



Portrayal of Women; Content Analysis of Magazines' Cover Page

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Abstract:

This study includes the content analysis of magazines' cover page. The study is regarding how the magazines' cover pages portray women issues and how the magazines depict women in their issues. Women's images in different magazines have been the matter of concern for long as magazines are one of the strongest medium of communication. Media as an opinion maker play vital role in creating the image of women in the society. This study includes that how strongly women issues are taken in different magazines. The study is a kind of qualitative analysis of two magazines' cover pages carrying the pictures of women. Both the magazines portray women in different manner. Two magazines that have taken as the sample for study are India Today and Outlook. Both the magazines are nationally acclaimed and cover huge population by their circulation.

Keywords: *Woman Issues, India Today, Outlook, Content Analysis, Woman Portrayal*

1. Introduction

Women issues are covered differently in different platforms of media. In this study we have analyzed two magazines and their point of view about women issues. As the life has different phases of concern, in the same way media also have different forms of portrayal as politics, sports, social and economic issues. In this study, the researcher analyzed the cover page and media portrayal about woman that how women pictures are used to carry the story.

2. Literature Review

As an essential institutional system for socialization, mass media are continuously filled with representations of femininity, masculinity and gender relations (Gill, 2007), which has vital influence on individual's cognitive understanding and conceptions of gender.

In particular, with the media covering so many images of men and women, and messages about men, women and sexuality today, it is highly unlikely that these ideas would have no impact on our own sense of gender identity (Gauntlett, 2008).

3. Methodology

Researcher used content analysis technique to study the portrayal of women in different issues of both the magazines. The researcher has taken a total of 1 issue of both the magazines. As the Krippendorff, 2004 defined content analysis; it *can be used by the researchers* to quantify and *analyze* the meanings and relationships of certain words, themes, or concepts.

4. Sample of Study

The researcher has taken cover pages of India Today and Outlook magazines which are carrying the images of women. One issue from one magazine has been taken for the study. Both the Cover Pages portray women pictures in different ways. The latest issue of India Today and Outlook are taken from 2021 has been taken for the study.

4. Analysis

4.1 Sample-1

India Today, March 29, 2021

This issue of magazine is a World Water Day Special. Main cover line “The Great Thirst” is the about the greatness of the problem. Cover page of the magazines carrying 10 women, who are protesting for the water scarcity. The depiction of all women is very strong. All the women belong to the Paani Samiti members in Motipura Veda, Gujarat. They are protesting for their right of water.

4.2 Sample-2

Outlook, July 12, 2021

This issue of the magazine is about the second wave of Covid and its impact in India. The Mani cover line of the cover page is “Choked” where alphabet ‘O’ is depicting Oxygen. The main Pic of the cover is very simple and showing a simple Indian woman who is trying to cope with losses due to Covid. There is a woman in the middle whose description is given right below her images on the right corner of the cover page. She is Kanika Duggal of Delhi who lost her mother due to Lack of oxygen during the second wave of Covid. The image is carrying the mirror where you can find the face of the woman at the same time the back of women.

5. Conclusion

The cover pages of both magazines carrying the strong image of woman. One is about their will power where they are fighting for the social cause while other is about the house wife who is struggling the loss. India Today’s cover page with ten women shows the unity and its power. Especially, the images women standing on the stairs of water tank gives the high boost to the topic. On the other hand, a single woman is depicted in a mirror where reader can feel both the aspects of life. One is woman from behind who is not strong and trying to the hide the worries in her way while at the same time the picture in the mirror shows the will power of woman who has not lost the hopes.

Appendix: 1

Cover page of India Today (March 29, 2021)



Appendix: 2

Cover page of Outlook (July 12, 2021)

