



## Study of social issues in the editorials of women's magazines.

### KEYWORDS

Social issues, magazines, editors, editorials, women's magazines, Femina, Cosmopolitan, Marie Clarie, Lifestyle, Fashion.

#### Priya

06, New Shree Dutta Darshan, Pandurang Wadi, Behind Model English School, Dombivli (East), Thane District, Maharashtra.

#### Arun

06, New Shree Dutta Darshan, Pandurang Wadi, Behind Model English School, Dombivli (East), Thane District, Maharashtra.

#### Gaikwad

06, New Shree Dutta Darshan, Pandurang Wadi, Behind Model English School, Dombivli (East), Thane District, Maharashtra.

**ABSTRACT** *The purpose of this research is to determine whether women's magazines cover social issues in the editorials or not. The paper helps in finding out the issues that are preferred and discussed more by the editors in their columns. In addition to this, the paper also studies which issues gets most importance in the women's magazines. Three magazines have been studied for this research i.e. Femina, Cosmopolitan and Marie Clarie. The method used is content analysis; detailed study of the data has been done for one whole year. The results suggest that Lifestyle issues are more discussed and covered in editorials as well as in rest of the magazine, whereas social issues are not given much importance.*

### Introduction:-

Magazines fall into two broad categories: consumer magazines and business magazines.

In practice, magazines are a subset of periodicals, distinct from those periodicals produced by scientific, artistic, academic or special interest publishers which are subscription-only, more expensive, narrowly limited in circulation, and often have little or no advertising.

Although similar to a magazine in some respects, an academic periodical featuring scholarly articles written in a more specialist register is usually called an "academic journal". Such publications typically carry little or no advertising. Articles are vetted by referees or a board of esteemed academics in the subject area. The various elements that contribute to the production of magazines vary wildly. Core elements such as publishing schedules, formats and target audiences are seemingly infinitely variable.

Typically, magazines which focus primarily on current events, such as Newsweek or Entertainment Weekly, are published weekly or biweekly. Magazines with a focus on specific interests, such as Life Positive and Cat Fancy, may be published less frequently, such as monthly, bimonthly or quarterly. A magazine will usually have a date on the cover which often is later than the date it is actually published.

Current magazines are generally available at bookstores and newsstands, while subscribers can receive them in the mail. Many magazines also offer a 'back issue' service for previously published editions. Most magazines produced on a commercial scale are printed using a web offset process. The magazine is printed in sections, typically of 16 pages, which may be black-and-white, be in full colour, or use spot colour.

These sections are then bound, either by stapling them within a soft cover in a process sometimes referred to as 'saddle-stitching', or by gluing them together to form a spine, a process often called 'perfect-binding'. Magazines are also published on the internet. Many magazines are

available both on the internet and in hard copy, usually in different versions, though some are only available in hard copy or only via the internet: the latter are known as online magazines.

### Magazines and Editors:-

#### 1. Femina

Femina is a magazine, published fortnightly in India. It is owned by Worldwide Media, a 50:50 joint venture between BBC Worldwide and The Times Group. It is primarily a women's magazine and features articles on relationships, beauty and fashion, travels, women fight back, cuisine, and health and fitness. It also features articles on celebrities and cultural facets of Indian women.

Femina was first published in July 1959. It has organized and sponsored the Femina Miss India beauty pageant since 1964.

#### Editor: -

Tanya Chaitanya is the Editor-in-Chief of Femina magazine. She handles Femina, Femina What to wear and Femina Hindi along with the cook book, travel book, parenting book, beauty book and bridal book.

She is the youngest editor of Femina at 29. Her experience is varied and she has a TV and Radio background. As a young journalist she has won many accolades and is a respected professional in the field.

#### 2. Cosmopolitan

Cosmopolitan is an international magazine for women. It was first published in 1886 in the United States as a family magazine, was later transformed into a literary magazine and eventually became a women's magazine in the late 1960s. Also known as Cosmo, its content as of 2011 included articles on relationships and sex, health, careers, self-improvement, celebrities, as well as fashion and beauty. Published by Hearst Magazines, Cosmopolitan has 63 international editions, is printed in 32 languages and is distributed in more than 100 countries.

