

Západočeská univerzita v Plzni

Fakulta filozofická

Bakalářská práce

THE LANGUAGE OF ENGLISH LIFESTYLE MAGAZINES

Plzeň 2017

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Západočeská univerzita v Plzni

Fakulta filozofická

Katedra anglického jazyka a literatury

Studijní program Filologie

Studijní obor Cizí jazyky pro komerční praxi

kombinace angličtina – ruština

Bakalářská práce

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Plzeň 2017

Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

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Plzeň, duben 2017

Poděkování

Na tomto místě bych ráda poděkovala Mgr. Lence Dejmalové, Ph.D. za vedení mé bakalářské práce, cenné rady, průběžné opravy a podporu po celou dobu psaní této práce.

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INTRODUCTION

The Bachelor's thesis deals with linguistics sociolinguistic devices used in lifestyle magazines. Its main objective is to introduce the scientific discipline that deals with this field of study, to familiarize with the development of magazines and in the end, to apply the acquired findings during the language analysis.

The thesis is divided into two main parts, the theoretical and practical. The first part initially explains the influence and variations of the language based on criteria such as age and gender. Further, this part focuses on defining magazine types, their common content and language tools. In the practical part selected samples of magazines submitted to language analysis are presented. The analysis findings are summed up and compared at the end.

Lifestyle magazines are very popular and powerful means offering entertainment and self-education, having a great impact on individuals as well as on society. Their language and design contain a lot of aspects affecting their audience and influencing consumers to buy them, which we, as readers, do not even notice. Language tools used by magazines take on various forms and they vary in intensity as well as in their purpose and effectiveness. Through the language media can act on the audience and create certain ideologies. Despite the current trend of on-line resources of amusement and knowledge acquisition, there are countless printed magazines and journals on the market and new ones are still being created. Although some of them have already changed into digital versions too.

The magazines' means of communication are tailored to their target groups, which are people of a particular age, gender, education, interests, etc. The relationship between language and society is discussed in the introductory chapters. The first chapters present a science discipline dealing precisely with this relationship and its field of application.

Magazines have already served many previous generations, but since then they have gone through many changes. The second chapter of the thesis is devoted to this historical overview and the development of magazines. The thesis focuses on the language features, on which bases the linguistic and sociolinguistic analysis is performed in the last chapter.

The last part of the thesis deals with selected samples of popular lifestyle magazines, each oriented on a slightly different field and audience. The main task is to examine and analyse their content, means of language, and alternatively the use of persuasion techniques. Furthermore, the analysis is summarized and evaluated, and the use of certain language devices in individual magazines is compared.

1 RELATIONSHIP BETWEEN LANGUAGE AND SOCIETY

Language is not only used as a means of communication but also to build and support social relationships. Everyone uses language and works with it individually. Along with learning a language we also adopt a corresponding culture and certain usage standards of that language. The way one talks let us know which social or geographical background they come from. On the other hand, the way we talk with others and the signals we send can indicate our background and what we think of the people we speak to. The use of language inside communities, and within cultures and societies are the features sociolinguists deal with [Mallinson 2015; Trudgill 2011: *Prologue*].

1.1 Introduction to Sociolinguistics

The main aim of sociolinguistics is to study language use within societies and how social context influence it. Language is something that we create ourselves and we can modify it into various forms, depending on which situation we use it in and is thus ‘a source of social and political power’.

According to Spolsky, sociolinguistics’ main field of activity is to study ‘the relation between language and society, between the uses of language and the social structures the users of language live’, because ‘human society is made up of related linguistic patterns and behaviours’ [Spolsky 1998: 3–5].

Sociolinguistics is interconnected with other similar scientific disciplines, such as sociology and linguistics. One discipline provides useful research methods to the other one, thereby they are mutually helpful. For instance, the collaboration with sociology of language is important for it brings information needed in sociolinguistic investigation.

Those scientists, who see sociolinguistics, which points out how society affects language, and the sociology of language, which points out what role has language in society, as two different fields, distinguish between terms micro and macro sociolinguistics. These two approaches of studying languages differ in what they focus on in sociolinguistics research. Micro sociolinguistics is interested in interpersonal communication and studies how the way of pronunciation and grammar clarify information about speaker’s social background. Macro sociolinguistics, sometimes marked as the sociology of language, devotes to language as a whole. This area of study uses language in order to understand society.

Sociolinguistics, as an interdisciplinary branch of linguistics, along with many other disciplines falls under so-called applied linguistics. Applied linguistics is a term that emerged in the 40s, and refers to the application of linguistics in situations, when people use and learn language, especially as non-native speakers. In general, applied linguistics makes connection between theories and language use in practice [Jesenská 2010: 7–9; Linguistic Society of America 2012].

1.2 The Development of Sociolinguistics

Down to the enlightenment of dictionaries during the 18th century increased an awareness of standard forms. The regularity in spelling and pronunciation had been established and the rules for the languages stabilized.

The 19th century meant the time of experimentations in language and looking for the new techniques of wording that attempted mainly fiction authors. Other thinkers, historians and philosophers also noticed changes in the general view of language. While they were trying to discover what else is hiding behind language, they unknowingly laid the foundations of future sociolinguistics.

Among former significant linguists belong personalities as Wilhelm von Humboldt, Hugo Schuchardt, Benjamin Lee Whorf and other thinkers, whose ideas had a significant impact on the later linguistic research [Jesenská 2010: 22].

1.3 Contemporary Sociolinguistics

Sociolinguistics initially had to emerge from the imaginary shackles and separate from both sociology and linguistics to create an individual interdisciplinary field of studying languages [Spolsky 1998: 3–4].

Nowadays sociolinguistics has less in common with sociology than had a couple years ago. In the 21st century sociolinguistics has separated from other disciplines and created its own field due to differences in methodology. Sociolinguists' current view on the relations between language and society is that they are inseparable and they are essential parts of a whole.

John Gumperz, Bernard Spolsky and Charles A. Ferguson along with many other linguists and sociolinguists rank among the personalities who contributed to the contemporary sociolinguistics. William Labov, the founder of variationist sociolinguistics, is considered to have the greatest influence on the current state of sociolinguistics.

Furthermore, he contributed by establishing modern methodologies for collecting and analyzing data from language.

