Title page

Gendered magazine

Magazines objectify women that portray them as symbols of beauty and sexuality. On contrary, magazines portray males as masculine and free creatures. The magazines thus follow a gendered ideology in displaying male-female characters. Compared to males, females have been underrepresented that promote gender stigmas and discrimination. Such tradition has politicized youth by convincing them to accept common stigmas. Inappropriate portrayal of females leads to mental issue such as stress and low self-wroth.

The most visible theme of female magazine covers is beauty because it display models, actresses or fascinating girls. The agenda behind this strategy is to grab viewers attention. Such tradition has threatened the dignity of the females because this promote the belief that girls must be sexy and slim. Girls watching beautiful models and celebrities on magazine covers are convinced to attain same perfection. However their inability to achieve such goal results in self-destruction. Evidence suggests that young girls are more influenced by fashion models who are displayed on magazine covers. This creates sense of worthlessness that undermines mental health of young girls. Majority of the female population is struggling to attain the beauty standards by giving time to fitness and spending great amount of money on beauty products. These attitudes have negative impacts on personality of females. Objectifying has detrimental affects on female audience who victims of body shaming due to their inability of matching celebrity standards of perfection.

Another theme promoted by magazine covers is sexuality by portraying women as sex objects. The purpose of following this ideology is to fulfill commercial interest of the viewers. Objectifying women undermines their sense of dignity and respect. Such theme has negative impacts on both male and female audience. Males view females as sex objects and believe that they are for entertaining them. This is against the ideology of women empowerment because females continues to face devaluation. When women as shown in bikini and in sexy poses they capture attention of male audience. This promotes the belief that women are to serve males. Such practices have threatened the feminist attitudes of changing role of women by making them independent and free. It also encourage male audience to disrespect females by relating them with sexuality (Mahdawi, 2018).

Magazine cover portray males as masculine and powerful creature. This is one of the most common themes used by the magazines that leads to the creation of gendered stigmas. Such strategy of magazine depicts the prevalence of stereotypes that convince the viewers to consider males as dominant and commanding (Marsh, 2016). The tradition has negative impacts on both male and female viewers. Young boys who are unable to attain standards of masculinity experience bullying and criticism. Evidence also suggests that young boys failing to prove masculinity undergo mental issues including stress and depression. This also leads to dissatisfaction and deteriorates the quality of life.

One of the common themes illustrated by magazine covers regarding males is freedom. The magazines portray males as strong and independent creatures who are free from social constraints. By portraying males as free and independent magazines play a negative role because it promote negative behaviors among young boys. This undermines their ability to accept their responsibility in society. Theme of freedom has resulted in negative culture such as increased consumption of alcohol (Marsh, 2016).

The argument claims that magazine covers are portraying men and women in inappropriate way that promote negative attitudes and gendered stereotypes. In displaying women, magazines focus on attributes of beauty and sexuality that undermines the concept of women empowerment. Magazines associate males with masculinity and freedom that manipulate young minds.

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