teen celebrity interviews, news and gossip would not be chosen due to the shortage of ads in them. The sample advertisements were selected from the very latest magazine issues (of *Teen Vogue* and *Seventeen*) of 2014, which are the most contemporary frames at the time of the first analysis.

Advertisements featuring one or more adult or adolescent models were selected. The ads that showed products only or animals only were discarded. The coding scheme was based on Goffman's framework and Kant's additional categories. Smaller ads like half a page ads were eliminated from the selection. The redundant ads were discarded. The number of sample ads from the magazines and coding schemes were determined using the random number generator from SPSS, having the ceiling depending on the minimum number of ads per issue.

2.1 Frameworks utilized in the Content Analysis using the Teen Magazines

The coding was done using the frameworks of Goffman's scale (Relative Size, Feminine Touch, Function Ranking, Family Scenes, Ritualization of Subordination, Licensed Withdrawal) and two more variables (Body Display and Independence/Self Assurance) from Kang's (1997) categories* were added to Goffman's original typology.

2.2 Description Goffman's Frames& Kang's*Additional Categories

A detailed overview on the typologies:

- *Relative Size*: The biological difference of men's being taller and bigger than women; are blown up to indicate an authority relationship (of men over women).
- *Feminine Touch*: The depiction of women's being delicate and precious with their ritualistic touching (with fingers, hands, or face) that is different from the kind that 'grasps, manipulates, or holds'.

- *Function Ranking*: Depiction of male and female relationship with the task performed within occupational frame and outside occupational specialization. In a given situation, the superior occupational role is deemed to indicate the social weight of the person performing the task in comparison to the opposite gender. For example, when a man and a woman collaborate face-to-face, the man is likely to perform executive role.
- *Family Scenes*: Family gathering is typified by parent and child of the same gender with a greater bonding. The protector of the family requires the distancing outside the physical circle.
- *Ritualization of Subordination*: Behaviors like lowering oneself physically, bashful knee bend, smiling, pouting, canting postures, etc. that resemble the behaviors indicating subordination.
- *Licensed Withdrawal*: The images indicating helplessness and dependence.
- *Body Display**: Wearing provocative and skimpy clothes, being nude, showing cleavage, see through clothing, wearing short clothes prominently showing buttocks, etc.
- *Independence/Self Assurance**: Appearing as not independent and not self-assured. The behavior of independence/self-assurance is generally associated with the male typecast.

2.3 Coding Scheme

- Teen Magazine Title: Complete title of the magazine (e.g. Teen Vogue, Seventeen, etc.)
- Issue Title: e.g. Dec/Jan 2012
- Product Category: e.g. accessories, apparel, cosmetics, fashion, food, lingerie and undergarments, medicine, other, perfume, sports goods, etc. (in alphabetical order)
- Advertiser: Name of the advertiser.
- Brand: The brand that is being advertised.

- Character Codes (up to five significant characters according to codes):
 - Female adolescent: a. White, b. Black, c. Brown, d. Yellow, e. Unknown
 - Male adolescent: a. White, b. Black, c. Brown, d. Yellow, e. Unknown
 - Female adult: a. White, b. Black, c. Brown, d. Yellow, e. Unknown
 - Male adult: a. White, b. Black, c. Brown, d. Yellow, e. Unknown
 - Female Child: a. White, b. Black, c. Brown, d. Yellow, e. Unknown
 - Male Child: a. White, b. Black, c. Brown, d. Yellow, e. Unknown
 - Other: Other characters with sex unknown

Scores of stereotypical behavior (1) were assigned (e.g. body display / provocatively skimpy clothing) and score of non-stereotypical behavior (0) were assigned (e.g. female not touching herself) when coding the advertising images. Each ad thus got an overall "stereotyping score" by adding up all the scores received in each category. Thus, a greater score indicated more stereotyping and lesser score indicated less stereotyping. By adding up all the scores in the categories, each ad thus had a stereotyping index/score. Therefore, the ranges of scores formed a minimum of 0 (no stereotyping) to a maximum of 19 (a high level of stereotyping).

A further breakdown of findings using the different variables of stereotypical images was reported using the 19 variables. For example: Height relationship, Using fingers or hands, Self-touching, Instructing role, Serving another, Superior role, Parent-child gender bond, Person shown as protector, Lowering oneself physically, Bashful knee bend, Body or head cant, Lying or sitting on floor or bed, Expansive smile, Hand covering mouth or face, Head or gaze aversion, Maintaining phone conversation, Withdrawal from scene, Body display, and Appearing as not independent/self-assured. Incidence of each variable was counted.

Table 3 - Computation of Mean Stereotyping Scores by Eight Categories of Gender Display

Categories using Goffman & Kant's Framework	Variables	Coding Scheme
1. Relative Size:	Male taller	Male taller = 1 Male not taller = 0
2. Feminine Touch:	Cradling and/or caressing objects Touching self	Yes = 1 No = 0
3. Function Ranking:	Male as the instructor Female serving others Male in a superior role	Yes = 1 No = 0
4. Family Scenes:	Parent and child of the same gender with a greater bonding The protector of the family distancing outside the physical circle	Yes = 1 No = 0
5. Ritualization of Subordination:	The female lowering herself The female's bashful knee bend The female's lying on the floor, the bed or the sofa, etc. Body cant/head cant Expansive smile	Yes = 1 No = 0
6. Licensed Withdrawal:	Covering mouth/face with hand(s) Eye gaze aversion Phone conversation Withdrawing gaze	Yes = 1 No = 0
7. Body Display	Body display/nudity or provocatively skimpy clothing	Yes = 1 No = 0
8. Independence/Self Assurance	Female's depiction as not independent	Yes = 1 No = 0

The number of observations in each ad was taken into consideration. A comparison of the teen magazine advertisements based on these variables was obtained. This was done by using percentage of advertisements with specific sub category items for the portrayals of teenage women. The mean stereotyping scores of *Seventeen* and *Teen Vogue* based on the eight categories was compared. With an independent sample t-test having the magazines as independent variable and various stereotyping scores as dependent variables, the mean scores were analyzed to compare the means of two independent samples from the two different magazines. This was done to ascertain if there was any difference between the mean samples of the two teen magazine varieties with regard to the stereotypical framework categories or not.

2.4 Coder Training and Inter-coder Reliability

Two coders volunteered to code the magazines for the researcher. The coding scheme was developed by the researcher following the previous studies done on Goffman's framework analysis on gender stereotypical categories. The researcher also got valuable input from the thesis Chair and the thesis Committee Members on what to include and exclude from the coding scheme. The coders were provided with Erving Goffman's book on the classic study 'Gender Advertisements' (1979) in order to look into the pictorial examples pertaining to the gender stereotypical framework categories.

Before finally embarking on coding of the teen magazines 2014 issues of *Seventeen* and *Teen Vogue*, the coders had to go through many trials to learn coding. The coders turned in specimens of training that had to be shown to the thesis Committee Members and mainly to the thesis Chair for approval. Through trial and error, the coders finally reached an acceptable coding consistency and were asked to proceed

with the entire gamut of coding exercise having all the 225 advertising visuals in 20 magazine issues of the two magazine varieties.

One of the most commonly used indicators of internal consistency is the *Chronbach's Alpha* coefficient (Pallant: 2010). The *Chronbach's Alpha* value in the Reliability Statistics table revealed a score of 0.967, suggesting a very good internal reliability for the scale with the sample. According to Pallant (2010), values above 0.7 are considered acceptable; and values above 0.8 are preferable.

2.5 Likely Significance

Magazine content could be a vital source of adolescent socialization. According to Hovland et al. (2005), "media portrayals affect how people (i.e., audiences or readers) think, feel, and behave with regard to the subject matter portrayed." With more and more women joining the workforce, the traditional role portrayals and stereotypes of contemporary women are quite out of sync. It is therefore imperative to ascertain the concurrent female patterns reflected in the contemporary magazines. Whether contemporary teenagers, i.e. whether women of the tomorrow, are being indoctrinated with the symbolic images and feminine patterns of the society's expectations or if they are being spoon-fed with misleading interpretation of women as sex objects need to be investigated. Lin (2008) says that although advertising practitioners tout their depiction of female-role expectations yet the evidence shows that plenty of attention is being paid to nudity and physical attractiveness in advertising. Hargreaves and Tiggermann (2003) as well as Pingree (1978) argue that the impact of images of adolescent girls could be expected to be greater and more prolonged than any other group. Harter (1993) contends that teenagers are very susceptible to stereotypical gender portrayals since they have an 'incomplete self identity'. What the current trend is of the favorite feminine depictions in the context of USA? Does that

favor traditionalist feminine role portrayal of decorative, physical attractiveness or does it represent freethinking, career-oriented depiction of individuals? A content analysis of advertisements directed to teenage girls in the teen magazines (popularly known as 'teenzines') could throw some light and hopefully provide some useful insights on the issue of contemporary gender role portrayals and stereotypes if any, in US *teenzines* (teen magazines).

2.6 Limitations

There are limitations to every form of study and this particular study is no different. This study used only two teenage magazine varieties: *Seventeen* and *Teen Vogue* for content analysis of gender stereotypes. Regarding the sample selection, not many contemporary teenage magazine varieties could be found that offered ample advertisements.

The present-day teen celebrity magazines like *Popstar!*, *Twist*, and *J-14* offered very little print advertisements and therefore had to be discarded when considering magazine varieties in the sample. There were a number of US teen magazines that were non-existent (i.e., these teenage magazine varieties are no longer published right now). For example, magazines issues such as *CosmoGirl*, *Jane*, *Teen*, *Elle girl*, *ym* (Your Magazine), *Teen People*, *Nickelodeon Magazine*, *Sassy*, *Disney Adventures*, and *Teen Beat* could not be considered as possible options as these magazine varieties have now become defunct (Booth: 2014). There was another teenage magazine variety named '*Justin*' (Just Teen) available in print as well as app formats for smartphone/tablet editions. However, this particular magazine variety offered insufficient number of publication issues. Therefore, this magazine also had to be dropped from selection criteria due to limited availability of issues. The popular teen magazine varieties — *Seventeen*

and *Teen Vogue* offered relatively recent issues and therefore the 2014 issues of these magazines were considered in the magazine sample for analysis.

Little prior research on the topic could be found on contemporary teenage magazines. Therefore, having access to any prior study, particularly regarding Goffman's (1979) framework pertaining to teenage portrayals was a crucial limitation. Consequently, this possibly is the first-ever study on stereotypical depiction of teenage women in magazine advertisements using the Goffman's (1979) stereotypical categories. Content analysis itself is subject to interpretation. Two persons could see the same advertisement and afterward could interpret differently and as a result, could give two different accounts. Here perception bias can play a role since two people due to the underlying reason of having different backgrounds could possess different perspectives on the same issue, i.e. each person could see the world differently. Each individual lives in his or her own surroundings that is influenced by his or her own perception; which is a culmination of one's observation and understanding. The situation or the context in which the observation takes place also is crucial.

On the whole, the inter-coder reliability was 96.7%. However, regarding Goffman's framework categories of stereotypical interpretation, certain subcategory items were difficult to interpret and code consistently. Particularly, the term '*Independence/Self-assurance*' had to be coded based on having the cues from the body language, gesture/posture, and provocative clothing of the models. In many instances pertaining to the category of '*Feminine Touch*', some of the models were portrayed caressing objects while touching self at the same time. While coding in this particular stereotypical category of '*Feminine Touch*', the coders in some cases, missed one sub-category item in this particular category. For example, while the model was touching self and touching object at the same time, one of the coders either overlooked the model's touching object or coded only self-touching whereas in other occasions, another coder only coded touching object while missing out on the self touching variable.

Chapter 3. Results

3.1 Categories of Products featured in the Sample

Table 4 - Sample Categories of Products and the Relative Counts and Percentages

Categories of Products	Counts in the Category	Percentages (%)
Accessories	7	3%
Apparel	57	25%
Cosmetics	61	27%
Fashion	58	26%
Lingerie & Undergarments	2	1%
Other	18	8%
Perfume	22	10%
Grand Total	225	100%

The most advertised category in the sample was cosmetics (27%). The reason is obvious as cosmetics are targeted to teens, especially the adolescent women of the USA. The second most advertised category was fashion (26%) and apparel was the third category in the line (25%). 'Fashion' referred to the brand name that offered many products in its product line (e.g. GUESS/GUCCI/Calvin Klein brand offering accessories, bags, shoes, perfumes, apparel, etc. to the prospective buyers). Apparel referred to the brands of only clothing or attire (e.g. AG Jeans, JOVANI prom/evening wears, etc.).