1.4 Language Variation

A particular language comes in many different forms that vary along individuals or communities. Factors such as gender, race, nationality, social class and others have effects on the form of language. There are many variations in language, which are closely related to these categories. Sociolinguists follow up in what way we use language in order to negotiate our roles in society [Mallinson 2015].

To study linguistic variation and to show it on social conditions is one of the main purposes of the sociolinguistics. We distinguish between synchronic and diachronic variation which means ‘variation at a single point of time and variation over time’ [Spolsky 1998: 4].

Variation in language enables people to belong to a particular group and to find their social identity. By choosing specific linguistic variants we make our identity recognizable and we unwittingly show our social information. Sociolinguists are trying to find some rules that account for language variations.

We can find linguistic items referring to relation between speaker and its addressee and their social characteristics in every language. Speech contains particular forms of words that differ with who the speaker speaks to. The form of speech can also reveal the relationship between the speaker and addressee.

People have a tendency to talk like those with whom they talk most frequently and they choose the vocabulary appropriate to their recipient. This choice reflects how much they share, what they have in common, whether they are of the same religion, age, occupation, race, etc. Whether they want to deepen that relation and share their intimacy is also reflected by their speech [Spolsky 1998: 4–41].

1.4.1 Association with Age

One of the factors strongly influencing the form of a language is undoubtedly an age. Variety based on age is characterized by using specific linguistic phenomena, differing in every age group.

Whereas elder people are more conservative about introducing new words and other changes into the language, the language of a young person is distinguished by innovations, such as neologisms and foreign words. Situations, when older person simply do not understand the younger one, are not an exception nowadays. Even though, in some cases this could also apply vice versa.

The tendency to talk like our peers may reflect our need to emphasize membership in a particular group and to identify with other members. It often also means to identify with the people with whom we often share the same opinions and attitudes [Jesenská 2010: 44–45].

1.4.2 Differences in Women's and Men's Language

Distinctions in language are very often connected with the speaker's gender. We can find specific linguistic items typical for men's and women's speech in the language. Women's talk is considered to be associated with home, whereas men talk is seen as oriented to activities outside the home associated with job or economy, but it is more of a prejudice than the fact. Due to the stereotyping, women are considered to have lower power and prestige in a society. Fortunately, many journals now work with their language so as to avoid the gender prejudices in it [Spolsky 1998: 36–39].

Although it may not seem to be like this at first sight, there are certain elements in the language of men and women that uses either one or the other sex in their speech.

Men's priority is to achieve an imaginary victory over other participants of a conversation and they like to show their dominance. Men prefer a conversation, in which one speaks and the others listen to him, which reminds public speech. They focus mainly on themselves. Women, on the other hand, are supportive and empathetic. They make efforts to become closer with the people involved in a conversation. Besides that, women try to develop the conversation and keep it going. Even in a larger group they often create a smaller conversation circles.

Topics and content spoken by men differ from what women are usually talking about. While women are opened and they are not afraid to talk about their emotions, men are more private about things associated with their feelings. That is why they tend to turn the conversation to safe topics, such as work, sport or business. A man rarely speaks about his personal life and topics such as children, relationships, etc. They centre the conversation on themselves, on individuals.

A man usually says exactly and directly what he wants to say and does not add many details. In contrast, women use a lot of descriptive vocabulary in their conversation. Male's speech makes the impression of confidence and they speak with authority.

Female, unlike men, generally tend to be more sensitive when they speak. In their speech they express emotions, and politeness. Women do not sound as authoritative as men, thus they may be perceived as too soft sometimes [Hudson 1996: 140–142; Chambers, Trudgill 1980: 71–74].

2 THE HISTORICAL OVERVIEW OF LIFESTYLE MAGAZINES

2.1 The Beginnings of Magazines

Magazines date back to the 17th century. This time first printed newspapers, banknotes and newsletter were introduced in Europe. Gradually, the attention was turned to the publications focused on specific topics of interest and magazines slowly began to appear, their content, however, remotely resembled the one in today's magazines. The *Philosophical Transactions* seems to be the first periodical established in 1665 by Royal Society of London, the oldest national scientific society. In these years the publishing of magazines started also in other countries – France, Italy and Germany, where the first magazine was probably published in 1663.

In the journals appeared mainly book advertisement and new books summaries, but they did not include literary reviews or critiques as they are known nowadays. Sometimes there were just short notes or comments attached. In the second half of 17th century regular periodicals were founded in England, for instance *Mercurius librarius* and *A Catalogue of Books* issued quarterly. However, these journals dedicated to books worked only for a short time. In the 1670s emerged first entertainment magazines. The first lighter type magazine was the French *Le Mercure Galant*, issued in 1672 [Encyclopaedia Britannica 2017].

2.2 The Development in the 18th and 19th century

At the beginning of the 18th century the essayist Sir Richard Steele came up with two significant magazines *The Tatler* and, in collaboration with Joseph Addison, with *The Spectator*. They were published at regular intervals and main content of the magazines was initially based on essays about political and topical issues.

The Tatler appeared three times a week for two years, from 1709 to 1711. It presented news and gossips gleaned at various London coffee houses, informed about cultivated manners and represented the principles of the proper behavior of real gentlemen and gentlewomen in society. *The Tatler* magazine inspired many later journals that followed its pattern. After two years of existence of *The Tatler* Steel and Addison decided to stop its publishing and set up *The Spectator* magazine instead.

Tatler, as it is known nowadays, was relaunched in 1901 by Clement Shorter, who drew inspiration from the Steele's original journal name. Since then *Tatler* has changed its name and owner several times. *Tatler* has been on the market for more than thirty years

now. This glossy lifestyle magazine focusing on fashion currently ranks among the most popular magazines in Britain [Kuiper 2007].

In the early 19th century a new group of readers interested in readings for entertainment appeared. Besides, the interest in reading among lower and middle classes also increased and all this led to the emergence of new kinds of magazines. Magazines at more reasonable prices began to be available. Until then, the magazines were not affordable for lower classes. While initially the magazines focused their content on spreading the ideas of enlightenment and improvement, in the course of the century they became more entertaining – oriented. People were keen on reading of political and social affairs. Weeklies or weekly magazines targeted towards women and children were popular among the public. Mainly by the end of the century began to appear illustrated magazines, for instance *Illustrated London News* from 1842.

Among the first to come to the British market with new types of magazines were publishers Charles Knight, the Chambers brothers and John Cassell, when each in their magazines devoted to a slightly different area.