The magazine, and in particular its cover stories, have become more sexually explicit in tone, and covers have models wearing revealing clothes. Kroger, America's largest grocery chain, used to cover up Cosmopolitan at check-out stands because of complaints about sexually explicit headlines. The UK edition of Cosmopolitan, which began in 1972, was well known for sexual explicitness, with strong sexual language, male nudity and coverage of such subjects as rape. In 1999 CosmoGIRL a spinoff magazine targeting a teenage female audience, was created for international readership, but closed in December 2008.

The magazine currently features topics including sex, relationships, beauty, fashion and health.

**Editor:-**

Cosmopolitan India's editor is Nandini Bhalla who moved from World Wide Media, where she was editor for Grazia.

**3. Marie Clarie**

Marie Claire is a monthly women's magazine first published in France but also distributed in other countries with editions specific to them and in their languages. While each country shares its own special voice with its audience, the United States edition focuses on women around the world and several worldwide issues. The magazine also covers health, beauty, and fashion topics.

**Editor: -**

Neena Haridas is the editor of Marie Clarie, India. Haridas moved from Maxposure Media, where she was Group Editor for Andpersand (a lifestyle magazine), Estetica (a beauty magazine, licensed from Italy), and Spice Route (an in-flight magazine of Spicejet). She comes with a varied and rich experience of over 15 years in journalism. Prior to Maxposure Media, Haridas has worked with Business Standard, The Pioneer, The Telegraph and HT City. She has also worked as the Features Editor at News X Channel.

**Why social issues?**

Social problems of women are many right from Sexual Harassment, molestation, domestic violence, problems of working women, Sati, Maternal problems, Dowry system, Status of widow to problems a woman faces after divorce and also early marriage.

There are 11 categories of violence against women and the categories include crimes that are familiar in the United States: rape, abduction, stalking and teasing (harassment). Other forms of violence, however, are unique to Southeast Asia: dowry-related violence and acid attacks which will require some explanation.

**Forms of Domestic Violence**

Domestic violence can take many forms and variations and can happen once in a while or all at the same time. Domestic violence can be Psychological Abuse, Social Abuse, Financial Abuse, Physical Assault or Sexual Assault. Violence can be criminal and includes physical assault or injury (hitting, beating, shoving, etc.), sexual abuse (forced sexual activity), or stalking.

**Common Forms of violence against Indian women include:**

Female feticide (selective abortion based on the fetus gender or sex selection of child), Domestic violence, Dowry death or harassment, Mental and physical torture, Sexual trafficking, and Public humiliation.

**Objectives:-**

1. To study which issues are favored more by the editors of women's magazines?
2. To analyze how many (editorials) talk about the social issues, problems faced by women in their editorial columns.
3. To examine which issues get the maximum pages or preference in the (overall) magazine.

**Hypothesis:-**

Women's magazines do not discuss social issues in the editorial column as compared to issues like Fashion, Lifestyle and Celebrity related news.

**Methodology:**

The researcher has applied Qualitative approach where content analysis will be conducted. This research involves a Qualitative approach, because it needs to study the issues of the magazines which can be done through the method of content analysis and cannot be studied by survey method.

**Observations and Analysis:-**

**Table 1.1:- Femina**

This table covers the number of pages each issue gets in the magazine.

Month/ issues	Fash- ion	Life- style	Social	Social cum lifestyle	Advises	Travel
January	41	74	0	0	7	4
February	78	99	3	9	8	4
March	51	46	10	0	3	Inc*
April	17	38	4	0	4	2
May	12	37	4	0	4	4
June	39	133	0	55	4	2
Total	238	427	21	64	30	16

\*Included in Lifestyle issues.

**Table 1.2:- Femina**

This table covers the number of pages each issue gets in the magazine.