Table 5 - Frequencies in Goffman's Sub Categories and Magazine-wise Breakdown

Magazine-wise Breakdown Category	Sub-category	Total	%	ST	%	TV	%
Relative Size	Height relationship	13	2%	4	1%	9	2%
Feminine Touch	Using fingers to cradle objects	108	13%	42	10%	66	17%
Feminine Touch	Self Touching	105	13%	58	13%	47	12%
Function Ranking	Instructing role	0	0%	0	0%	0	0%
Function Ranking	Serving another	7	1%	1	0%	6	2%
Function Ranking	Person in superior role	8	1%	4	1%	4	1%
Family Scene	Parent/child gender bond	1	0%	1	0%	0	0%
Family Scene	Person shown as protector	0	0%	0	0%	0	0%
Ritualization of Subordination	Lowering oneself physically	7	1%	3	1%	4	1%
Ritualization of Subordination	Bashful knee bend	83	10%	41	10%	42	11%
Ritualization of Subordination	Body or head cant	96	12%	59	14%	37	9%
Ritualization of Subordination	Lying or sitting on bed or floor	41	5%	23	5%	18	5%
Ritualization of Subordination	Expansive smile	61	7%	37	9%	24	6%
Licensed Withdrawal	Hand covering mouth or face	18	2%	14	3%	4	1%
Licensed Withdrawal	Head or Gaze Aversion	90	11%	43	10%	47	12%
Licensed Withdrawal	Maintaining phone conversation	2	0%	1	0%	1	0%
Licensed Withdrawal	Withdrawal from scene	13	2%	4	1%	9	2%
Body Display	Revealing clothes or nudity	67	8%	27	6%	40	10%
Independence/self-assurance	Independence/self-assurance	102	12%	69	16%	33	8%
	Total	822	100%	431	100%	391	100%

Note: ST = Seventeen, TV = Teen Vogue

Table 6 - Frequencies in Goffman's Categories and Magazine-wise Breakdown

Category	Total	%	ST	%	TV	%
Relative Size	13	2%	4	1%	9	2%
Feminine Touch	213	26%	100	23%	113	29%
Function Ranking	15	2%	5	1%	10	3%
Family Scene	1	0%	1	0%	0	0%
Ritualization of Subordination	288	35%	163	38%	125	32%
Licensed Withdrawal	123	15%	62	14%	61	16%
Body Display	67	8%	27	6%	40	10%
Independence/self-assurance	102	12%	69	16%	33	8%
Total	822	100%	431	100%	391	100%

Among the categories of Goffman's framework, *Ritualization of Subordination* had the highest prevalence in the ads directed to the teenagers (a score of 288). Among the subcategories here, *body or head cant* had the highest frequency (96). *Bashful knee bend* (83) got the second highest score and then *expansive smile* and *lying or sitting on bed or floor* got the lowest respective scores of 61 and 41. The category of *Feminine Touch* had the second highest prevalence in the ads among Goffman's category of stereotypes (a score of 213). The models mostly were shown using their fingers while *cradling objects* (108) and there was a lot of *self-touching* involved (105). *Licensed Withdrawal* category had the third highest prevalence (a score of 123). In this category, *head or eye gaze aversion* was more prevalent (90). Within the new categories added by Kang, *Independence/Self-assurance* (102) was more prevalent than *Body-display* (67) category in the ads of the teenage magazines.

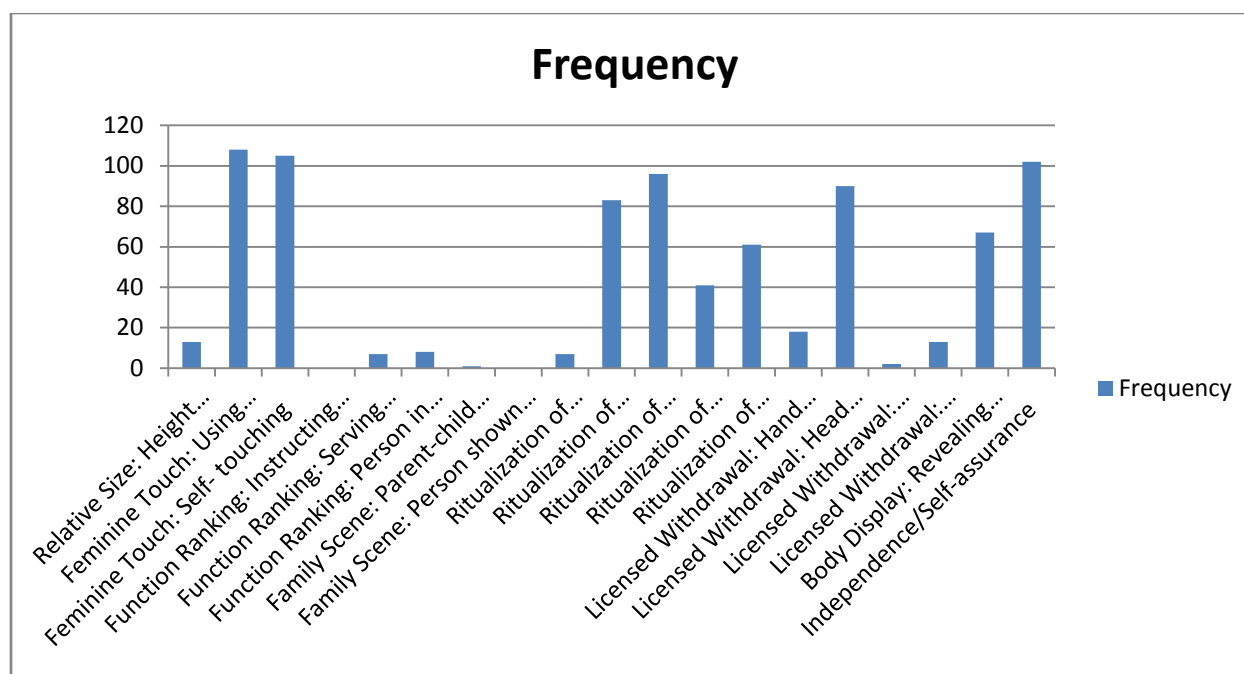


Figure 1 - Goffman's Sub-category Frequencies

Table 7 - Goffman's Categories and Sub-category Items for Portrayals of Women

Category	Sub Category	Sum of Frequency	Category %
Body Display	Revealing clothes or nudity	67	100%
	Body Display Total	67	100%
Family Scene	Parent/Child Gender Bond	1	100%
	Person shown as Protector	0	0%
	Family Scene Total	1	100%
Feminine Touch	Self Touching	105	49%
	Using Fingers to Cradle Objects	108	51%
	Feminine Touch Total	213	100%
Function Ranking	Instructing Role	0	0%

Table 7 - Goffman's Categories and Sub-category Items for Portrayals of Women ... Continued

Category	Sub Category	Sum of Frequency	Category %
	Person in Superior Role	8	53%
	Serving Another	7	47%
Function Ranking Total		15	100%
Independence/self-assurance	Independence/Self-assurance	102	100%
Independence/self-assurance Total		102	100%
Licensed Withdrawal	Hand covering Mouth or Face	18	15%
	Head or Gaze Aversion	90	73%
	Maintaining Phone Conversation	2	2%
	Withdrawal from Scene	13	11%
Licensed Withdrawal Total		123	100%
Relative Size	Height Relationship	13	100%
Relative Size Total		13	100%
Ritualization of Subordination	Bashful Knee Bend	83	29%
	Body or Head Cant	96	33%
	Expansive Smile	61	21%
	Lowering Oneself Physically	7	2%
	Lying or Sitting on Bed or Floor	41	14%
Ritualization of Subordination Total		288	100%
Grand Total		822	

Chapter 4. Discussion

Here are the analyses based on the results of the coding pertaining to the research questions

4.1 Are females in the teenage magazines portrayed in deferential positions indicating dependence on others?

In a few instances where women were portrayed side by side with men (*Function Ranking* and *Relative Size* for example); they were mostly portrayed leaning on the opposite gender (e.g., AG Jeans ads, and American Rag Ads visualized with Cody Simpson). The males' superiority over the females was much evident from the mere glance at the visuals. Many times, men were pictured with extending their arms for their female counterparts, as if marking their own territory and protecting his 'property' from any kind of encroachment (e.g., EXPRESS Apparel ad, and MICHAEL KORS ads). Many ads, especially the ones promoting perfumes had taken advantage of sex appeals in cutting through the clutter (e.g. Chance CHANEL Eau Tendre, Herbal Essences Naked, Calving Klein, M.A.C. Viva Glam, Viva La Juicy — Juicy Couture, PRADA Candy, GUCCI Guilty, and GUESS ads). In these ads, women were absolutely nude or in half-clad appearances (with backless clothes), exposing their cleavages, skin, bellybuttons, while with their partners they were seen in provocatively intimate positions (e.g. KARL LARGERFELD, SIMON Malls, GUESS, and GUCCI Guilty ads). In rare instances women were portrayed as tough and steadfast and rarely were they depicted in somewhat independent or self-assured gestures/postures.

Of all the portrayals of the models in the advertisements, most models were explicitly or implicitly shown as inferior or subordinated in one way or another by men. Although there were very less family

scene depictions or scenes of women being in the kitchen, yet the ads were rife in stereotypical depiction with the female models' expansive smile, feminine touch (caressing self/objects), head or gaze aversion, bashful knee bend, hand covering mouth/face, aversion from scene, body/head cant, lying/sitting on bed/floor/sofa, etc. The portrayal of women in these advertisings could thus be construed as the implication that a woman's identity hovers around relationships, especially with the opposite gender and that women's identity is built more or less being around the men and for pleasing the men, and as if her body is exploited by the advertising world to sell products.

4.2 Are female models portrayed in female authority relationships?

According to a recent report of June 20, 2014 on *New York Daily News*, female lawyers were advised not to wear extremely fashionable outfits, peep-toe shoes for example. In a *Legal Ink Magazine* article called 'The Importance of a Woman's Image in the Workplace,' William Cane cast doubt if the female lawyers when they would dress flamboyantly, would be taken seriously at all. There are numerous references on the image consultancy to dress for success keeping in mind the right outfits, hairstyle, and shoes to keep up with the suitable image in the workplace. Many of those articles stress that keeping a blazer on is of vital importance to be taken seriously at a serious profession like being an attorney. This is required in order to project authority and competence. Conservative style in a closed-toe, closed-heel pump, with heels no more than two and a half inches are conventional style and having heels at least two or more shades darker is a guideline that was not an opinion, but instead it is "the result of focus groups, surveys, and in-person testing with a database of more than 18,500 respondents from across the United States and in seven foreign countries." (New York Daily News, 2014)

The magazines do socialize the would-be professionals about dress sense and the conventional style. However, nurturing the taste of funky, wild shoes and sporting of mini-skirts and revealing tops could spell consequences in the long run. Dressing up like how the models do in these teenage magazines could label a professional wrongly. The postures and gestures of the models however, if followed in real life could bring damaging consequences.

Very rarely females are shown as lawyers, business women, judges, politicians, professors, civil servants, in the armed forces, navy, air forces, physicians, personal health trainers, etc. in the contemporary magazines. The ads directed to teenagers in the sample magazines did not contain any ads on the above professions. No visual was found of women wearing any corporate attire working on laptops. Neither was women found in situations portraying self-motivated and competitive individuals studying, managing time, facing challenges with the fast pace of changing industries, etc.