There were special magazines for ladies and gentlemen presented. Edward Cave, the English printer, established *The Gentleman's Magazine*, where the word magazine was used in this context for the first time. Among magazine publishers there began to appear a competition with increasing number of periodicals. Some of them tried to copy already established magazines, but many magazines perished shortly after their launch. There was a strong rivalry between *London Magazine* and *Scots Magazine*, likewise between *Ladies' Magazine* and *Lady's Magazine*.

Many other magazines were still dedicated to book critiques at that time. Periodical criticism was widely spread particularly in Britain. The journals published in Britain were more political, compared to the rest of Europe, where remained a censorship. There were also popular magazines that spread scientific ideas. Scientific journals were famous for plentifully illustrated articles on various interesting places on Earth.

2.2.1 Women's magazines in the 19th century

Women's magazines were somewhat uninteresting and dull before the end of the 19th century. Yet with the arrival of the first wave of feminism in the late 19th century they gradually became more interesting and amusing reading matter. British *The Female's Friend* from 1846 was one of the earliest magazines that advocated the importance of women in

society. In the mid-century, Sam Beeton conquered the market with his magazine called *The Englishwoman's Domestic Magazine*. As the magazine's name suggests, it gave women a practical advice on how to run their homes. With such content it ranks among the very first magazines interested in this topic.

Since the late 19th to early 20th centuries the women's magazines became a large business, when they started to be oriented towards fashion, which attracted a large group of female readers. Some of the fine magazine's launched in this period in Britain involved for instance *Myra's Journal of Dress and Fashion*, which contained, at this time so popular, sewing patterns. In addition to fashion inspiration, female's magazines provided also child care or nutrition tips.

The 19th century in the United States gave rise to one of the most famous female magazines ever. In the manner of the Berlin publication *Der Bazar*, have been in 1867 created the American version called *Harper's Bazar*, later written with double "a" like *Harper's Bazaar*. Other major magazines, that are published till now, have been established in this century. *Ladie's Home Journal* was launched in 1883 by Cyrus Curtis and his wife, and soon reached great values in the number of copies sold. Nine years later, *Vogue* – the exclusive fashion magazine created for high-class persons, has appeared.

2.3 The boom in the 20th century

Technological innovations at the turn of the 19th and 20th centuries made from magazine publishing more profitable business. Life in the 20th century slowly but surely began to accelerate. Changes in the American economy during the first half of the century, and specifically in the distribution of consumption goods, brought about the growth of advertising and improvement in the field of illustrations. People were enthusiastic about the magazines that had brought them all sorts of entertainment and information. The British publisher George Newnes noted this fact and in his monthlies he focused on the light literature which he accompanied by many illustrations, as for example in his *The Strand Magazine*. Illustrations accompanying texts undoubtedly increased the popularity and thus sales of magazines too. With the invention of camera the illustrations form artists were gradually sidelined and replaced by photographs.

Magazines gradually started to offer their pages to the advertisers and thus, with the increasing advertisement, magazines slowly began to become the part of the market system in the United States. Mass-market magazines and women's magazines experienced

popularity rise. In continental Europe there were especially newsmagazines that recorded the development after the World War II. The sales of magazines rose considerably during the 30s of the 20th century, when they began to be distributed to the stores and some of the supermarkets started to sponsor them. The progress had practically numerous effects on all sides of the magazine industry [Encyclopaedia Britannica 2015].

Thanks to new inventions started up new industries, which led to the extension of advertising already by the end of the 19th century and manufacturers found out soon how to let the general public know about their products through advertising.

2.3.1 Effects of Advertising on Magazines in the 20th century

The prerequisite for further development of the print media was the abolition of the tax on advertising in the mid-19th century. The rising number of advertisements, generated by changes in the distribution of consumable goods, triggered also an increase in the amount of magazines in circulation. Increasing demand for products advertised in magazines, but also for magazines generally, raised market for magazines to a higher level and contributed to their development. Due to the industrialization and democracy the level of education raised, and there was also more free time that could be used for leasing through magazines.

However, not only this boosted the group of magazine's readers though. The technological progress and improvements in logistics of magazine publishing were another aspect of the growth of magazine circulation. Market leaders began to be pushed out by the new ones, with fresh ideas and original approach to publishing. New publishers and their successful innovations were emulated many times by other publishers and that's also why already after the First World War originated a mass of new magazines [Peterson 1956].

Advertising undoubtedly had an effect on the overall design of magazines. Advertising agencies experienced great development and designers found employment in making the magazines more visual attractive. Advertisement spread from the back pages among the text and after the advertisers had realized how effective color printing had been, advertising was increasingly frequent in magazines.

Although advertising was most notably seen in American magazines, it spread into European magazines as well. Britain experienced the growth of advertising at around the same time as the United States, but it was less rapid there. Advertising came a little later to other European countries and its impact on magazines was not as significant as in Britain or United States.

2.3.2 Advertising and Women's Magazines in the 20th century

Advertising is connected with magazines for women, in view of the fact, that women make up most of all consumer purchases. At the beginning of the 20th century the advertising in Britain went up sharply, which resulted in prosperity of women's magazines. Some of the American magazines, among which belong for example *Vogue* and Harper's *Bazaar*, started to be issued in British editions too. These types of magazines were, however, in terms of their content, more like exceptions among the magazines issued at this time. The typical magazines that time encouraged both women and men to beautification of their homes and introduced new trends in housing and gardening. The advertising had significant utilization in this field, especially when introducing new products.

Women's magazines were not always only successful and prosperous field. They suffered a minor decline in sales twice during the 20th century. The first time it was around 1930, and 20 years later they had to deal with a small decline in circulation again. By the mid-20th century or so, new magazines, including *Seventeen* (1944) or *Teen* (1957), aimed at young women and teenage girls, have been introduced onto the market. During the second wave of women's rights movement in the 70s and 80s were established dozens of feminist-based magazines [Encyclopaedia Britannica 2017]. Worth mentioning is a non-profit magazine of women's liberation movement called *Ms.*, launched in 1971 in New York. It has been the first American magazine that has not been afraid to speak frankly about the issue of domestic violence and sexual harassment, and that informed on excessive power of advertising in journalism [Ms. Magazine ©2017].

