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Brainstorming

For my second paper I will write about a magazine that I read somewhat regularly. Often times when I’m about to go on a plane ride or a long journey I will buy Cosmopolitan to pass the time. Lately, I’ve been buying more and more of this magazine and it has really interested me.

The first thing that I would like to talk about Cosmopolitan is the visuals that the magazine induces, almost half of the pages are covered with pictures and there is very little writing. Additionally, any time there is writing, there will almost always be a picture to compliment the paragraph. Since this magazine is supposed to attract girls from page to page there are very vivid and bright colors that just shoot out at you to grab your attention.

One thing that I’ve noticed from reading a few magazine issues is that although Cosmo is geared for the young adult, the magazine is very organized. It’s not like your reading something from the top and you jump to the bottom and to the top left again; I believe they made it organized so that the reader can read it in one fluid motion to grab the message of the magazine.

I haven’t decided what my main point will be but just from the cover one can tell that this magazine is very seductive and has a sexy vibe to it. One of the ideas that I’m thinking about is that this magazine is attempting to bring confidence to every woman who reads it and open up her inner “tiger” and help her feel sexy. They do this through multiple ways by using models, paragraphs, and research (although I don’t know how accurate this research is). Finally they use real life stories to prove points and build up confidence for women who are lacking it. Overall this magazine does a really good job in motivating women to change their lives even if they don’t want too. However, the magazine does give a very one-sided stance in that as you read it seems like it’s telling you: you are a woman and you must do this simply because you are a women. Cosmopolitan could really corrupt young women into believing that they must do things that they don’t agree with simply because they are women, and in other instances Cosmopolitan can help build confidence for women who are seeking it. It just all depends on who you are as a person and what you’re seeking out of Cosmo.

These are all just ideas that I’ve jotted down but I have yet to work on fluidity and my main argument.