According Taylor Trudon's report in *hercampus.com's Career* section about *Money* on Feb 19, 2010, a high unemployment rate in 2010 has not deterred women from 'hitting the workforce at full speed ahead'. According to the highest-paying careers for women at that time, careers for women in landing the highest paying jobs were the jobs of: Computer Scientists and Systems Analysts, Speech-language Pathologists, Human Resource Managers, Management Analysts, Physicians and Surgeons, Computer and Information Systems Managers, Computer Science Engineers, Lawyers, Chief Executives, and Pharmacists. (hercampus Career, Money: 2010) Nonetheless, none of the ads featured in the contemporary teenage magazines of the sample portrayed women in any of the promising jobs of today, let alone any of those competent jobs tagged as 'career planning' and 'career profiles' in the post of 2010 (hercampus Career, Money: 2010).

4.3 Are females portrayed in occupational frames?

Only 01 advertisement among the sample of all the 225 ads had a visual of America's best and brightest individuals joining in the U.S. Coastguards. The copy of this advertisement read: "*Devotion to duty. To her, it means upholding the safety of our nation's shores every day. What does it mean to you? Advance your career and make a lasting impression on the world. Comprised solely of America's best and brightest individuals, the U.S. Coastguards offers careers in environmental protection, marine safety, counter terrorism, and much more. It's time to take control of your future. Contact us today.*" The visual was a close-up of a smart, black woman, who was holding a powerful binocular and had a determined look. The tagline read, "*Coastguard. Born ready.*" The call for action was the website address: *GoCoastGuard.com*.

Not a single ad of a similar kind was found in the entire sample from the selected teen magazines. It gives no qualms or reservations to conclude that there is hardly any advertisement directed to teenagers highlighting the aspirations to achieve success in a challenging career. No ads featured any dream that the teenagers could nurture about being someone accomplished when they would grow up.

4.4 Are females portrayed in family scenes in the sample?

Women's portrayal as mothers or custodians were hardly found in the sample of advertisements in the two teen magazines selected. According to Goffman's category of '*Family Scenes*', family gathering is typified by parent and child of the same gender with a greater bonding. The protector of the family requires the distancing outside the physical circle. Family scenes were found to be the most uncommon

category in the sample. There was only 01 advertisement in the sample of 225 advertisements in the magazines that could be considered as a family portrayal where the parent and child portrayal of the same gender was found. One may thus conclude that the elements to fit for Goffman's category of family portrayal can hardly be labeled as such within the sample.

A point to be noted here is that Kang (1997) replication of the Goffman's study deleted the '*Family Scenes*' category without stating any reasons. The Lazier-Smith (1988) study that was done to depict women's portrayal found the '*Family Scenes*' category so rarely unavailable that it considered the category no longer applicable (Hovland: 2005). Appearance of '*Family Scenes*' could be dependent upon the age of the readers (i.e. the target audience) since in the Hovland (2005) study, it was observed that both in the American and Korean samples, this particular category "appeared eight times more frequently in the advertisements directed toward middle-aged readers".

4.5 Are females scantily clothed (displaying body); offering innuendos?

The use of female and male nudity/erotic stimuli in the print advertising in the teen magazines nowadays has become quite an everyday affair. The *Teen Vogue* magazine samples contained more visuals of scantily clothed men and women, often fully nude than that of the *Seventeen* magazines.

A shock technique of deliberately using mild erotica to gain attention has been used in many advertisements in the sample. In many cases, women in extremely skimpy clothing with extreme body exposure of using the models in provocative positions offering innuendos were noticed. Pope et al. (2004) attributed the technique of breaking away from the clutter in the way of introducing provocative images in the advertising. The brands that mostly used provocative images in their advertisings of the

teen magazine include the ads of: GUESS, Covergirl, Target, Miss Me, PRADA Candy, Herbal Essences, CHANEL, etc. Some of the ads featured in the teen magazines included explicit innuendos of sexual intimacy between the opposite sexes. Many of the ads featured insufficiently clad women and many portrayed absolutely naked women in the visuals. A good number of ads featured mild erotica. According to Pope et al. (2004), "mild erotica are those images that combine total or near-total nudity and overt sexual activity, with genitalia not visible. This is in contrast to nudity." Piron and Young (1996) described nudity as the portrayal of "bare bodies, including silhouettes, and models in translucent undergarments, wearing only a towel, or in lingerie, with total nudity the condition of being fully unclothed."

The ads that were coded in the category of '*Body Display*' included those images where the models were shown wearing provocative and skimpy clothes and lingerie; being nude (implicitly or explicitly), showing cleavage, belly-button, see through clothing, etc. Whether there is a transgression of a social or cultural taboo, is subject to further analysis with examination of consumer responses to such provocation. Studies have concluded that sexual content in ads actually reduces consumer recall and recognition of a brand (Alexander and Judd 1978; Chestnut, LaChance and Lubitz 1977; Richmond and Hartman 1982; Steadman 1969).

These erotic images could bring negative perception of the brand. This does not however, mean that it would result in outright brand rejection. However, this is subject to a further study. Regarding female nudity in print advertising, LaTour (1990) contended that men get thrilled by female nudity, whereas women become stressed and flagged. Though men have positive feelings towards nudity with the models featured in the advertisements, women harbor negative feelings. LaTour (1990) cautioned while the generalization from these results is not asked for, it seemed that a little subdued adaptation for the

female audiences could be worth exploring. It has also been found that individuals could also prefer provocative sexual stimuli in advertisements, and this change has occurred over the last couple of decades, according to Pope et al. (2004). How the target audience perceives the provocative stimuli in advertisements is subject to a further study.

4.6 Is there a realistic representation of demographic makeup (race and ethnicity) with the models in the advertisements?

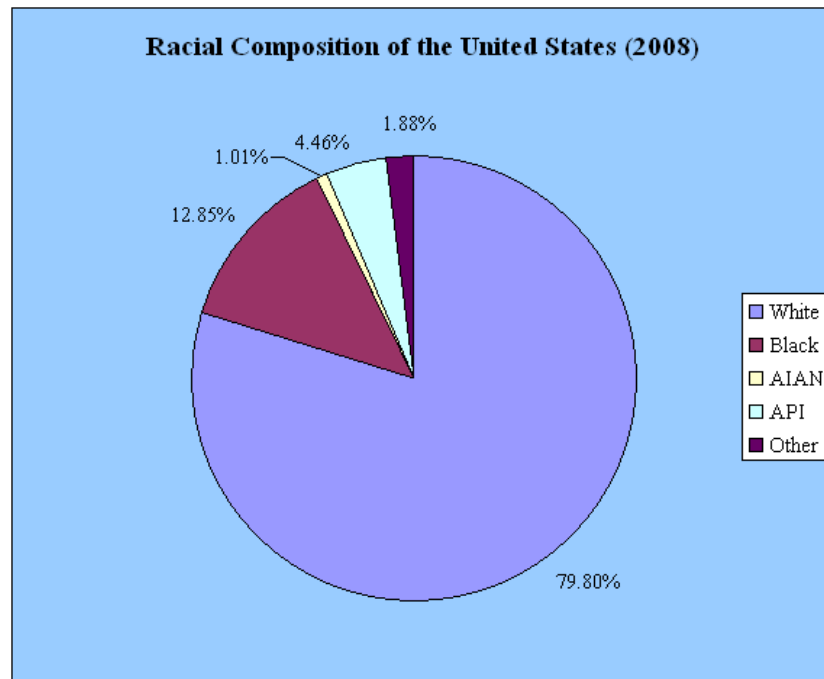


Figure 2 - Racial Composition of the United States

Source: United States Census Bureau, American Community Survey

(<http://www.ipspr.sc.edu/scip/demographics/racialcomp.asp>)

The detailed definition and the relative characteristics of the races (according to US Census Bureau) portrayed in Figure - 2 is given in the Appendix C.

U.S. POPULATION BY RACE/ETHNICITY, 2008

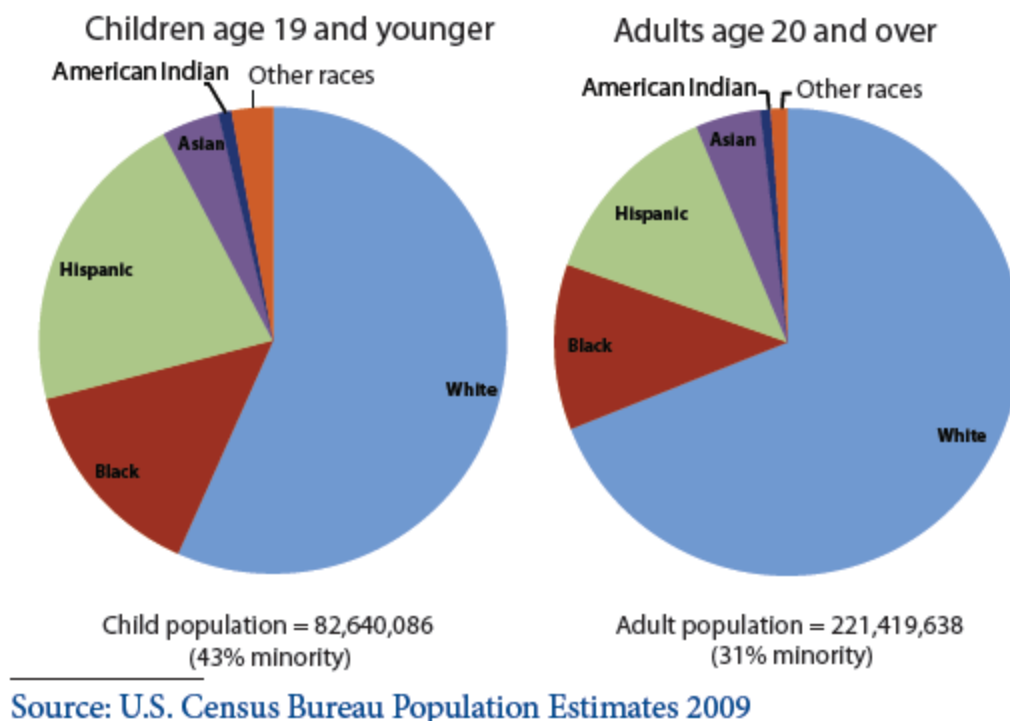


Figure 3 - US Population by Race and Ethnicity of Children Age 19 and Younger, and Adults Age 20 and Over

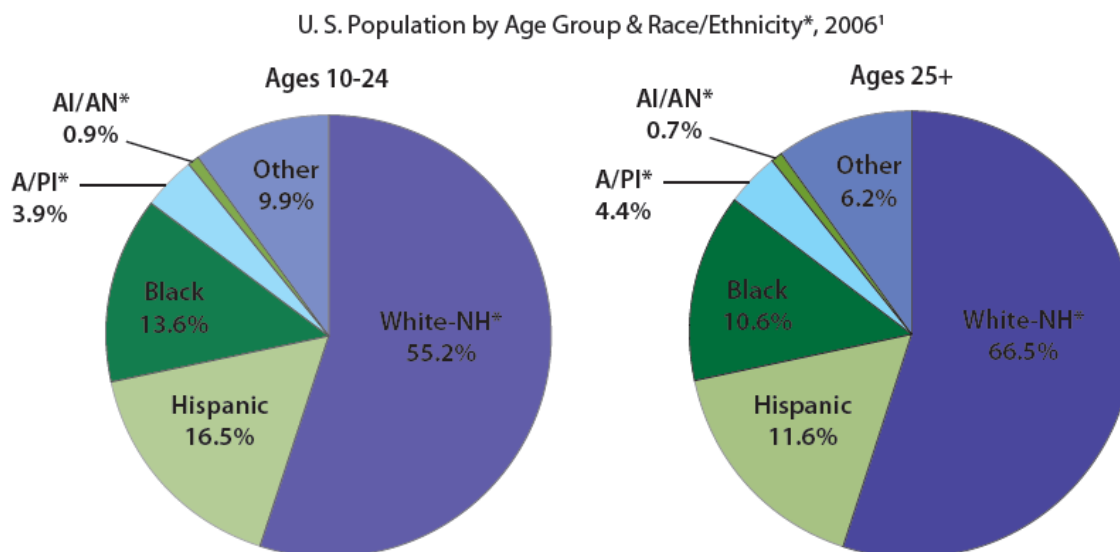
Source: CARSEY Institute Issue Brief No. 15, Spring 2010, University of New Hampshire

43% of the 82.6 Million young people in America were from minority population by July 2008. Contrastingly, minorities represented only 31% of the 221.4 million residents of age 20 and older. In the younger population of under 20, Hispanics constituted 21%, compared to 14% of Blacks (Johnson & Lichter: 2010). According to U.S. Census Bureau (2013) estimates, Age and Sex Composition in the United States: 2012, there were 41,844,000 youth of age 10-19 in the United States, 14% of the total U.S. population, in 2012. According to ACT for Youth: Center for Excellence (2015), data retrieved from US Census reports ('Projections of the Size and Composition of the U.S. Population: 2014 to 2060') suggest that racial/ethnic diversity is increasing among adolescents in the USA than in the adult

population. According to ACT for Youth Center of Excellence, estimates suggest that by 2018, children and youth of color (under age 18) will be the majority youth population by 2060.