2.3.3 News Magazines

With the quickening pace of life, the time to read was dwindling. Thus it was necessary to figure out how to give these busy people as much information as possible, as briefly as possible. The first, who successively attempted to do that, were the Americans Briton Hadden and Henry Luce, who in 1922 established the newsmagazine *Time*.

The magazine initially summarized reports from newspapers, but later began to gather information themselves. It was a great way for busy people who wanted to stay informed despite the lack of time. To maintain brevity of the text it was necessary to use language boldly and openly. The authors were not afraid to introduce new words or to use unusual phrases. We can therefore say that the *Time* had an influence on the English language, because these curious words became popular after they had appeared in the

magazine. Also the use of Roman numerals after words is attributed to the *Time* magazine that began to shorten the words this way. In the *Time* the content was more important than the number of pages [TimeInc ©2016].

2.3.4 Photojournalism

Pictures in magazines started being used in order to condense and eliminate the text. Photo journalists were using pictures instead of words to tell stories, which meant that they let the pictures speak for themselves. The first to work with pictures this way was the Hungarian photo essayist Stefan Lorant, who worked in Germany. The pictorial magazines came into existence along with advertising and tabloid press based on photos of celebrities and politicians. Illustrated news magazines date back to the 19th century, but the development of photography gave them quite new dimension.

Life magazine, an American weekly published between 1936 and 1972, was the most influential and thus broadly imitated pictorial magazine of the 20th century. In the *Life* magazine predominated engaging and authentic photographs by/from renowned photographers. The increasing costs of printing, which were no longer covered by incomes from advertising, unfortunately drove its authors to the abolition of the magazine. After that, *Life* returned to the market twice, but definitely stopped publishing in 2007. Since then, only its online version is available [Encyclopaedia Britannica 2017].

3 CONTEMPORARY MAGAZINES FROM LINGUISTIC AND SOCIOLINGUISTIC POINT OF VIEW

Magazines form an important group of print media influencing millions of people around the world. Lifestyle magazines present lifestyle which is currently in and how people should spend their free time, how to dress, eat etc. They therefore serve as an inspiration or guidance. The scope of topics in lifestyle magazines is quite wide, to satisfy large amount of people. The typical content is composed of general interest articles, articles of freelancers and interviews. Magazine columnists focus on specialized questions and hot topics and news in the field, in which a target audience of magazine is interested. Hence we have various types of magazines devoted to entertainment, science, food, sport, glamour, music, etc. Lifestyle magazines are dedicated to entertainment reading, they focus on providing advice and inspiration. Common topics also include the so-called 'how-to' articles. They generally focus on topics of interest within the target audience of a particular magazine.

Magazines are not hampered by one fixed layout that must be followed, but they can be visually diverse, they contain various types of fonts and articles are enriched with pictures. Magazine writers have relatively great freedom of expressing and communicating their views and a large scope for creativity as well. Popular lifestyle magazines intended for the general public use non-technical, rich language used to make the content readable and gratifying. The main aim of a magazine writer is to create an interesting, engaging and readable text, which can be achieved through several ways using various language devices. Editors and columnists prefer to use literary style and to choose concrete terms and shorter sentences to give an article dynamic character. The authors try to make the reading of their articles effortless by choosing a shorter length and intersperse them with illustrations.

It is necessary to attract potential readers' attention right from the beginning and to inspire, motivate and arouse readers' interests. Some magazines therefore begin their articles unusually, for example with a quote or a rhetorical question. People like to read about other people's lives and stories, and that is why magazines often put interviews and profiles to their content. Direct speech is for the reader dynamic e interesting than reported speech. All kinds of surveys and questionnaires also spice up the text and again, people like to read about other people's opinions.

Lifestyle magazines commonly contain interesting and appealing pictures to draw reader's attention. Visual strength of magazine lies also in the correct use of colour. To capture the potential reader's attention at first glance popular magazines use conspicuous

covers, quality papers, catchy headlines and also impressive advertising. Advertisements occupy a large number of pages in magazines. It is of course due to the fact that advertising offsets the cost of production, which basically means that lifestyle magazines profit from selling a specific type of consumers to advertisers.

The strong point of magazines, for example compared to newspapers, is in their long life. They are often kept for some time in case of re-reading or the need for inspiration. Due to the use of quality glossy paper and fine ink they are not only visually attractive, but also long lasting.

Target group of a single magazine is formed on basis of characteristics of individuals such as age, sex, race, level of education, hobbies, etc. Readers of a particular magazine therefore are divided geographically, but they have common interests, as for instance sport, fashion or fitness. Editorial content is always based on the taste of readers from various social groups across the society.

3.1 Magazine Structure

Cover story

A key story in any magazine is called cover story. It is usually highlighted on the cover page of magazine by noticeable headline and illustration and it encourages a consumer to buy a particular magazine. The cover story is characteristic for a detailed description of an event often accompanied by credible- photographs.

Editorial

In this part of magazine are usually presented events of the last week or month, which depends on whether the magazine is published weekly or monthly. The editorial reminds readers of the most important and interesting happenings, depending on the type of magazine. There are also discussed current affairs and news, on which an editor gives his opinion.

Articles

Magazine articles are written in non-fiction style and their subject matter depends on the target audience interests. In the first paragraphs the writer tries to grab the reader's attention so that he wants to read on. Its purpose is to share impressive, attractive, refreshing news

and to analyze and discuss specific topics. In articles there are sometimes used quotes, statistics and photographs to add an interest to it.

Columns

Magazine columns are a sort of commentaries various fields of interest, mostly on politics, current affairs etc. Columns are based on humorous theme and their main aim is to both inform and entertain, thus columnists often use irony.

Reviews

They critically evaluate and describe a piece of work such as art work, music, book or a movie. Critic supports his personal view with proper arguments and explains pros and cons of a particular work.

Feature story

Features describe any subject from people, places to events, in other words, they are articles about original ideas. It can include practically anything from lifestyle articles or movie reviews to investigative reports. Features tell a story slowly and easily and they do not just rush through events, such as news articles do. Featured-oriented stories consist of intro, body and conclusion and mainly concentrate on a description of a single person and some background information about his or her story.

According to the orientation we can distinguish several kinds of featured-oriented stories. There are newsfeature stories, informative features, personality sketch and human-interest features.

Essay

The Essay is short piece of writing that consists of a set of personal ideas and opinions on any topic. Essays usually present the perception of daily life or current issue.

