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Cosmo Woman: The World of Womens Magazines

By OLIVER WHITEHORNE

Crescent Moon Publishing. Paperback. Condition: New. 168 pages. Dimensions: 9.2in. x 6.1in. x 0.6in. COSMO WOMAN Revised and updated, with new illustrations This is one of the few full-length explorations of the womens magazine market. Focussing on Cosmopolitan magazine, Oliver Whitehorne considers every aspect of the womens magazine, from themes and issues to images and style. The feminism in womens magazines is discussed in detail, and is related to second wave feminism and third wave or postmodern feminism. As well as Cosmopolitan, the author also studies many other magazines in the womens magazine market, and related magazines, such as lifestyle magazines and mens magazines. The author looks at the use of advertizing and consumerism in womens magazines and other lifestyle and consumer magazines, drawing on many examples of ads which are deconstructed in detail. Fully illustrated. With bibliography and notes. ISBN 9781861712851. This new edition has been revised. Also available in hardback. www.crmoon.com EXTRACT FROM CHAPTER TWO, THE COSMO WOMAN: Lets start with the typical front page of Cosmopolitan. As with most other womens magazines, Cosmopolitan features a woman, a model, smiling. Its not a movie star, or someone with a name (the model, we see inside, is called...



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