The 2008 fact sheet on Demographics: Adolescents and Young Adults from National Adolescent Health Information Center (NAHIC), the adolescent and young adult population is more diverse than the adult population. Figure 4 portrays the US population by age group and race/ethnicity in 2006.

The adolescent and young adult population is more diverse than the adult population.



The population of adolescents and young adults (ages 10-24) was more racially/ethnically diverse than the population of adults (ages 25 and over) in 2006 (see figure).¹ The adolescent and young adult population will continue to become more diverse in the next decade: by 2020, it is projected that it will include 6.3% Asians/Pacific Islanders, 14.1% Blacks and 22.2% Hispanics. For adults, 2020 projections estimate 5.5% A/Pis*, 12.2% Blacks and 14.0% Hispanics.² Over one in ten (10.6%) adolescents and young adults (ages 15-24) was foreign-born in 2006.³ The overall number of adolescents and young adults is expected to increase from 63.3 million in 2006 to 64.1 million in 2020.^{1,3}

* These abbreviations apply to all graphs and text throughout the fact sheet:
 NH(s)=non Hispanic(s) AI/AN=American Indian/Alaskan Native A/PI=Asian/Pacific Islander

Figure 4 - U.S. Population by Age Group and Race/Ethnicity, 2006

Source: National Adolescent Health Information Center 2008 Fact Sheet

2008 Fact Sheet on Demographics: Adolescents and Young Adults (using the comparison from the US Census Bureau 1997 and 2007 reports) suggests that the poverty rate for children and adolescents (ages 17 and under) in families got knocked down from 19.9% (in 1996) to 17% (in 2006) and the school enrollment rates of adolescents and young adults (ages 16-24) improved in past few decades (between 1980 and 2006). The enrollment of ages 16-17 increased from 89% (in 1980) to 94.6% (in 2006); from 46.4% (in 1980) to 65.5% (in 2006) in the age category of 18-19, and from 22.3% (in 1980) to 35% (in 2006) in the age category of 20-24 (2008 Fact Sheet on Demographics: Adolescents and Young Adults).

Location of Adolescents by Type of Setting, Ages 12-17, 2002

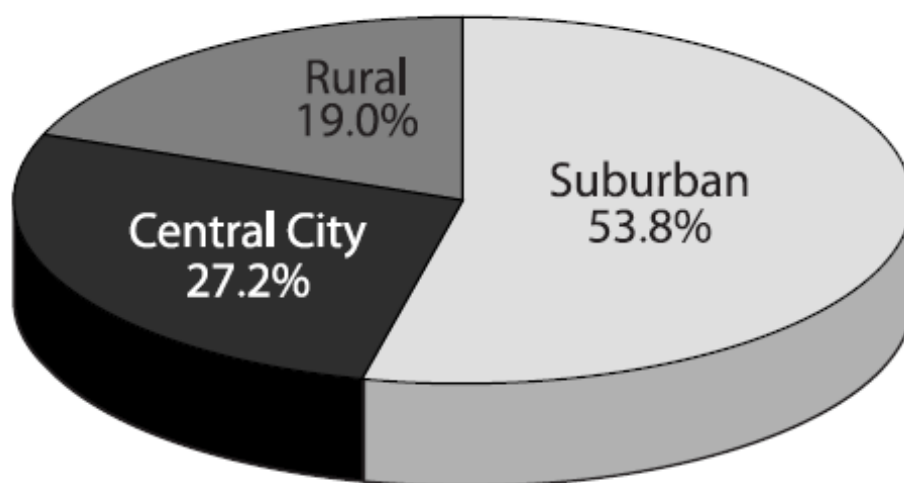


Figure 5 - Location of Adolescents by Type of Setting

Source: National Adolescent Health Information Statistics of 2002

According to the National Adolescent Health Information Center statistics of 2002 (using the comparison between US Census Bureau reports of 1992, 2003a, and Fields, 2003 reports) suggests that more

adolescents live in suburbs. Figure 5 on the Location of Adolescents by Type of Setting suggests that the ages 12-17 in 2002 53.8% lived in Suburban settings, 27.2% lived in Central Cities, and 19% lived in Rural settings .

4.6.1 Gender and Age Representation

There were a total number of 266 individuals portrayed in the advertisements of the sample. The breakdown of adolescent and adults featured in the magazines is given in Table 8.

Table 8 - Age Representation and Gender Breakdown of Models featured in the Advertisements

(Category: Age Gender)	Female	Male	Grand Total
Adolescent	63	7	70
Adult	181	15	196
Grand Total	244	22	266

266 models were featured in the teen magazine advertisement sample. The adolescent male and female models in the ads were 07 and 63, respectively (i.e. 70 adolescents in total). Adults were 196 in number with 181 females and 15 males in the advertisements of the sample. The majority of the models (about 74%, i.e. 196 out of 266) in the teen magazines were adults. The adolescent model representation was about 26% (i.e., 70 out of 266). No child and senior citizen were found in the sample of the ads.

The operationalization and definition of 'Adulthood' and 'Adolescence' was determined with the observational difference featured in the advertisement visuals. This was done with the observation of the pubertal development in the individual models' stages of adolescence and adulthood. Adolescence

is associated with reaching puberty — a stage in life in which a child develops secondary sex characteristics, i.e. a change in body shape, such as development of breasts, and more curved and prominent hips in girls, and development of facial hair in boys, etc. Physical changes like growth spurt and skeletal and structural changes are rapid and visually apparent in the adolescents, as their hormonal balance shifts strongly towards an adult state. The reaching of a completion stage of puberty for girls usually is by the ages of 15 to 17, and for boys it is usually by ages of 16 to 17. Rapid and speedy changes occur during adolescence than any other stage in a person's life except the early life of infancy. The first places to grow are the farthest points of head, hands, and feet, followed by the arms and legs, then the torso and shoulders. This non-uniform growth is one reason why an adolescent body may seem out of proportion. When the adolescents step into adulthood, the individual's height, weight, and body composition experience significant changes. Early adulthood is generally defined as the period from ages 25 to 40. The aging process begins during this time and is characterized by changes in skin (Boundless Psychology: 2014).

Changes in height and body composition occurring with "growth spurt" usually begin between the ages of 8-13 for girls, and between ages of 10-16 for boys. Boys' stage of growth spurt begins a bit later than that of the girls. The most rapid growth for girls occurs between the ages of 10-13 years for girls, and 12-15 for boys. Though boys reach their adult height later than the girls, yet the young men become taller than the young women. Young men reach their adult height between the ages of 13 and 17, and young women reach their adult height between the ages of 10 and 16 years. The women's average height is 5'5" and men's average height is 5'10". During adolescent growth spurts, teens may suddenly experience an awkward and uncoordinated feeling during this stage of development since growth does not always occur proportionately at this time. For example, "their limbs may become longer or shorter relative to the rest of their bodies". The arms and legs "lengthen and eventually become proportional to the rest of

their body". Generally, "boys' straight-lined, square bodies become broader at the shoulders and more tapered at the waist, forming the familiar triangular shape of adult males. Their arms and legs will become more muscular and bulkier." (Oswalt: 2015) Similarly, during adolescence, "girls' percentage of body fat will increase, relative to muscle mass. This additional fat is deposited in her body's midsection (hips, buttocks, and chest). Girls' straight-lined, square bodies become wider and broader at the hips, buttocks, and chest, forming the familiar hour-glass shape of adult females. Often, teen girls feel uncomfortable or upset during this growth phase because of the increase in body fat." (Oswalt: 2015).

According to Welton (2013), people will reach their full height by the time they reach in their mid-20s. As they evolve through the stage of adulthood, their skin becomes thinner and loses suppleness and elasticity. Thibodeaux (2015) reports, during early adulthood stage, a person usually continues to add a little height and weight to the teenage frame. The body, due to a significant hormonal change, become subject to a lot of transformation. Women gain a little weight and finish their development of full breast; men develop thicker beard and richer voice. During the middle adulthood, people do develop significant change with the loss of elasticity in their skin, especially in the face. Lines and wrinkles become evident as the signs of aging. Men gain weight in the abdomen, while women gain weight in their hips and their thighs. Both may experience graying and thinning of hair. During late adulthood stage, the skin continues to lose elasticity and deeper lines and wrinkles develop. Often age spots/brown spots form on skin. Many experience deterioration in eyesight, leading to an absolute need for glasses.

All these reasons stated on the signs of adolescence, early adulthood, middle adulthood, and late adulthood gave the coders of this research enough evidence to determine the age definition when ascertaining the probable age of the models portrayed in the advertisements.

4.6.2 Race Representation

According to Johnson & Lichter (2010), recent US Census Bureau projections point out that "by middle of this century, non-Hispanic Whites will cease to be a majority of the American population." The report also says that during 2009, 48.6% babies born in the USA were in minority groups. The growing racial diversity is mainly attributable to unprecedented increase in minority children, especially Hispanics (Johnson & Lichter: 2010). The changes in adolescent population have contributed to the increasing of racial and ethnic diversity in the US population. Recently Hispanics adolescents' are surpassing Black adolescent population. There is large influx of immigrants (Adolescent Health in the United States: 2007), plummeting the statistics of White, Non-Hispanic children due to declines in the number of white women of childbearing age has also contributed in the recent racial change makeup (Johnson & Lichter: 2010).

"The influx of roughly one million immigrants annually — mostly from Latin America and Asia" (Johnson & Lichter: 2010) has brought about multiculturalism and cultural fragmentation in the fabric of racial and ethnic diversity in the USA. Therefore, it is crucial to ascertain how adolescents have been represented in the recent teen magazines in age, gender, and race categories.

Table 9 - Races of Models in the Teen Advertisements

Race Categories	Count of Race	%
Black	12	5%
White	254	95%
Grand Total	266	100%

The coding results of the teen magazines show a very limited representation of race categories. The only category represented other than White was not proportionate to the recent racial makeup. Blacks do represent about 13% of the US population since US Population in 2013 Census had 77.7% White and 13.2% Black people in its population. However, only 5% of Blacks were depicted as models in the advertisements of the two magazine varieties.

Table 10 - Race Categories based on Gender

(Categories: Age, Race Gender)	Female	Male	Grand Total
Adolescent	63	7	70
Black	1		1
White	62	7	69
Adult	181	15	196
Black	10	1	11
White	171	14	185
Grand Total	244	22	266

In the teen magazine varieties, 266 models were portrayed with 70 adolescents and 196 adults. Therefore, about 26.32% adolescents and 73.68% adults were represented. The US Population of 2010 demographic profile data (available in American Fact Finder of US Department of Commerce, United States Census website) shows that the one race only population was: White: 72.4%, and Black: 12.6%. The age category of 10-14 years was 6.7% and 15-19 years was 7.1%. Therefore, total number of teenagers was 13.8% and the number of adults was 73.1% in the 2010 US demographic profile. The rest 13.1% were children of less than 5 years old (5.5%) and 5-9 age categories (6.6%). Comparison with US When comparing the sample statistics with the Population of 2010 demographic profile data reveals that the percentage of adolescents represented was about 26.32% (i.e. 70 adolescents in 266 total number of people featured), which was approximately near about double the percentage of the actual

demographic of 13.8%. It is understandable that more teenagers would be represented in the advertising samples due to the fact that the target audience in these magazines is adolescents and young adults (Appendices F and G). The actual percentage of adults in the 2010 demographic was 73.1% and the sample results had 73.68% adults featured in the advertisements, and therefore this sample statistic is not very far away from the actual representation.