Photo essay

Photo essays take the form of series of photographs made to tell a story and have an emotional impact on its reader. They capture striking moments and happenings in everyday life.

3.2 Types of Lifestyle Magazines

There are countless magazines in the world that serve for amusement, inspiration or self-education and cover various fields of interest. According to their orientation consumer magazines can be divided into two basic categories - general magazines and special magazines, that are further subdivided into several types.

The magazines of general interest provide information for non-professional readers, who do not need any special knowledge to understand the content, which means they do not have any special target audience. Their articles, often accompanied by photographs, usually cover current issues and they are written by freelancers, journalists or editors of the magazine. Among popular periodicals of this type rank for example *National Geographic*, *The New Yorker*, *The Economist* and also newsweeklies such as *Time* or *The Week*. Magazines of general interest are commonly issued by business enterprises.

Special interest publications are devoted to specific topics, thus they are designed for specialized readers that have common interests. They cover topics from beauty and fashion, sports to science, business and so on. Specialist magazines help to develop the reader's knowledge in any field of interest. While the previous type of magazines do not require any special knowledge, among the magazines of special interest there are some types, for which is necessary to know at least something about the topic, which a particular magazine pursues. For instance those dedicated to a particular sport can necessitate some knowledge about it [The State Council of Educational Research and Training].

Main topics of magazines can be further divided into two groups, according to whether they are devoted to light or serious themes. Light themes are meant mainly to entertain readers in their leisure time. Magazines on the topics of leisure time activities, movies and music, sports, fashion, and travelling are dedicated to such issues. In contrast, serious topics cover business and professions, political and social issues along with the environment, as well as medical, scientific, and technological progress. Serious readings further include topics related to historic events and wars, religion and education [Sumner 2012].

Target audience of specialized lifestyle magazines is mostly divided according to demographic characteristics such as gender and age. Thus we have different periodicals for men, women, girls and boys. According to their target audience we can distinguish following categories of specialized magazines:

Home and gardening

Health and fitness

Movies and music

Entertainment

Automotive

Children's

Women's

Men's

3.3 Gender and Lifestyle Magazines

It is obvious that magazines shape their target groups on the basis of gender. Gender stereotypes are visible in advertising in lifestyle magazines, where advertisers adhere to these stereotypes so that they can identify their target audience. Both men and women partially correspond with gender stereotypes, but not wholly. Each of them would be able to find in several magazines passages that suit him or her and combine them so as to agree with his or her personal lifestyle, and thus create a new perfect magazine. However, magazines and advertisers naturally cannot always please every reader therefore it is necessary to make some generalizations, thus they follow gender stereotypes and they show ideal versions of men and women as the society imagines them.

Men's Magazines

When writing a lifestyle for either men or for women editors must understand how both genders communicate and which language they prefer. It is typical of men to involve humour when communicating. Men's magazines are devoted to such topics as sports, business, music and various events. Health and appearance occur in men's magazines too, but only to a limited extent in comparison with women's magazines. The language used in articles for men is bold, witty, direct, and it reflects power and dominance. Men prefer to go right to the heart of matter than to walk around it at the beginning.

Concise and direct headlines are expected to have a better effect on men, while the titles for women rather take the form of quotes or personal experience. Advertising revolves around gender based products. Advertisement in publications for men usually refers to their pastimes and often are portrayed other successful men. Pictures of businessmen in suit make a good impression on the male readers. Males want to see utility and functionality of advertised goods, whereas women buy products for the sake of their design and for pleasure.

Women's Magazines

When reading women's magazines, female readers are believed to look for support, recommendation, intimacy and advice on various issues. The articles for female audience have narrative character and there often appear rhetorical questions. They aim to give space for personalized approach and attempt to make women as become active participants in the debate. The female's language is full of expressive adjectives relating to praise and compliment, such as good, beautiful, stunning, awesome, and so on. On the contrary, in their language there do not appear much vulgarism or taboo words. The characteristic features of women's language are soft expressions of grace, decency and empathy.

Common topics of women's lifestyle magazines include fashion and cosmetics, health, childcare, home care, relationships, cooking and other women experiences. Advertising in a magazine corresponds to the overall style of a publication. In women's lifestyle magazines the advertisements mainly relate to clothing, jewellery, cosmetics and fragrances [Tannen 2007: 145–150].

3.4 Persuasive Language in Lifestyle Magazines

All mass media, including lifestyle magazines have a manipulative character. The aim of persuasion in magazines is a certain influencing and an effort to convince their target audience to take up and support the same opinion as the author has, using a range of techniques. When persuading, it is necessary to consider the main factors, which are the target audience, the power of words, the type of the media and its specific features, and finally the purpose. Magazines employ specific linguistic tools and the power of words in order to persuade readers. Persuasive elements are often subtle and not visible at a glance, but nevertheless affect the reader's emotions and induce him or her to agree with a certain viewpoint.

Persuasive texts most frequently used in magazines include editorial, feature article, interview, essay, and opinion article, furthermore persuading is widely used in advertisements. We will present several kinds of persuasive tools commonly found in the language of magazines below.

Alliteration is a figure of speech based on the repetition of the same sound at the beginning of several consecutive words, which may favourably affect the reader to some extent. Besides, this type of repetition spotlights the key words and captures the attention. Alliteration occurs at the beginning of words and syllables and it is generally used for

emphasizing. The repetition of letters, words or whole phrases intensifies their meaning and makes them more emotive [Tannen 2007: 62–69].

What else magazines use to emphasize the emotionality are *adjectives*. Such language, in which occur emotive and powerful adjectives, moreover used in extraordinary context, raises strong emotional reactions of a reader and manipulates his needs and desires.

Hyperbole or exaggeration is the use of exaggerated words and overstatements in order to add dramatic character and sensation, or to stress the importance of a particular issue. Furthermore, hyperbole and exaggeration make a phrase or word more memorable and amuse the reader. Those techniques are extensively used in headlines to draw attention and persuade to read the article.

Brief entertaining and humorous stories called *anecdotes* are another type of persuasive technique. Anecdotes can be real or fictional and are meant to entertain the reader.

The use of personal pronoun *we* and its form *us* is seen quite often in magazines. Inclusive language is used in order to arouse reader's sense of belonging and togetherness. The author demonstrates that he or she represents the views of wide range of people.

