

ALTERNATIVE GENRE

Cosmopolitan Cover

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Nicole Fox

REFLECTIONS:

The purpose of this piece is to inform people about the dangers of reading and believing those societal norms often portrayed in the media by creating a satire of the cover of Cosmopolitan. This magazine is often read by young women ages 18-25. Cosmopolitan covers often portray titles that severely objectify women and the material in the magazine often leads to body dissatisfaction. This cover portrays such titles and leads the reader/observer to believe its subliminal messages. It causes the viewers to consider the objectification of women in the media and its effects on their body image and consequently their health. It will also hopefully bring about awareness to such problems; members of society do not often recognize the woman objectification occurring in their media because it seems so normal. The audience is meant for anyone; women especially because body dissatisfaction directly affects them. However, it is also meant for their significant others; poor body image affects their close relationships as well. Anyone that views it will recognize the satirical comments concerning poor body image and objectification, leading to awareness and possibly change.

To develop this piece, I used an image from Victorassecret.com, manipulated it to make the already thin model even skinner (a small exaggeration of the ideal figure) and erased her background. Then in Microsoft Word I added an exaggeration of titles of articles that could be present in Cosmopolitan magazine. These titles bring out the absurdity present in the actual articles that most readers do not recognize. These titles emphasize how Cosmopolitan often insinuates a less than perfect body and mediocre sex skills; the articles in Cosmopolitan center around the woman being as close to perfect as possible for her man. It never mentions actual health benefits of eating healthy, instead how to be skinny and attractive to the man in her life. Sexual tips rarely are meant for benefiting the woman, they center around the man's pleasure. The research I completed to write my paper was very helpful in creating this cover. Information concerning Cosmopolitan was helpful in wording the titles; many of the articles are written very informally, creating a kind of sisterly appearance and presentation. Information concerning body image, objectification, and its effects on women and their relationships was helpful in creating the ideas behind such titles. For instance, most women believe that men prefer a smaller body type than men actually do; hence "If Men Could Design Your Body" and "Benefits of Much Needed Plastic Surgery." This title portrays that belief and leads individuals to consider if and why they change their body's to satisfy their man's desires and how far they would go to do so. Cosmopolitan often features articles on sex tips and information, many, as said before, focusing on the man's pleasure. This is portrayed in the "Be The Sex Object He Desires, Become His Toy."

This presentation is the accumulation of my research in one public and funny (hopefully) piece. It is meant to both be humorous and thought-provoking, especially thinking about the morality of the vastness of woman objectification in the media. However, if given more time on the presentation, I would have been able to learn Photoshop and manipulate the picture better. Instead of simply compressing it using Paint, I would be able to change it more. I would also have changed the colors to match more accurately. I may have also included a letter to or from the editor with more satirical comments concerning body dissatisfaction and Cosmopolitan.

Creativity, computer proficiency, and knowledge concerning body dissatisfaction, female objectification, and their effects on women and their relationships were required in creating this piece.

COSMOPOLITAN

Our
Better
Body
Issue

YOU'RE NOT ENOUGH

50 Sexual and Homemaker Tips to Keep Him With You

Be The SEX OBJECT He Desires

Become His Toy

SPECIAL SECTION

If Men Could Design Your Body



cosmopolitan.com

Lose That Last Ounce

New Diet That **GUARANTEES** 0% Body Fat

You Want To Look As Good As Her?

35 Ways To Improve Your Mediocre Body

SEXUAL HEALTH

Why Protection Should Be Avoided

REAL LIFE READ

Benefits of Much Needed Plastic Surgery



EXPLANATION OF COVER ARTICLE TITLES

My academic research paper concerned the effects of body image and objectification on young women and her relationships with the opposite sex. This Cosmopolitan cover exhibits some of the general characteristics that women perceive about both themselves and their partner's perception of them. It also satirizes both Cosmopolitan itself and therefore society's basis of the ideal body. The satire was used in order to cause the observers to consider their faith in society's ideals and their participation in reading fashion magazines such as Cosmopolitan; which often iterates society's ideals and expectations very boldly. These explanations are organized in the following order: top left to bottom left, and top right to bottom right.