4.6.3 Age Consistency

The models that were featured in the ads mostly looked their age while some were made up to look older and younger:

Most of the models in the sample looked their age (226 out of 266), yet some (21 among the 266 models) were made up to look older and some (19 out of 266) were made up to look a bit younger than their actual age.

Table 11 - Age Consistency of the Models in the Advertisements

Age Consistency Category	Count of Looks
Looks his/her age	226
Made to look like older	21
Made to look like younger	19
Grand Total	266

Table 12 - Gender-wise and Race-wise Age Consistency of the Models Featured in the Advertisements

Ages – Race – Looks	Female	Male	Grand Total
Adolescent	63	7	70
Black	1		1
Looks his/her age	1		1
White	62	7	69
Looks his/her age	43	7	50
Made to look like older	18		18
Made to look like younger	1		1
Adult	181	15	196
Black	10	1	11
Looks his/her age	9	1	10
Made to look like younger	1		1
White	171	14	185
Looks his/her age	151	14	165
Made to look like older	3		3
Made to look like younger	17		17
Grand Total	244	22	266

Source: Coding of the 225 samples of Teen Magazines (*Teen Vogue* and *Seventeen*) of 2014 issues

A detailed breakdown of gender-wise and race-wise age consistency:

It is not any matter of surprise that the racially predominant models would be featured in the advertisements in the teen magazines. However, it was startling to notice the limited representation of

race outside the predominantly White race. Although it is understandable that there would not be much portrayal regarding any race outside the targeted audience, nonetheless, the representation of color (i.e. Black Americans) also was very disconcerting. The number of Black models used in the magazines was only 12 in total among the 266 models represented in the advertisements.

This means, out of all the models, only 5% were Black, whereas according to the US Census Bureau statistics, Black population in the USA was about more than 12% as of 2013 (to be more precise, according to the 'USA People Quickfacts' featured in the Appendix D, US Population in 2013 Census had 77.7% White and 13.2% Black people in its population. Details about the entire population breakdown definitions have been featured in the Appendix C). Thus, one can deduce that there has not been a realistic representation of the demographic makeup (race and ethnicity) with the models in the sample advertisements.

4.7 Is there any difference between the mean samples of the two magazine varieties with regard to the (Goffman's and Kang's) stereotypical framework categories?

Table 13 - Magazine-wise Breakdown of the Goffman's Categories

Category	Total	ST	TV
Body Display	67	27	40
Revealing clothes or nudity	67	27	40
Family Scene	1	1	0

Table 13 - Magazine-wise Breakdown of the Goffman's Categories ... Continued

Category	Total	ST	TV
Parent/child gender bond	1	1	0
Person shown as protector	0	0	0
Feminine Touch	213	100	113
Self Touching	105	58	47
Using fingers to cradle objects	108	42	66
Function Ranking	15	5	10
Instructing role	0	0	0
Person in superior role	8	4	4
Serving another	7	1	6
Independence/self-assurance	102	69	33
Independence/self-assurance	102	69	33
Licensed Withdrawal	123	62	61
Hand covering mouth or face	18	14	4
Head or Gaze Aversion	90	43	47
Maintaining phone conversation	2	1	1
Withdrawal from scene	13	4	9
Relative Size	13	4	9
Height relationship	13	4	9
Ritualization of Subordination	288	163	125
Bashful knee bend	83	41	42
Body or head cant	96	59	37

Table 13 - Magazine-wise Breakdown of the Goffman's Categories ... Continued

Category	Total	ST	TV
Expansive smile	61	37	24
Lowering oneself physically	7	3	4
Lying or sitting on bed or floor	41	23	18
Grand Total	822	431	391

Note: ST = *Seventeen*, TV = *Teen Vogue*

Table 14 - Group Statistics

	Name of the Magazine	N (Stereotypical Framework Categories)	Mean	Std. Deviation	Std. Error Mean
Score Received in different Categories	Seventeen	8	53.8750	56.97728	20.14451
	Teen Vogue	8	48.8750	47.62184	16.83686

The mean scores of *Seventeen* is 53.88 and *Teen Vogue* is 48.88 with a respective standard deviation of 56.98 and 47.62.

Table 15 - Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Score Received in different Categories	Equal variances assumed	.216	.649	.190	14	.852	5.00000	26.25417	-51.30959	61.30959
	Equal variances not assumed			.190	13.573	.852	5.00000	26.25417	-51.47641	61.47641

With equal variances assumed with the two samples, there is no significant difference between them with $p=0.852$ where the p value is much greater than the required cut-off score of $p=0.050$ (here $p>0.050$). Therefore, it can be inferred that there is no significant difference between the samples of teen magazines: *Teen Vogue* and *Seventeen*.

Chapter 5. Conclusion

Feminine values and expectations are shaped by the media portrayal in a society. It was therefore essential to investigate the portrayal if exaggerated via magazine advertisements, especially the teen magazines that heavily influence the teenage socialization. Serious negative consequences may arise due to irresponsible portrayal of gender-stereotype. Goffman's classic study of magazine content analysis depicted gender roles during the 1970s that demonstrated that women were portrayed in the roles of mothers, sometimes as non-serious like children, or perhaps only as sex objects (Goffman: 1979). Those were the traditional portrayals of women. It was therefore necessary to investigate how women were portrayed in the contemporary magazines, especially those directed to the teenage women. It was crucial to ascertain if women were portrayed differently from being submissive and if they were portrayed as equivalent to men and whether the portrayals were free from gender stereotypes.

The race representation was not found to be meeting the realistic standard of current demographic makeup. Also very limited portrayals of *Family Scenes* were observed in the sample. This may be dependent upon the target group addressed since magazines directed to older women have been found to depict more on this particular category (Hovland: 2005). A very limited portrayal of occupational frame was found in the entire sample from the selected teen magazines. There was no depiction of females in authority figures. Among all the visuals of the models in the sample advertisements, most were explicitly or implicitly shown as inferior or subordinated in one way or another by men. This was accentuated by *Feminine Touch*, *Ritualization of Subordination*, *Licensed Withdrawal*, *Body Display*, *Independence and Self Assurance* category depictions. The stereotypical depiction of female submissiveness subcategories were in the female models' expansive smile, feminine touch (caressing

self/objects), head or gaze aversion, bashful knee bend, hand covering mouth/face, aversion from scene, body/head cant, lying/sitting on bed/floor/sofa, etc.

The changes that were noted with respect to Goffman's (1979) original work were: lesser depiction in the categories of *Relative Size*, *Function Ranking*, and *Family Scene* portrayals. Nonetheless, it was evident that physical 'beauty' was a key in determining how a woman was identified within a social context, and by the opposite sex. Although there was less portrayal of women in traditional roles in the kitchen, yet the portrayal had dramatically increased in defining women as 'sex objects' as female models have been portrayed as fully nude in many occasions in the teenage magazines. The perfume ads heavily portrayed women in unclad appearances in these magazines.

Maybe the portrayal as submissive housewives is barely there in the teen magazines yet this 'submissiveness' has transformed into 'sex objects' for enjoyment. Since a lot of learning and socialization can be attributed to the magazines, the vicariously learned 'beauty' standards can reinforce the stereotypical attitude. A relatively recent study (Zurbriggen & Morgan: 2006) found a positive correlation between magazine consumption and the conviction that sexualized beauty standards should be achieved. If that is internalized, teenage women would place physical attractiveness as their pivotal value. The sexual depiction of women was quite dominant in the visuals of the ads; mostly these ad images had half-clad or fully nude women. If these messages of sexual desirability are internalized, these may ultimately become a hurdle in the way of objective self-evaluation of women in the arena of success, achievement and future potential.

Chapter 6. Recommendation

While the roles of females are going through far-reaching changes in society-at-large, advertisements nevertheless have remained as stereotypical. The magazines directed to adolescent female consumers orient the audience with the explicit and implicit messages of adolescent socio-economic lifestyle. The females' portrayal in the teenage magazines was mostly inclined towards the essence of deferential dispositions and was rarely about self-assurance and independence. Men usually get more acceptance straight off than women in positions of power. It was unfortunate to note that where the developing countries have instances of women leaders as heads of states and leaders in the opposition, the US magazines still do portray women in stereotypical roles. Let alone being portrayed in female authority relationships, the visuals did not have the models framed in occupational frames. All these did not give any positive vibe about the female independence. It could be noted that with these stereotypical portrayal of images, especially with the increased sexualization of teenage girls, there is a huge possibility of restraining the teenage women's self-definitions and potential to grow up into unfaltering and tenacious individuals.

Female models in the teenage advertisements were explicitly or implicitly portrayed as inferior or subordinated in one way or another by men. The ads depicted women's status was more or less being around men and as if women's identity was built around pleasing the men. The way women that were portrayed through the visuals of the ads in the teen magazines gave the impression that women's body could be exploited by the advertisers to sell products. The advertisements directed to teenage women did not contain any ads on women in leadership positions; neither was the women portrayed in occupational frames except in one instance. Family portrayals was very uncommon in the sample, the reason for the least appearance of this particular category may be mainly due to a different target

audience (i.e. the younger generation) than the Hovland (2005) study sample target audience that was directed to older women. The teen magazine samples were rife with body display. The racial representation was not been suitably addressed, according to the sample results. Although US Census data regarding the African-Americans, Asian Americans, and Hispanics have the potential to grow over the next few decades (AC Nielsen reports 2013), yet the teen magazines were found to be negligent in realistically representing these races in their ads.

Figure 6 portrays the 2020 projection of adolescent race and ethnicity, where Hispanics and Black population is depicted as most important minorities.

Adolescents by Race/Ethnicity, Ages 10-19, 2020 (Projection)

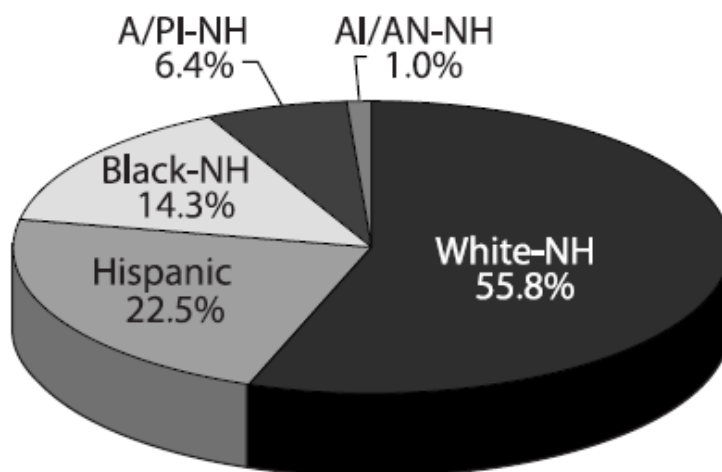
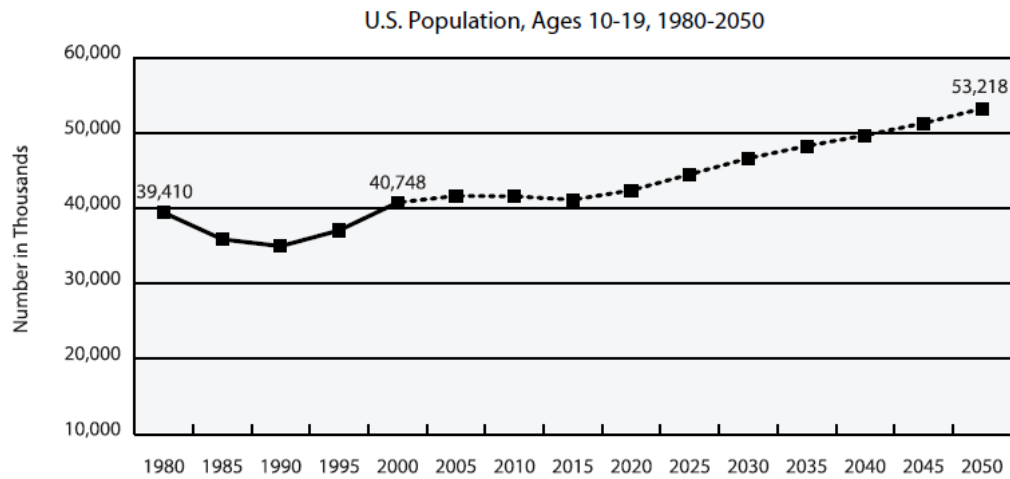


Figure 6 - Adolescents by Race/Ethnicity, Ages 10-19, 2020 Projection

Source: Fact Sheet on Demographics: Adolescents by National Adolescent Health Information Center

The U.S. adolescent population is growing.