Rhetorical questions as another type of persuasive tools are questions that are not expected to be answered. They carry a hidden message and direct the audience to think about it, by which it manipulates the reader to agree with it, because it assumes the answer is obvious.

Generalization persuades people to believe that a general statement or idea applies to all the people or things, which is not always true. It works well as a means of influencing.

Commonly known and overused term called *Cliché* is a good tool for convincing. Since it is familiar for people, they often tend to sympathize with it.

Metaphor refers to the transfer of the significance of the original subject to a different subject on the basis of their similarity. It makes the text more interesting for the reader and it adds colour for example to opinion articles. Metaphor is similar to another figure of speech called *simile*. The difference is that simile compares things using connecting words.

Colloquial language is due to its friendly and informal tone used in magazines to raise the sense of inclusion and belonging, to make readers feel that they are part of a group. It gives readers the impression that the author and therefore the text are closer to them.

A complicated expression can be described in a simpler way using *analogy* that works on the basis of the comparison of one thing to another. It helps to understand the meaning or to better imagine what the matter is.

Connotation is a literary device that refers to an additional meaning of words. Some words have, besides their common and literal meaning, also an indirectly expressed emotional association or sense depending on the context. Words have either negative or positive connotations, which depends on what individuals imagine under a particular word and what they associate it with. Connotations give a text freshness and vividness.

Statistics, research, expert advice are forms of evidence widely used to back up the credibility of writer's point and prove that something is fact and not just the opinion. They often occur in diagrammatic form, as graphs and tables. The purpose of the use of these data is to make a certain point more convincing [Breuer, Napthine, O'Shea 2008: 1-4, 70-78].

4 PRACTICAL PART

The practical part is devoted to the analysis of linguistic tools occurring in selected lifestyle magazines that fall into the groups mentioned at the end of the chapter 3.2. *Types of Lifestyle Magazines*. Examined magazines include five publications issued between 2015 and 2016, each being concentrated on a different focus and target audience. The aim of the linguistic and sociolinguistic analysis is to explore typical language devices, persuasive techniques and other features related to the magazines' appearance and layout, and also to learn to what extent factors such as age and gender influence the choice of language. Specifically, for the purpose of the language analysis were selected following magazines:

VANITY FAIR

NATIONAL GEOGRAPHIC

SQUARE MILE

NEW SCIENTIST

GIRLFRIEND

4.1 The Analysis of Selected Magazines

4.1.1 Vanity Fair magazine

Vanity Fair is an American monthly publication covering fashion, popular culture, topics on world current affairs and trends dedicated to younger and middle aged female readers with higher incomes. The magazine is famous for its celebrity portraits covers featuring movie or music stars with their interviews inside. They prefer to show a single person over more people for their covers and typical colours used for the masthead are red, black and white.

Cover and Content

The cover of this issue features the well-known American actress and beauty icon Jennifer Garner and, as usual, this publication includes an extensive interview on her private life and career inside. The cover picture agrees with the overall theme of the magazine and the period of the release of this edition, which was the spring 2016. Famous movie star, who is looking straight on the reader from the glossy paper, appeals to consumers and influences them to buy the magazine. The most attractive content is shown on the side lines, sometimes written with an exclamation mark to grab readers' attention.

The March issue contains a wide range of subjects such as art, style, culture, famous people stories, politics, or interesting events. It also includes popular features of movie stars, theatre play, etc. accompanied by portraits and appealing photographs. The text is interspersed with advertisements that generally cover about 30 percent of the magazine pages and relate particularly to women's clothing, jewellery, cosmetics and perfumes.

Language

The language of Vanity Fair magazine includes the following language phenomena:

The lexis relatively frequently uses **informal and slang expressions** in the articles of all types, for instance:

Selfie, kale, girlie (p.140); *Heartthrob* (p.118); *A big-time* (p.38); *Razzle-dazzle* (p.46)

Examples of the **repetition**: *My daddy... My granddaddy... My great-granddaddy... And my great-great-granddaddy...* (p.52)

In the French cosmetic product promotion was used **generalization**, which aims to make people believe that this statement is true and to let influence themselves to buy the promoted product: *The French do ageing better than most.* (p.61)

Set phrases: *...broke the code of silence.* (p.93), *Feel the burn* (p.54)

The use of a **pun** – the form of a **word play** in the title can be an effective tool to attract attention to the article. Usual phrase 'best dressed' was in this case transformed into: *Best addressed* (p. 90)

4.1.2 National Geographic magazine

This photography based monthly magazine is a shining example of the high quality photojournalism. It includes beautiful photographs from various geographic locations. The monthly is dedicated to a variety of such areas such as geography, archeology, environment, world's cultural, historical and natural resources and so on. The magazine strives to encourage people to care about the planet more, to enhance the geographic knowledge and to raise awareness of global problems. The magazine's target group is not precisely defined, it can be both men and women aged approximately 15+ who like to enhance their knowledge in the areas to which this non-fictional magazine is devoted.

Cover and Content

On the cover was applied a very simple picture of the planet Earth, which reflects the fact that the whole issue deals with the problem of climate changes and their impacts. It is supplemented by a pleasing combination of black, white and the magazine's typical yellow colour on the border. There is practically a single one cover line consisting of a short idiom that says *Cool it.*, which engages the attention for its simplicity and clarity.

The examples of graphs, diagrams, expert views and statistics based on research can be seen throughout all the magazine, as well as photos showing mainly people from various areas facing environmental problems caused by climate changes. In the magazine also commonly there appear maps of these areas and colourful illustrations that accompany articles and facilitate their understanding. In the mentioned issue appear articles on solar energy, melting ice, rising sea level and endangered species.

Advertising covers only the bare minimum of pages of the publication. In many articles there are external links and sources shown at the bottom of the page, that often refer to scientific journals.

Language

In articles appear mostly short and dynamic sentences written in the first person narrative and the use of proper grammar and punctuation is seen throughout the magazine. In our sample of the National Geographic magazine appear following linguistic phenomena:

In the magazine can be found **idioms**, such as:

Cool it. (cover)

Against the Tide. (p.121)

Boil it down. (p.5)

turning point (p.14)

piece by piece (p.80)

a tiny cog in a surging economic machine (p.80)

There is no going back (p.138)

Expert's opinion (pp. 66, 67) and **personal comments** (pp. 80-83) in the form of **direct speech** appear in many articles, followed by verbs such as *says, told me, admitted*, that refer to the author of the speech.