Month/ Issue	Fashion	Life- style	Social	Social cum lifestyle	Advises	Travel
July	32	56	4	0	6	7
August	18	72	2	0	5	4
Sep- tember	22	47	5	0	6	6
Octo- ber	35	88	10	4	8	8
No- vember	99	168	18	5	20	12
De- cember	75	133	16	2	10	10
Total	281	564	55	11	55	47

The issues have been classified further to avoid any form of confusion. The types of issues studied in the magazines are Fashion, Social, Lifestyle, Social cum Lifestyle, Advises and Travel. Social cum lifestyle articles are those issues which not only fall under the category of Lifestyle but also has angles of social issue.

From the above table it can be seen that Lifestyle issues are highly discussed in the magazine whereas social issues

along with Travel and Advises are least discussed and favored in Femina.

**Table 2.1 :- Cosmopolitan**

This table covers the number of pages each issue gets in the magazine.

Month/Issues	Fashion	Life-style	Social	Social cum lifestyle	Advises	Travel
January	46	44	0	0	0	0
February	44	49	0	0	0	0
March	42	81	0	0	0	0
April	49	34	0	0	0	0
May	66	63	0	0	0	0
June	69	39	0	0	0	0
Total	316	310	0	0	0	0

**Table 2.2 :- Cosmopolitan**

This table covers the number of pages each issue gets in the magazine.

Month/Issues	Fashion	Life-style	Social	Social cum lifestyle	Advises	Travel
July	36	43	0	0	0	0
August	43	58	0	0	0	0
September	55	54	0	0	0	0
October	86	86	0	0	0	0
November	70	67	0	4	0	0
December	68	93	0	0	0	0
Total	358	401	0	4	0	0

From the above tables it can be understood that editor of Cosmopolitan magazine gives equal importance to both Fashion as well as Lifestyle issues and completely ignore social issues.

**Table 3.1 :- Marie Clarie**

This table covers the number of pages each issue gets in the magazine

Month/Issues	Fashion	Life-style	Social	Social cum lifestyle	Advises	Travel
January	71	67	4	0	4	2
February	59	43	0	0	4	1
March	84	43	4	3	4	*inc
April	63	57	3	0	12	0
May	81	59	7	2	5	0
June	101	72	8	0	5	0
Total	459	341	26	5	34	0

**Table 3.2 :- Marie Clarie**

This table covers the number of pages each issue gets in the magazine

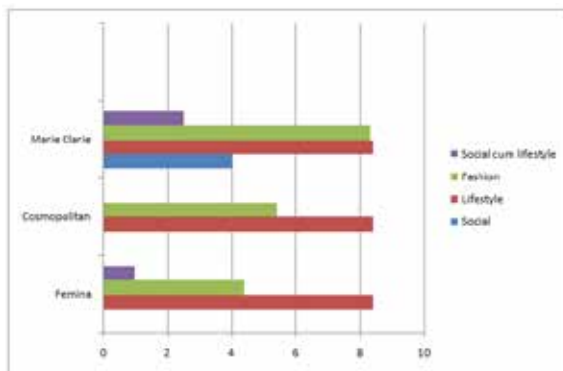
Month/Issues	Fashion	Life-style	Social	Social cum lifestyle	Advises	Travel
July	70	43	4	0	0	4
August	68	55	4	13	0	8
September	93	50	0	0	0	4

October	112	75	0	0	0	8
November	70	66	10	0	0	9
December	80	57	3	0	0	9
Total	493	346	21	13	0	42

From the above tables it can be concluded that even Marie Clarie magazine devotes most of its pages for Fashion, followed by Lifestyle, whereas social issues are hardly discussed.

**Conclusion:-  
Diagram 1.1**

The bar diagram represents the rate at which the issues (for whole year) were discussed in the editorials of three magazines



The above diagram indicates that of all the three magazines only Marie Clarie magazine's editor discussed social issues in her editorials. On the other hand, Cosmopolitan only preferred to discuss Fashion and Lifestyle issues in the editorial columns. And lastly, Femina might not have discussed social issues in the editorial columns but on few occasions it talked about social cum lifestyle issues.