The number of adolescents in the U.S. began to increase in the 1990s and is expected to keep increasing through 2050. From 1990 to 2000, the adolescent population ages 10-19 increased by 16.6%, from 34.9 million to 40.7 million. Although the projected figures indicate substantial growth for the adolescent population, they represent a much smaller percentage increase than that projected for the overall population (2.2% between 2000 and 2010, versus an expected 6.6% increase for the total U.S. population) (U.S. Census Bureau, 1992; U.S. Census Bureau, 2000; U.S. Census Bureau, 2003a; U.S. Census Bureau, 2003b; U.S. Census Bureau, 2003c).

Figure 7 - US Population Projection

Source: National Adolescent Health Information Center Fact Sheet on Demographic: Adolescents

According to Adolescent Health in the United States report of 2007, the general population of USA has changed considerably over the past 20 years. It also projects that certain racial and ethnic groups would keep on increasing. By the year 2050, the Hispanic, Black/African American, American Indian/Alaskan Native, Asian/Pacific Islander adolescents, along with the adolescents who have the origin of two or more races, would represent 56% of the adolescent population by the year 2050. Figure - 8 delineates the origin of adolescents in the United States from 1980-2007 and projected growth of these races till the year 2050.

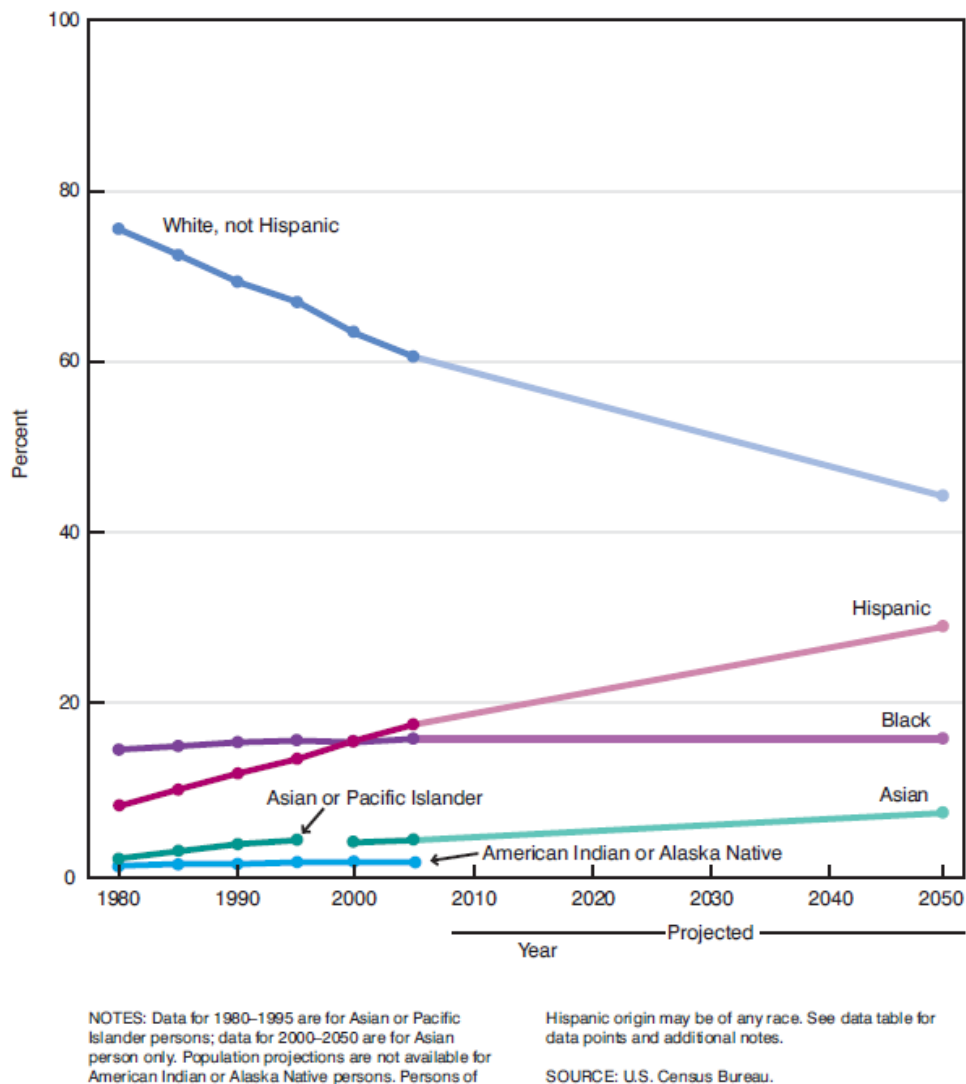


Figure 8 - Origin of Adolescents by Race in 10-19 Years of Age Category: United States, 1980-2050

Source: Adolescent Health in the United States, 2007

A more realistic representation of the races in the teen magazines could hold more promise of monetization as the racial groups mentioned have the (monetary) growth potential over the next few decades. The magazine content could be a vital source in the issue of adolescent socialization. If the teenage magazines portray women increasingly in leadership positions, in nurturing volunteer work ethics (like joining the red cross, a hospital, or a pharmacy) or increase depictions about honing up and

diversifying of women's skills in different attributes (like logical thinking, communication, time-management, organizing and efficiency in juggling career and home-front at the same time, learning a foreign languages, etc.) — all these could increase the possibility of teens' internalizing values that could promise about self-motivated, bright, confident and efficient individuals. A toning down of explicit and implicit messages that uphold the notion that the road to happiness is attracting the opposite sex in the way of physical beautification, and lessening of the forceful touting regarding the value of success through allurements, appeal and seduction, the lesser would be the dissonance relating to body image and self-esteem, and lesser feeling of shame relating to appearance. If there is lesser objectification of women, the lesser would be the likelihood of alarmingly dangerous tendency of more widespread problems like sexual coercion.

The magazines could think about exploring with more ads on products/services in the Sports category. There was none featured in this category in the sample advertisements. A future research exploring the prospects of ads in this particular category could be undertaken. The teenage women do take part in sports activities yet no ads in this particular category could be found. The magazines issues were rife with body display. A shock technique with mild erotic stimuli was very much prevalent in cutting through the clutter of advertisements in the teen magazines. Whether there is any transgression of a social or cultural taboo could be subject to a further analysis of a future study with assessment of consumer responses to such provocation. Furthermore, an analysis on the consumer recall and recognition of the brand using mild erotica in the teen magazines, and the extent of perception (i.e. whether negative or positive) could be subject to a further study. Additionally, what could be the audience reaction or perception to a little subdued adaptation on the use of this technique could be explored further.

References

ACT for Youth Center of Excellence (2015). US Teen Demographics Retrieved from <http://www.actforyouth.net/adolescence/demographics/> Accessed 03 April 2015.

Alexander, M. W., and Judd, B. (1978), "Do Nudes in Ads Enhance Brand Recall?" *Journal of Advertising Research*, Vol. 18, pp. 47-51.

Arnet, J. J, Larson, R., & Offer, D. (1995). Beyond effects: Adolescents as active media users. *Journal of Youth and Adolescence*, Vol. 24(5), pp. 511-518.

Booth, J. (2014). 10 Old Teen Magazines We Really Miss Reading. Retrieved from <http://www.gurl.com/2014/03/13/old-teen-magazines-no-longer-published-we-miss/#1> Accessed 10 April 2015.

Boundless. Physical development in adolescence. Boundless Psychology. Boundless, 04 Nov. 2014. Retrieved from <https://www.boundless.com/psychology/textbooks/boundless-psychology-textbook/human-development-14/adolescence-73/physical-development-in-adolescence-282-12817/> Accessed 04 April 2015.

Browne, B.A. (1998). Gender stereotypes in advertising on children's television in the 1990s: A cross-national analysis. *Journal of Advertising*, Vol.27 (1), p.83-96.

Chestnut, R. W., LaChance, C. C. and Lubitz, A. (1977), "The 'Decorative' Female Model: Sexual Stimuli and the Recognition of Advertisements" *Journal of Advertising*, Vol. 6(4), pp. 11-14.

Chhabra, D., Andereck, K., Yamanoi, K., & Plunkett, D. (2011). Gender Equity and Social Marketing: An Analysis of Tourism Advertisements. *Journal of Travel & Tourism Marketing* (28) pp. 111–128.

Cohen, E. (1993). The study of touristic images of native people: Mitigating the stereotype of a stereotype. In D. Pearce & R. Butler (Eds.), *Tourism research, critiques and challenges* (pp. 36–69). London, UK: Routledge/International Academy for the Study of Tourism.

Courtney, A.E., & Whipple, T.W. (1974). Women in TV commercials. *Journal of Communication*, Vol.24 (2), pp.110-11.

Cullari, S., Rohrer, J. M., & Bahm, C. (1998). Body-image perceptions across sex and age groups. *Perceptual and Motor Skills*, Vol.87 (3), pp.839-847.

Davis, S. S., & Davis, D. A. (1995). "The mosque and the satellite": Media and Adolescence in a Moroccan Town. *Journal of Youth and Adolescence*, Vol. 24(5), pp. 577-593.

Dohnt, H. K., & Tiggemann, M. (2006a). Body image concerns in young girls: The role of peers and media prior to adolescence. *Journal of Youth and Adolescence*, 35, pp. 135–145.

Dohnt, H.K., & Tiggemann, M. (2006b). The contribution of peer and media influences to the development of body satisfaction and self-esteem in young girls: A prospective study. *Developmental Psychology*, 42, pp. 929–936.

Döring, N. & Pöschl, S. (2006). Science + Business Media, Inc. Images of men and women in mobile phone advertisements: A content analysis of advertisements for mobile communication systems in selected popular magazines. *Sex Roles*, Vol. 55, pp. 173–185.

Erickson, E. (1968). *Identity: Youth and Crisis*. New York: W.W. Norton.

Evans, E. D., Rutberg, J., Sather, C., & Turner, C. (1991). Content analysis of contemporary teen magazines for adolescent females. *Youth and Society*, 1991, Vol.23 (1), pp.99-120.

Ford, J., Voli, P. K., Honeycutt, E., & Casey, S. (1998). Gender role portrayals in Japanese advertising: A magazine content analysis. *Journal of Advertising*. Vol. 27(1), pp. 113-124.

Goffman, E. (1976). Replies and Responses. *Language in Society*, Vol.5 (3), pp.257-313.

Goffman, E. (1979). *Gender advertisements*. New York: Harper & Row.

Graff, K.A., Murnen, S.K., & Krause, A.K. (2013). Low-cut shirts and high-heeled shoes: Increased sexualization across time in magazine depiction of girls. *Sex Roles*, Vol. 69, pp. 571-582.

Hargreaves, D. A., & Tiggemann, M. (2003). Female "thin ideal" media images and boys' attitudes toward girls. *Sex Roles*, Vol. 49, pp. 539-544.

Harrison, K., & Cantor, J. (1997). The Relationship between Media Consumption and Eating Disorders. *Journal of Communication*, Vol.47 (1), pp.40-67.

Harter, S. (1993). Visions of self: Beyond the me in the mirror. In J. E. Jacobs (Ed.), *Nebraska symposium on motivation*, vol. 40, pp.99-144.

Hovland, R., McMahan, C., Lee, G., Hwang, J. & Kim, J. (2005). Gender Role Portrayals in American and Korean Advertisements. *Sex Roles*, Vol. 53, Nos. 11/12, pp. 887-899.

Jeanne, R. S., & Jane, D. B. (1995). Adolescent room culture: Studying media in the context of everyday life. *Journal of Youth and Adolescence*, Vol. 24(5), pp. 551-576.