There is noticeable abundance of **rhetorical questions** and sentences that begin with **question words**, especially with an **interrogative pronouns** *how* and *what*. Other pronouns like *why*, *which* or *who* also appear at the beginning of the sentences, but not as often as previously mentioned. It makes the reader to think about a particular problem and about its possible solution or indicates what a certain article is going to talk about.

How will the world adapt? (p.90)

How can they not feel afraid...? (p.126)

How can we power the planet? (p.10)

How to fix it. (p.19)

How to live with it. (p.87)

What this is, what this tell us (p.149)

What kind of world is this...? (p.128)

What will we do with what we know? (p.160)

Why I'm bullish about Earth's future (p.5)

Which ones will make the cut? (p.136)

Who will thrive... (p.136)

Short two or three-word **imperative sentences** are found in some articles, they make them fast paced and more attractive to read. Examples of this feature are sentences:

Face it.; Cool it. (the cover); *Travel the world.* (p.28); *Boil it down.* (p.5)

Various types of **hyphenated compound words** occur quite often and make the text special and interesting. It is common to appear several times in one single article:

candy-bar-sized LED light, solar-powered, acid-leaking, for-profit, razor-thin, government-subsidized (p.80)

land-based (p.66)

coal-fired, clean-energy future (p.67)

white-haired, cat-herding (p.14)

round-the-clock (p.114)

Dashes are typically written to separate some extra information or when adding a comment or **clarification**. In this instance the dashes also add kind of emphasis:

..., she apologized for being incapable of raising her voice – which in a diplomat is no doubt excellent quality. (p.14)

...the production of renewable energy – wind a solar and hydropower – is booming ... (p.15)

Finding a way to stop those emission – and climate change – is the challenge for... (p.17)

The results – from drought maps to sea-level charts – can help farmers... (p.21)

...the “greenest street in America” – a two-mile stretch in the industrial neighbourhood (p.22)

Coral reefs are suffering as well – and worse is yet to come. (p.128)

Although in the magazine prevail literary language, in some titles appear also **colloquial expressions** like: *Bullish* (p.5), *nukes* (p.32)

Articles often contain **adjectives** increasing emotiveness, descriptiveness and dynamic character of the text, which enables readers to imagine vivid pictures and it drags them more into the text.

canary yellow and ocean blue (p.80)

razor-thin budget (p.80)

vivacious dances (p.134)

blazing night sky (p.135)

small, elegant, white-haired woman (p.14)

blistering heat (p.82)

dynamic interactions, critically tied (p.89)

aggressive climate model (p.90)

devastating droughts, crippling ice storms (p.94)

4.1.3 Square Mile magazine

The British magazine Square Mile is a lifestyle magazine designed particularly for men of London. It is one of the younger magazines that emerged only twelve years ago. The monthly provides a mix of topics from business sphere to lifestyle and popular culture, and it also presents famous personalities through interviews and profiles.

Cover and Content

Cover consists of the photograph – portrait of a men’s sports star on a self-coloured background, which is Square Mile’s typical cover design. In general, the cover is designed simply, with just a few cover lines on the sides that advertise features inside.

Advertising accounts for about one third of editorial content and mostly are advertised luxury men’s watches, clothing and cars. The magazine contains several interviews and information about events taking place mainly in London and surrounding areas. Furthermore, this issue is dedicated to the arts, presents men’s fashion trends and, of course, introduces interesting personalities, such as sportsmen or fashion designer in its features.

Language

Idioms:

...he plans to take the next step... (p.11)

Not only does master perfumier FREDERIC MALLE have a nose for fine fragrances, ... (p.43)

From this side of the pond... (p.18)

He may have taken a back seat in the day-to-day running... (p.49)

... the man who seems to have the boxing world wrapped around his little finger (p.60)

... three hours with David Haye is enough to hammer home the point that, ... (p.63)

In a sport punctuated by flurries of punches and outpourings of heat-of-the-moment emotion, and in an environment where so many have lost their heads, ... (p.65)

Colloquial, informal expressions:

..., but David Haye wants another crack at the whip. (p.60)

...a former First Lady with a line in dodgy emails. (p.18);

And Pier Luigi Loro Piana isn’t kidding there. (p.48)

By far the swankiest place to check into is the Espalande Zagreb, ... (p.98)

Situated slap bang in the centre of town, ... (p.98)

Colloquial language in the magazine appears also in the form of:

Abbreviation: *“America 4eva!” (p.18); Capital gains max (p.96)*

Acronym for The President of the United States: *...their new POTUS... (p.18)*

Exclamation of anger: *Hell’s teeth! (p.25)*

Swear word used to emphasize, especially in British English: *Premium quality shoes are bloody expensive.* (p.41)

The following phrase is perhaps somewhat overused nowadays that it could be considered a **cliché**. It is used to say that a thing or a colour becomes as popular at the moment, as it can compete with the black, which is the most steady and popular colour so far.

Is orange about to become the new black? (p.18)

The **Quote** saying *MAKING MONEY IS ART, AND WORKING IS ART, AND GOOD BUSINESS IS THE BEST ART* – *Andy Warhol*, where the word “art” is repeated, is placed next to the profile of a certain artist and thus captures an attention to that article.

It is possible to find an instance of an **alliteration** in the text: *Well-tanned, well-fed and well-dressed,...* (p.48)

An ingenious use of the capital letter gives an adjective ‘trumped-up’ an **additional emotional meaning**: *Trumped-up reality TV star* (p.18)

4.1.4 New Scientist journal

An international scientific journal New Scientist is devoted to the latest progress in science and technology. The readers of the weekly journal can include both scientists and people interested in science, who can thus get acquainted with science.

Cover and Content

Cover consists of a simple, but unusual picture on a bold background. Cover lines are located mainly in the upper half of the cover as they are not too striking.

Articles are aimed both technically and philosophically. Readers can comment on specific issues in the Feedback and they can also send their questions and answers related to science and technology, which then appear in the section called The Last Word.

Less than one fourth of the content is devoted to advertising, especially on cars, educational programmes and jobs in research institutions.

Language

In the subtitle of one of the articles appears an **idiomatic expression** 'lose sight of' which is, moreover, used in **the figurative sense**: *Animal-based drug studies are losing sight of human illnesses.* (p.5)

Another example of the use of the figurative sense can be seen in the word 'toothless' in a headline: *A toothless idea* (p.18). In this case the adjective means 'ineffectual'. However, the article to which the title belongs concerns dental checks, so the use of the word 'toothless' gains deeper meaning here.

