Thomas McCarthy

Ms. Charla Hughes

ENC1101- 48

4 October 2012

Cosmopolitan Magazine

 Cosmopolitan is a magazine that is generally geared towards women who are in their mid-20s to their late thirties. Instantly, one can assume that Cosmopolitan is not the normal type of magazine from the cover. Each issue includes a celebrity woman who is very good looking and evokes the image of “sexiness”. Inside the issue it will talk about the woman on the cover and most likely will include their path to success and fame. This is a wonderful story that can offer guidance and hope for others to reach their goals as well. However, sometimes women can take this story from face value and completely miss what the underlying message, which can in turn have a negative effect. In addition, the magazine writes a lot about sex and offers many sex tips. This is not bad if used correctly, but after reading the magazine women may feel the need to engage in non-beneficial sexual activities. The magazine is very visually engaging and the text is very blunt in the message that the editors want the audience to grab. The whole point of this magazine is to instill confidence in woman and help them throughout their daily lives, including exercise workouts, healthy eating habits, and daily life occurrences. The visuals and use of gorgeous women engages the reader to bring a more vivid experience, but the somewhat trashy values that are highlighted throughout the magazine can lead some women to be corrupted with the idea that they need to be a certain body type to be liked by men and know how to be good in bed to be able to be considered attractive.

 Each magazine has a famous/sexy woman on the cover. Lucy Hale was recently on the cover of one of Cosmopolitan’s magazine. Although she is not as old as most celebrities she has reached fame by appearing as a star on the TV Show Pretty Little Liars. This makes a very effective form of advertising because the show is mainly watched by girls and Hale is very popular. If somebody watches the show and is walking in a store and happens to see her on the cover they will be more inclined to by the magazine because of loyal fan support. Cosmopolitan editors almost always pick women that are popular because it will increase the number of sales for that month’s issues since people are always interested to learn more about celebrities they follow.

 One of the best parts to every Cosmopolitan issue is the interview with the celebrity who’s on the cover. These articles are wonderfully written to inspire people who look up to celebrities in that they are not that different and there is so much that we can learn from them. For example, Lucy Hale admitted how she struggled with her body image in her younger years and would sometimes go days without eating. For two years she struggled with this issue until she found the strength to change and no longer felt the need to be a certain way to please anybody else. She found the comfort of her own body and quote “I realized you can’t listen to the positive or negative things people say, you just have to follow your own track”. After emerging from the darkness in her life she quickly began to gain popularity landed the job as a lead actress in Pretty Little Liars and since then she has become more and more famous. Any celebrity is constantly being highly scrutinized from the media and although regular people do not receive critique from the media does not mean that we escape criticism from society.

 Everyday normal women undergo society’s harsh vision women of what women should look like. So many of them have body image issues and view their bodies in a negative manner. This is a very harmful and dangerous way to live because women will enter extreme diet phases that can cause damage to the body. Cosmopolitan does a wonderful job by using a strong woman like Lucy Hale that so many young girls look up to and getting the message across that you do not have to be skinny to be beautiful, you just have to love the way you are. Lucy’s uplifting story proves to the women who are struggle with their body that they should not think bad about themselves and rather be happy with who you are. Once Lucy accepted her body she began to find fame and success, and whereas the common girl may not find fame like Lucy Hale did, women who successfully recover will find themselves in a state of happiness.

 Cosmopolitan’s use of a famous actress that many people look up to and emotionally engaging story really hits home to the reader. The struggles that Lucy Hale faced would surprise anyone because no one would think that a beautiful girl like her would have body image issues. The way the editors crafted her story to be told is very effective and instills a sense of confidence to the women who read it and the message of being happy with one’s self is conveyed in a clear and positive manner.

 Although one may have never opened a magazine from Cosmopolitan, just from the cover the way that each person is posing brings a seductive tone to the magazine. Lucy is standing showing a lot of skin, tight jeans, and wind blowing to make her hair blow with the wind releasing her inner tiger. It is very difficult to find a Cosmopolitan magazine cover with a girl just standing and smiling. The editors want to instantly send you a message through the cover by introducing a sexy vibe to the magazine. Throughout the issue, the magazine continues to keep you engaged by talking about deep and sensitive parts of your life. This is a wonderful thing in that many people may feel uncomfortable about talking about these issues with other people and Cosmopolitan offers the opportunity for women to have their questions answered. One of the many tones of Cosmo is that it is very blunt. If something needs to be said, they will not leave any information out even though it can cause the reader to cringe. Many women face issues regarding their women parts and rather than feel ashamed of themselves they can find out what’s wrong with them by reading some Cosmo articles. Additionally, if they have a question that wasn’t answered in the issue than women can email their answers to Cosmo and have the answers they need without having to expose themselves.

 To be blunt, Cosmopolitan is centered around giving tips to women on how to have sexual relations with their men. There are some areas of the magazine where it offers relationship advice but the bulk of the text in the magazine offers sex tips and most readers instantly turn to the sex tips pages. This magazine may sometimes give the impression that women need to be good at sex and that if not, than no man will want them. A man should like the woman he is with because of the beauty in her heart and not what is sexually pleasing to the body. Throughout the magazine it talks so much about sex and gives the impression that sex is not sacred. The argument is not that people need to wait until marriage to become sexually active, but Cosmopolitan should put in their Sex Tips section that sex should be practiced in a healthy relationship. Because Cosmopolitan talks about the glory of sex it may lead women to just turn themselves into sex machines and in a couple weeks’ time to women are emotionally distraught. Sleeping around with various men is not the correct way to live and sometimes Cosmo will talk about women who have acted very trashy and make it seem right. Sex is a part of human life, and Cosmopolitan does a wonderful job in helping women experience sex is a more positive physically appealing manner, but Cosmo lacks in its approach to emotionally stimulate sex into the lives of women.

The visuals of men/women engaging in sexual activity makes whoever is reading it begins to sexually arouse their mental state of mind. Cosmopolitan definitely deserves applause for taking on such a tough and scrupulous subject such as sex. It’s wonderful that there’ s a magazine for people who feel they need help and can read it and work on it in their life. Sex is very important in relationships and Cosmopolitan is there to offer guidance and help. However, the message can be taken the wrong way and some women may interpret some articles in that they should begin to open their legs to feel sexy and wanted. Having sex with multiple men just to have sex may feel good at the time but in the long run it will only destroy the woman’s self-worth and put her in a worse state than she was before. Cosmopolitan’s sex tips are wonderful but there should be an emphasis that sex should only be engaged in a relationship whether it is with a boyfriend or in marriage.