Johnson, K.M. & Lichter, D. T. (2010). The changing faces of America's children and youth. *Carsey Institute*, Issue Brief (15), pp. 01.

Kang, M. (1997). The portrayal of women's images in magazine advertisements: Goffman's gender analysis revisited. *Sex Roles*, Vol.37 (11/12), pp. 979-996.

Kim, K., & Lowry, D.T. (2005). Television commercials as a lagging social indicator: Gender role stereotypes in Korean television advertising. *Sex Roles*, Vol. 53 (11/12), pp. 901-910.

Kilbourne, J. (1999). *Can't buy my love: How advertising changes the way we think and feel*. New York: Simon and Schuster.

Kinnaird, V., & Hall, D. (1994). Conclusion: The way forward. In V. Kinnard & D. Hall (Eds.), *Tourism: A gender analysis*. Chichester, UK: Wiley.

LaChance, C.C., Lubitz, A., & Chestnut, R.W. (1977). The "decorative" female model: Sexual stimuli and the recognition of advertisements. *Journal of Advertising*, Vol. 6(4), pp. 11-14.

Lanis, K., & Covell, K. (1995). Images of women in advertisements: Effects on attitudes related to sexual aggression. *Sex Roles*, Vol. 32, pp.639-649.

LaTour, M. S. (1990). Female nudity in print advertising: An analysis of gender differences in arousal and ad response. *Psychology & Marketing*, Vol. 7(1), pp. 65-81.

Li-Vollmer, M. (2002). Race representation in child-targeted television commercials. *Mass Communication & Society*, Vol. 5, Issue 2, pp. 207-228.

Lin, C. (2008). Sexual Issues: The analysis of female role portrayal preferences in Taiwanese print ads. *Journal of Business Ethics*, Vol. 83, pp. 409-418.

Lindner, K. (2004). Images of women in general interest and fashion magazine advertisements from 1955 to 2002. *Sex Roles*, 51, 409–421.

MacKay, A.P. & Duran, C. (2007). Adolescent Health in the United States. Centers for Disease Control and Prevention, National Center for Health Statistic, pp. 08-09.

MacKay, N. J., & Covell, K. (1997). The impact of women in advertisements on attitudes toward women. *Sex Roles*, Vol. 36, pp. 573–583.

Marshment, M. (1997). Gender takes a holiday: Representation in holiday brochures. In M. Sinclair (Ed.), *Gender, work and tourism* (pp.125–151). London: Routledge.

Maynard, M. L., & Taylor, C. R. (1999). Girlish images across cultures: Analyzing Japanese versus U.S. seventeen magazine ads. *Journal of Advertising*. Vol. 28(1). pp. 39-48.

Mazzella, C., Durkin, K., Cerini, E., & Buralli, P. (1992). Sex role stereotyping in Australian television advertisements. *Sex Roles*. Vol. 26 (7/8), pp. 243- 259.

Nam, K., Lee, G., & Hwang, J. (2011). Gender stereotypes depicted by western and Korean advertising models in Korean adolescent girls' magazines. *Sex Roles*, Vol. 64. pp. 223-237.

National Adolescent Health Information Center. (2003). Fact Sheet on Demographics: Adolescents. San Francisco, CA: Author, University of California, San Francisco. Retrieved from <http://nahic.ucsf.edu/downloads/Demographics.pdf> Accessed April 03 2015.

National Adolescent Health Information Center. (2008). Fact Sheet on Demographics: Adolescents & Young Adults. San Francisco, CA: Author, University of California, San Francisco. Retrieved from <http://4h.missouri.edu/resources/youth/docs/demographics08.pdf> Accessed April 03 2015.

Neto, F., & Pinto, I. (1998). Gender stereotypes in Portuguese television advertisements. *Sex Roles*, 39(1/2), pp. 153-164.

Nielsen, Consumer | 04-16-2013, The Teen Transition: Adolescents of today, adults of tomorrow, retrieved from <http://www.nielsen.com/us/en/insights/news/2013/the-teen-transition--adolescents-of-today--adults-of-tomorrow.html> Accessed November 05 2014.

Oppermann, M., & McKinley, S. (1997). Sexual imagery in the marketing of pacific tourism destinations. In M. Oppermann (Ed.), *Pacific rim tourism*. Wellingford: CABI.

Oswalt, A., 2015. Adolescent physical development. Retrieved from http://www.sevencounties.org/poc/view_doc.php? Accessed April 03 2015.

Pallant, J. (2010). *SPSS Survival Manual: A Step by Step Guide to Data Analysis using SPSS Program*, 4th ed., Open University Press.

Pingree, S. (1978). The Effects of Nonsexist Television Commercials and Perceptions of Reality on Children's Attitudes About Women. *Psychology of Women Quarterly*, Vol. 2(3). pp. 262-277.

Piron, F., and Young, M. (1996), "Consumer Advertising in Germany and the United States: A Study of Sexual Explicitness and Cross-Gender Contact," in *Global Perspectives in Cross-Cultural and Cross-National Consumer Research*, Lalita A. Manrai and A jay K. Manrai, eds., New York: Haworth Press.

Prieler, M., & Centeno, D. (2013). Gender representation in Philippine television advertisements. *Sex Roles*, Vol. 69, pp. 276-288.

Pritchard, A., & Morgan, N. (2000). Constructing tourism landscapes — Gender, sexuality and space. *Tourism Geographies*, Vol. 2(2), 115–139.

Profile of General Population and Housing Characteristics: 2010. 2010 Demographic Profile Data. Retrieved from http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=DEC_10_DP_DPDP1&src=pt
Accessed 05 April 2015.

Pope, N. K. L., Voges, K. E., and Mark R. Brown, M. R. (2004). The effect of provocation in the form of mild erotica on attitude to the ad and corporate image: Differences between cause-related and product-based advertising. *Journal of Advertising*, Vol.33, no. 1, pp. 69-82.

Richmond, D. and Hartman, T. P. (1982), "Sex Appeals in Advertising" *Journal of Advertising Research*, Vol. 22, pp. 53-61.

Sirakaya, E., & Sonmez, S. (2000). Gender images in state tourism brochures: An overlooked area in socially responsible tourism marketing. *Journal of Travel Research*, 38, 353–362.

Stice, E., Schupak-Neuberg, E., Shaw, H.E., & Stein, R.I. (1994). Relation of media exposure to eating disorder symptomatology: An examination of mediating mechanisms. *Journal of Abnormal Psychology*, Vol. 103, pp. 836–840.

Thibodeaux, W. (2015). Physical development during adulthood. Retrieved from http://www.ehow.com/about_5333825_physical-development-during-adulthood.html Accessed April 03 2015.

Quintanilla, M. (1989, August 18). Pix! fax! flash! that's what it takes to keep bop on top of the teenzine scene. Los Angeles Times, Part 5, pp.1, 14-15.

Roe, K. (1995). Adolescents' use of socially disvalued media: Towards a theory of media delinquency. *Journal of Youth and Adolescence*, Vol. 24(5), pp. 617-631.

Snyder, R., James E. F. & Condray, S. E. (1995). Magazine readership profiles and depictions of African Americans in magazine advertisements. *The Howard Journal of Communications*, Vol. 6, Issues 1-2, pp. 1-11.

Stankiewicz, J.M., & Rosselli, F. (2008). Women as sex objects and victims in print advertisements. *Sex Roles*, Vol. 58, pp. 579-589.

Steadman, M. (1969), "How Sexy Illustrations Affect Brand Recall," *Journal of Advertising Research*, Vol. 9, pp. 15-19.

Sullivan, G. L., & O'Connor, P. J. (1998). women's role portrayals in magazine advertising: 1958-1983. *Sex Roles*, Vol.18 (3), p.181-88.

Swain, M. (1995). Gender in tourism. *Annals of Tourism Research*, Vol. 22(2), pp. 247–266.

Taylor V., 2014. New York Daily News. Lady lawyers advised not to wear fashionable outfits, peep-toe shoes, retrieved from <http://www.nydailynews.com/life-style/female-lawyers-advised-not-dress-lady-gaga-article-1.1837832> Accessed 15 March 2015.

Tiggemann, M. (2003). Media exposure, body dissatisfaction and disordered eating: television and magazines are not the same. *Sex Roles*, Vol. 30, pp. 319-330.

Trudon T., 2010. The highest-paying careers for women today, retrieved from

<http://www.hercampus.com/career/money/highest-paying-careers-women-today> Accessed *March 18 2015*.

Valls-Fernandez, F. (2007). Gender stereotypes in Spanish television commercials. *Sex Roles*. Vol. 56, pp. 691-699.

Ward, L. M. (1995). Talking about sex: Common themes about sexuality in the prime-time television programs children and adolescents view most. *Journal of Youth and Adolescence*, Vol. 24(5), pp. 577-593.

Welton, R., 2013. Physical development during adulthood. Retrieved from <http://www.livestrong.com/article/193157-physical-development-during-adulthood/> Accessed *03 April 2015*.

Zurbriggen, E. L., & Morgan, E. M. (2006). Who wants to marry a millionaire? Reality dating television programs, attitudes toward sex, and sexual behaviors. *Sex Roles*, Vol. 54, pp. 1-17.

Appendices

A. Names of Advertisers and the Respective Number of Advertisements

Name of the Advertiser	Number of Advertisements in Both Magazines
abc family	2
AEROPOSTALE	7
AG	3
Alcon	1
Alex and Ani	1
American Eagle	4
AMETHYST	1
Angela and Alison	1
ARMANI	3
BELK	7
BONGO	2
Boscov's	1
BUFFALO DAVID BITTON	1
BVLGARI	2
Calvin Klein	1
Candie's	5
CHANEL	1
Chloe	2
Claire's	1
CLEAN & CLEAR	1
COACH New York	3

COVERGIRL	10
Dior	3
DKNY	1
DOLCE & GABANNA	1
Elizabeth Arden NEW YORK	1
Express Jeans	4
FEED	1
For All 7 Mankind	2
GARNIER	6
GARNIER	2
GIVENCHY	1
GUCCI	4
GUESS	12
H&M	2
Hanes	2
Herbal Essences	3
Jessica Simpson	2
JIMMY CHOO PARFUMS	1
JOVANI	3
Juicy Couture	1
KARL LAGERFELD PARFUMS	1
KEDS	5
KMART	4

LANCOME Paris	2
L'Oreal Paris	1
M.A.C.	1
MACY'S	10
MARC JACOBS	2
MAX MARA	1
MAYBELLINE NEW YORK	7
MCQ	1
MICHAEL KORS	7
Miss Dior	1
Miss Me	5
MISSGUIDED	2
MIU MIU	1
MORI LEE	1
NORDSRUM	1
NYC New York Color	1
O.P.I.	4
Olay	1
OP	1
PACSUN	1
PAIGE	1
PANTENE PRO-V	2
PILOT	1

PRADA	3
RACHEL ALLAN	1
RALPH LAUREN	1
RIMMEL London	3
Sally Hansen	5
Schick Intuition	1
SEARS	1
SEPHORA	2
Series 31	1
SEVENTEEN	1
SIMON Malls	5
Sketchers	1
SOFIA Vix	1
Softlips	1
SPERRY	1
SPLAT Hair Color	2
sunglass hut	1
Swatch	1
Tampax Radiant	1
Target	3
Teen Vogue	1
THE GIVER	1
The Original Mane 'n Tail	1

Thierry Mugler & Sephora	1
TOP SHOP	1
TRESemme	2
US Coastguards	1
Vera Bradley	1
VERA WANG	1
YouTube	2
Grand Total	225

B. The Names of the Brands and the Respective Number of Ads

Name of the Brand	Count of Ads on Brand:
GARNIER FRUCTIS Damage Eraser	1
AEROPOSTALE	4
AEROPOSTALE Live, Love, Dream	1
AG Jeans	3
AIR OPTIX COLORS	1
Alex and Ani	1
American Eagle Outfitters	2
American Eagle Outfitters I'm Perfect	1
American Rag	4
ANGEL	1
Angela and Alison	1
ARMANI	2
Baby Lips Crystal Moisturizing Lip Balm	1
Ball Frixion Clicker	1
BELK	7
Bethany Mota at AEROPOSTALE	1
Body Con Jeans by AMETHYST	1
BONGO	3
BOOST IT High Lift Creation Spray	1
Boscov's	1