You're Not Enough - 50 Sexual and Homemaker Tips to Keep Him With You

Objectification in the media often leads young women to view themselves as less than what they should or could be. Magazine articles such as the ones present in official Cosmopolitan often hint at tips to become a better person, often for the man in the life of the reader. Many articles lead to the assumption and inference that these woman are not 'good enough' for their man; they give tips similar to the time prior to the woman's movement. The articles make it seem like women should always take care of their man sexually and take care of the residence they may share to prevent him from leaving the relationship or looking elsewhere for what he is not getting out of the relationship.

Be The Sex Object He Desires – Become His Toy

Cosmopolitan often provides its readers with various tips concerning their unique sexual activities. Often the tips involve the reader doing something different to make their sexual relations different for the man. They involve making the time together better for him, without providing much information regarding her sexual desires. Though there are some articles that center on increasing the sexual enjoyment for the woman, there are far more that consider the man's enjoyment and desires instead of the woman's.

Special Section – If Men Could Design Your Body

Since birth, women are taught to self objectify themselves and attempt to achieve society's version of perfection. Often these young women grow up believing that men only desire those who match the ideal body; and if they are not identical they will never be romantically involved with another person. These women will in fact believe that the man in their lives will leave them for a woman who more closely resembles the ideal body. Studies show that women believe that men desire a skinner body type than they actually do. This belief leads all too often to jealousy of women who resemble that body type, skepticism of their partners faithfulness and intentions, and jealousy of women with whom their man may interact.

Our Better Body Issue

Cosmopolitan always has some kind of phrase in a circle such as Our Sexy Issue. These sayings often lead to a general theme about that issue of the magazine. This theme gives the general idea that this issue will focus upon obtaining a better body that society will finally accept as being beautiful. Though it sounds as though it could be focusing on a more healthy body, Cosmopolitan very rarely links its health section

towards actual health. Usually it is always concerning how to look better or eat healthier in order to lose weight, not for its health benefits.

Lose That Last Ounce – New Diet That Guarantees 0% Body Fat

Society portrays a next to impossible body type for women to both look up to and attempt to resemble. The body portrayed by the media is an altered image of an already very slim young woman. Women are generally dissatisfied with their body's and often attempt to diet in order to decrease the fat they carry and achieve the ideal. However, that is next to impossible; women are essentially required (for health) to have 8-12% body fat. But often the media portrays women who look like there is no fat on their body's and therefore convince their viewers that they should have less body fat as well.

You Want To Look As Good As Her – 35 Ways To Improve Your Mediocre Body

Young women often compare themselves to the media and the ideal image presented to them. On this cover the woman pictured is very thin and closely resembles the ideal image presented by mainstream society. The reader is supposed to compare herself to the woman pictured and believe that she needs to change, or 'improve' her body to resemble that shown. She is also supposed to believe her body is currently only mediocre; no matter what she looks like presently, she is supposed to look better and beautiful by society's standards.

Sexual Health – Why Protection Should Be Avoided

Women who suffer from body dissatisfaction and objectification often perceive there are boundaries between herself and safer sex. She believes that a man may leave her if she asks him to use a form of birth control, such as condoms. This title reiterates that belief in a way that sounds as though there is scientific proof. This title also refers to the sexual desires of stereotyped man. It is believed that if men were to choose they would not use protection upon sexual relations with women. This would be yet another tip for women to please their man in bed.

Real Life Read – Benefits Of Much Needed Plastic Surgery

Young women will sometimes believe that to be beautiful they have to change their physical features more than nature already can. Upon hearing consistently about models and popular individuals (movie and television stars, musicians, etc.) receiving plastic surgery, some women may believe that they also require such changes. These changes are often very expensive and near to impossible for readers of Cosmopolitan to get. This title also hints at plastic surgery as needed to achieve the ideal body image and be considered beautiful by society.