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 **Literature Review #1**

Magazines are the soul of printed and electronic media. For years they have successfully influenced our society and became an ultimate source of driving minds of their readers, setting new trends of fashion, and educating readers. This paper is the magazine analysis of Vogue. I will discuss messages about gender and sexuality that are conveyed in the magazine’s stories and advertisement. Furthermore, I will analyze who does what activities in it, and what is its target audience.

 Vogue is a lifestyle and fashion magazine. It covers various topics including culture, beauty, runway, fashion, and living. In 1892, it started as a weekly newspaper in the United States of America. Years later it became a monthly publication. In the start, it was not as liberated as it is today. In the past, like any other source of media, its content reflected body shaming, gender discrimination, and supported several stereotypes of society. It did not represent homosexuals, plus-sized models, transgender, and all those groups of people who are unique in their style and living. As the world liberated, this magazine participated in the revolutionary change and broke different stereotypes. Now it represents diverse communities and covers modernization and fashion in true meaning.

 Flipping pages one by one, an individual notices that it does not only covers the models with fairer skin and zero size. It now covers diversity, drag queens, homosexual culture, transgender, black models, plus size models, many cultures that are followed in the entire world, and much more ( Lorber, 1993). It does not predominantly focus on the beauty standards of the past, it has risen above. Its diversity promotes equality and breaks the notions of discrimination ( Ali, 2015). It proudly represents underrepresented groups and raises awareness that how ethically incorrect it was that such groups were thrown in the back, underestimated and standardized as low (Ali, 2015).

 The theories pertinent to gender stereotypes and roles have a critical association with the literature and subject published in Vogue Magazine. The primary role played by these roles lie at the very heart of reflecting the essence of the perception of the society related to gender discrimination, prejudice, and similar protracted norms. A critical appraisal of the content and matter discussed in the magazine manifests the significance of gender roles and stereotypes. However, the magazine is renowned for confronting gender stereotypes. For instance, the women advance to dress in the attire they desire irrespective of social construction and perception. The cognitive developmental theory of Kohlberg underpins the pivotal development traits inculcated in children which further shape the comprehension of self. In addition, the theory serves as the limelight to make children understand the peculiar relation between the characteristics of gender and rigid notions of stereotypes. In the magazine, the reflection gender is independent of these roles and stereotypes in true letter and spirits. The theoretical paradigm postulated that such magazines are the key to confront gender roles. In essence, Vogue Magazine manifests the critical traits as depicted in the attire, style, and culture of the literature to offer an intricate understanding of the gender theories and further strengthens the norms of sexual orientation.

 It covers so many interesting topics. “Fashion world” is one of those parts which houses many interesting topics, it includes interviews with famous models, designers and of all those people who are close to the world of fashion. Interviews of this magazine represent something new rather than personal, mostly surprising and unknown facts about the celebrities and famous people. This way, their audience learns about different things in successful and beautiful people lives to use it in their own lives to become successful. This magazine includes quick and simple beauty, fashion and makeup tips from different celebrities which are quite helpful for the audience and they love it. It involves different articles and journals that support gender equality in the various field of daily life. For instance, it supports all those women who want to participate in sports, gymnastics, business, boxing and all those works which are standardized for men to participate for no reason at all. It speaks up for the rights of the women in the working field to get as much pay as men get on the same post(Sen, Powlishta, Dubois, 2001). Moreover, its content now speaks up for all those women who were body shamed for their sizes and now involves all those women who are underweight, or overweight. It aims to give the message that beauty is not confined to zero sizes only. In short, Vogue is all up to break stereotypes that have been miss educated to this society (Holmes, 1997).

 The topic of "Fashion show", discloses all the latest news related to fashion shows on different platforms worldwide. It also shares the pictures of a collection of different designers with added comments and explanations. It further highlights the way designers represent the cultures of different parts of the world. It is more like a trend analysis of the fashion shows so that readers may feel as they have attended the show themselves. As it is an international magazine, it represents ethnicities, cultures, designs, trends, and styles of different geographical regions in this world.

 It is unquestionably projected for young women of the age of 20 to 40 years, who are beautiful and successful and those who want to have knowledge of the novelties of beauty and fashion. Moreover, drags queens, homosexuals or men who like makeup, or women fashion trends are also included in the target audience of Vogue. Such people are wealthy of course and not all people of this world are wealthy. Nowadays, for this particular reason, editors at Vogue are trying to broaden and maximize the target audience of the magazine. Their main objective is to raise awareness that high fashion is in reach of every single person and it is not only limited for the elite community.

 The audience of Vogue has different professions, life values, hobbies, lifestyles, and interests but they all share one particular interest and that is to know more and more about fashion and beauty. So the main objective of the magazine is to deliver its target audience the most interesting, interesting, and trendy information, regarding fashion and beauty. It proposes a wide range of articles that are presented in order to update people regarding the advance news on fashion festivals, fashion shows, and fashion trends as well as different kind of news regarding the world of models and world of designers.

 The purpose of this magazine is to create an enchanting, modern and liberating world of fashion and beauty that has sets its own trends and has its own styles and rules of life. Magazine of Vogue represents a type of religion which is aimed to build up a society with a diverse but unique point of views on fashion and beauty, certain tastes, and to strongly influence on the lives of women and those who are interested in following women’s fashion. The objective is achieved practically as today, women all around the globe love to read this magazine and follow the religion that it preaches. This way Vogue proves that beauty rules the world.

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