BP.	1
BUFFALO DAVID BITTON Jeans	1
BUXOM show some skin WEIGHTLESS FOUNDATION	1
BVLGARI	2
Calvin Klein	1
Candie's eyewear	1
Candie's, Kohl's	4
CHANEL Eu Tendre	1
Chasing Life Series Premiere	1
Chimeln	1
Chloe	1
Claire's Prom	1
Classic Waves	1
CLEAN & CLEAR Advantage Acne Control 3-in-1 Acne Wash	1
COACH New York	2
COACH NEW YORK Poppy Wildflower	1
color ELIXIR	1
COVERGIRL	3
COVERGIRL bombshell shine shadow	1
COVERGIRL Bombshell Volume	1
COVERGIRL Clump Crusher Mascara	1
COVERGIRL instaGLAM collection	1
COVERGIRL New Full Lash Bloom Mascara	1

COVERGIRL Outlast	1
COVERGIRL Outlast Illumina Lip Color	1
DAISY MARC JACOBS	1
Danielle BOBS	1
DIOR Addict	1
Dior Addict it-lash Mascara	1
DKNY	1
DOLCE & GABANNA	1
Dream Out Loud by Selena Gomez	2
Dream Out Loud by Selina Gomez	1
Dream Wonder Fluid Touch Foundation	1
Emily Osment YOUNG & HUNGRY	1
EMPORIO ARMANI	1
Express	2
Express Jeans	2
FEED	1
For All 7 Mankind	1
for all 7 mankind Jeans	1
GARNIER FRUICTIS Damage Eraser Split-End Bandage	1
GARNIER FRUICTIS Marvelous Oil Deep Nourish	1
GARNIER FRUICTIS Sleek & Shine Intensely Smooth Leave-in Conditioner Cream	1
GARNIER FRUICTIS STYLE De-Constructed Beach Chic	1
GARNIER FRUICTIS STYLE De-Constructed Pixie-Play	1

GARNIER FRUICTIS Style De-Constructed Texture Tease	1
GARNIER FRUICTIS Style De-Constructed MOVE IT	1
Girly Prep	1
Glamorous Curls	1
Grandiose Mascara	1
GUCCI	1
GUCCI Guilty	2
GUESS	10
GUESS Dare Fragrance	1
GUESS Girl Belle	1
H&M	2
Hanes	2
Herbal Essences Hydra Licious & De-Damage Boost	1
Herbal Essences Naked	2
Hypnose Drama Eye Makeup	1
J'adore	1
Jessica Simpson	2
JIMMY CHOO PARFUMS	1
JOVANI	3
Juicy Couture Viva La Juicy	1
KARL LAGERFELD PARFUMS	1
KEDS	4
KEDS Brave Blogger	1

Kick Starter	1
M.A.C. VIVA GLAM	1
MAERIAL GIRL	1
Mane 'n Tail Shampoo and Conditioner	1
MARC	1
MASTERGLAZE Glisten Blush Stick	1
MATERIAL GIRL	5
MATERIAL GIRL: AMERICAN ICONS	1
MAX MARA	1
MAYBELLINE NEW YORK Eye studio Eye Makeup	1
MCQ	1
MICHAEL KORS	1
MICHAEL KORS	6
Miss Me	1
Miss Dior Blooming Bouquet	1
Miss Me	3
Miss Me Bags	1
MISSGUIDED	2
MIU MIU Eyewear	1
Nicole by O.P.I.	3
NYC City Proof Mascara and Lipcolor, Volume by the Lash Mascara, Top Gold Top Coat, Expert Last Lipcolor	1
O.P.I. Lacquers	1

Olay Fresh Effects	1
OMGel	5
OP	1
PAIGE	1
PANTENE Antioxidant Shampoo Formulas	1
PANTENE Beautiful Lengths	1
POLO	1
PRADA Candy Florale	2
PRADA CANDY L'EAU	1
Pretty Little Liars by AEROPOSTALE	1
RACHEL ALLAN	1
RIMMEL London 60 Seconds Shades Nail Collection	1
RIMMEL London Scandal Eyes Rockin' Curves Mascara	1
Roses De Chloe	1
Scandal Eyes RETRO GLAM Mascara	1
Schick Intuition	1
SEPHORA	1
Series 31 Jeans The Sexy Weekender	1
SEVENTEEN Ultimate Guide	1
SIMON Mall	3
SIMON Malls	2
Sofia Vix Swimwear	1
Softlips INACUBE	1

SPERRY Top-Sider	1
SPLAT Hair Color	1
SPLAT Rebellious Color	1
Sticks and Stones MORI LEE by Madeline Gardner	1
STREET STYLED Textured Top Coats	1
sunglass hut	1
Super Soft Denim	1
Swatch Pastry Chef Spring Summer Collection 2014	1
Tampax Radiant	1
The Falsies Big Eyes Mascara	1
THE GIVER China Glaze Limited Edition Collection	1
TOP SHOP	1
UNTOLD	1
US Coastguards	1
Vera Bradley	1
VERA WANG Princess Power	1
Very Irresistible	1
Xhilaration bikini separates	3
YouTube/BethanyMota	1
YouTube/RosannaPansino	1
Grand Total	225

C. Definition of Different Races and their Characteristics

Definition of Different Races and their Characteristics in the USA, According to

U.S. State & County QuickFacts by the Bureau of the Census, Population Estimates Program (PEP)

Definition of Different Races and their Characteristics

Race	Definition and Characteristics
White	<p>A person having origins in any of the original peoples of Europe, the Middle East, or North Africa. It includes people who indicate their race as "White" or report entries such as Irish, German, Italian, Lebanese, Arab, Moroccan, or Caucasian.</p> <p>White. A person having origins in any of the original peoples of Europe, the Middle East, or North Africa. It includes people who indicate their race as "White" or report entries such as Irish, German, Italian, Lebanese, Arab, Moroccan, or Caucasian.</p>
Black or African American	<p>A person having origins in any of the Black racial groups of Africa. It includes people who indicate their race as "Black, African Am., or Negro"; or report entries such as African American, Kenyan, Nigerian, or Haitian.</p>

American Indian and Alaska Native	A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment. This category includes people who indicate their race as "American Indian or Alaska Native" or report entries such as Navajo, Blackfeet, Inupiat, Yup'ik, or Central American Indian groups or South American Indian groups.
Asian	A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam. It includes people who indicate their race as "Asian Indian," "Chinese," "Filipino," "Korean," "Japanese," "Vietnamese," and "Other Asian" or provide other detailed Asian responses.
Native Hawaiian and Other Pacific Islander	A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands. It includes people who indicate their race as "Native Hawaiian," "Guamanian or Chamorro," "Samoan," and "Other Pacific Islander" or provide other detailed Pacific Islander responses.

D. USA People Quickfacts, 2013

(USA People Quickfacts retrieved from <http://quickfacts.census.gov/qfd/states/00000.html> on 3/15/2015)

USA

People QuickFacts	USA
Population, 2014 estimate	318,857,056
Population, 2013 estimate	316,497,531
Population, 2010 (April 1) estimates base	308,758,105
Population, percent change - April 1, 2010 to July 1, 2014	3.3%
Population, percent change - April 1, 2010 to July 1, 2013	2.5%
Population, 2010	308,745,538
Persons under 5 years, percent, 2013	6.3%
Persons under 18 years, percent, 2013	23.3%
Persons 65 years and over, percent, 2013	14.1%
Female persons, percent, 2013	50.8%

White alone, percent, 2013 (a)	77.7%
Black or African American alone, percent, 2013 (a)	13.2%
American Indian and Alaska Native alone, percent, 2013 (a)	1.2%
Asian alone, percent, 2013 (a)	5.3%
Native Hawaiian and Other Pacific Islander alone, percent, 2013 (a)	0.2%
Two or More Races, percent, 2013	2.4%
Hispanic or Latino, percent, 2013 (b)	17.1%
White alone, not Hispanic or Latino, percent, 2013	62.6%

E. Racial Makeup in Detail

(US Census Data in detail retrieved from <http://www.infoplease.com/us/census/data/demographic.html> on 03/15/ 2015.)

RACE		
One race	274,595,678	97.6
White	211,460,626	75.1
Black or African American	34,658,190	12.3
American Indian and Alaska Native	2,475,956	0.9
Asian	10,242,998	3.6
Asian Indian	1,678,765	0.6
Chinese	2,432,585	0.9
Filipino	1,850,314	0.7
Japanese	796,700	0.3
Korean	1,076,872	0.4
Vietnamese	1,122,528	0.4
Other Asian ¹	1,285,234	0.5
Native Hawaiian and Other Pacific Islander	398,835	0.1
Native Hawaiian	140,652	0.0
Guamanian or Chamorro	58,240	0.0
Samoan	91,029	0.0
Other Pacific Islander ²	108,914	0.0
Some other race	15,359,073	5.5
Two or more races	6,826,228	2.4
<i>Race alone or in combination with one or more other races ³</i>		
White	216,930,975	77.1
Black or African American	36,419,434	12.9
American Indian and Alaska Native	4,119,301	1.5
Asian	11,898,828	4.2
Native Hawaiian and Other Pacific Islander	874,414	0.3
Some other race	18,521,486	6.6
HISPANIC OR LATINO AND RACE		
Total population	281,421,808	100.0
Hispanic or Latino (of any race)	35,305,818	12.5
Mexican	20,640,711	7.3
Puerto Rican	3,406,178	1.2
Cuban	1,241,685	0.4
Other Hispanic or Latino	10,017,244	3.6
Not Hispanic or Latino	246,116,088	87.5
White alone	194,552,774	69.1

F. Seventeen Target Audience

Source: http://www.seventeenmediakit.com/r5/showkiosk.asp?listing_id=4285342&category_id=31773

seventeen

	Seventeen
Total Teens	3,908,000
Females	3,651,000
Males*	256,000
Females 12-15	1,579,000
Females 16-19	2,072,000

Source: http://www.seventeenmediakit.com/r5/showkiosk.asp?listing_id=4285343&category_id=31773

A large, diverse audience

Delivering more teens than any other title

	Seventeen
Total Females 12-19	3,651,000
Median Age	16.4
Median HHI	\$68,222
Employed	1,963,000
Spanish/Hispanic	635,000
African-American	437,000*
Other/Multi-Racial	553,000

G. Teen Vogue Target Audience

Source: <http://www.condenast.com/brands/teen-vogue/media-kit/print>



Circulation Demographics

Total Subscriptions	933,685
Single Copy (Newsstand)	77,683
Total Circulation	1,011,323

TOTAL AUDIENCE	5,000,000
Median Age	24
Median HHI	\$56,366
Gender - Female/Male	93% / 7%
Employment Status - Employed	60%
Currently Attending College / University	54%

Vita



Umana Anjalin has more than 08 years of experience in teaching management education at Universities of Bangladesh. In addition to being a responsive and enthusiastic mentor with adequate intellectual curiosity, she has experience in working with students of varying levels of maturity and knowledge. She is patient, meticulous, sincere and diligent in her work. Anjalin is also an innovative self-starter, who needs no prodding to accomplish the impending commitments. She enjoys working with and through people — both as a team member as well as a mentor. Anjalin's previous experiences in customer service have bolstered her capabilities to solve problems with satisfactory solutions.

Anjalin has been working as a Research Associate for University of Tennessee from September 2014 – till date (9 months). She has worked as a full time Assistant Professor of University of Asia Pacific from April 2003 – Present (12 years). She is currently on a study leave abroad. Anjalin had joined the University of Asia Pacific as a full time Lecturer from September, 2003. She also had worked as a part-time Lecturer in the same University from April 2003 until August 31, 2003. Prior to joining the education arena she had worked as a Public Relations Coordinator and Sales Executive for the Sheraton Hotel at Dhaka during 1999 and 2002. She also was an intern there. Anjalin has the experience of working as a Communication Consultant for *Aamra* Group, from January 2011 to December 2011.