The term 'panacea' normally means a universal cure, however, in the phrase *PARTICLE PANACEA* (cover) it has **figurative meaning** and does not actually refer to a kind of medicine, but to the model that can solve, in this case, physics problems.

The magazine often refers to other people's words and very often cites **opinions of experts** from scientific institutes:

"...", *said Elias Zerhouni, the former director of the US National Institutes of Health, in 2013.* (p.5)

"...", *says Alan Woodward, a computer scientist at the University of Surrey in Guildford, UK.* (p.7)

“...,” says Mikhail Shaposnikov at the Swiss Federal Institute of Technology in Lausanne.
(p.9)

Idioms:

A watchful eye (p.22)

Life in the slow lane (p.45)

..., *but it could vanish in the blink of an eye* (p.36) – the phrase could be also considered as **cliché**

Colloquial expressions: *footie* as a short for ‘football’ (p.7)

An idiom ‘cry me a river’ was changed into expression *Eye me a river* (p.27), which carries a **metaphorical meaning**.

The sentence *THE UNIVERSE IS FLAT AS A PANCAKE* (p.35) is an example of **simile**, where the Universe is compared to the pancake using a connecting word ‘as’. It may also be seen as a **hyperbole** – an exaggerated expression.

An interesting **word play** is placed right in the headline on the cover of the magazine: *UNBEARABLE LIKENESS OF BEINGS*, which in original sounds ‘The Unbearable Lightness of Being’ and it is a name of the novel by Czech author Milan Kundera.

Homophone: *It’s a tale of two tails*. (p.10)

There is fairly large number of **technical terms** in the text, relating to various scientific disciplines, especially medical and IT terms, and also the special vocabulary related to astrophysics:

Hippocampus (p.12)

Haptic feedback (p.23)

Bot (p.7)

Internet-of-things (p.7)

Dark matter (p.9)

Geothermal-energy (p.10)

Uncanny valley (p.28)

4.1.5 Girlfriend magazine

Girlfriend magazine is an Australian monthly designed for teenage girls aged around 14–17 years. It attempts to understand youth culture and it provides young ladies with advice on various topics and discusses questions that trouble or interest most girls at this age, but they do not have the courage to ask about them. In addition, the Girlfriend reports on the latest trends in dressing and make-up.

Cover and Content

As for the visual side is concerned, not merely on the front cover is used a collage technique, that allows to get a large amount of text into such a small area, which one page is. Font types and sizes often change throughout the whole magazine.

The text of the magazine attempts to make a friendly and confident impression on diffident teen girls. The content is a mixture of amusing articles and advices on fashion, beauty and lifestyle, supported by celebrity interviews. The interviews give readers the feeling of communication with the interviewed person and the feeling of closeness. In addition to interwies, articles are complemented by images the 'perfect' people. In terms of main topics, more emphasis is placed on sensationalism and amusement, rather than on educational and more serious topics.

Advertising is focused mainly on fashion, cosmetics and also books and seemingly does not fill many pages, however, especially beauty products reviews and promotion are practically included throughout the magazine which also serves as an advertising.

Language

The language used in the Girlfriend is emotive, informal and resourceful, so it gives the impression of originality. Using the second person they address the reader.

The language in the magazine for teenagers is really rich in **neologisms**:

It's fandemonium! (p.7)

... I take my Harry Potter fangirling very seriously... (p.7)

..., we bring the Periodic table of Youtubers... (p.7)

Stylestalker (p.12)

Socials (p.24)

Among neologisms also appear words used for fans of a particular famous person, which are derived from the names of these celebrities:

Beliebers (p.34) – Justin Bieber’s fans

Sarahnators (p.7) – Sarah Ellen’s fans

Swifties (p.62) – from Taylor Swift’s fans

Smilers (p.63) – Miley Cyrus’s fans

Selenators (p.61) – Selena Gomez’s fans

Idioms:

... to catch a glimpse of her. (p.7)

Can't. Even. Breathe. (p.7)

MONKEY BUSINESS (p.54)

Hungry for acceptance (p.83)

Bae got the blues. (p.92)

A Colloquial saying *Haters are gonna hate...* (p.32) means that people who do not like somebody or someone always find a reason to their aversion.

An effect of **emphasis** is quite often expressed using **capitalization** and **exclamation mark**, as in the page 36:

Your tastes change a LOT over time.

One day they'll spark some AMAZING memories!

...your friends might still LOVE said group...

Do sweat it! (p.70)

Hurry! Stocks are limited! (p.57)

Multiple letters are also used to stress, for example:

Maybe your fandom has heeeaps of... (p.7)

This cult flick came out in 2001, waaay before ScarJo... (p.24)

Hyperbole:

Ruffles are everything and everywhere right now, ... (p.22)

Can a lipstick change your life? (p. 76)

Slang words and phrases:

IT-GIRL (p.16)

SHE SLAYS, OK! (p.18)

Yep (p.24)

nailed it (p.24)

style crush (p.26)

... go nuts with the Insta stalking. (p.36)

Slang in the magazine occurs very often in the form of **abbreviated words**:

vid – video

fashion ed – editor

faves – favourites

tees – T-shirts

on the reg (p.19) – on the regular

No biggie (p.19) – not a big deal

rn. (p.24) – right now

gonna (p.33) – going to

'rents (p.35) – parents

celebs (p.41) – celebrities

Facey (p.48) – Facebook

yo' (p.71) – your

WTH (p.70) – what the hell

brekkie (p.72) – breakfast

lyf (p.74) – life

bod (p.74) – body

def (p.89) – definitely

Some headlines that have the form of a **rhyme** appear in this issue:

Style File (p.21); *FIRST DATE, FIRST AID* (p.91)

Alliteration:

Geek Goddess (p.24)

Track the trend with a throwback to... (p.24)

...fashion freak flag fly... (p.24)

Horrendous. Horrific. Hilarious. (p.54)

Homophone: *LOVE NOSE BEST* (p.85)

A verb 'knows', which is a homophone to 'nose', would be used normally.

4.2 The summary of the analysis

Most of the selected magazines try to avoid clichés; on the contrary, they are rich in idiomatic and colloquial expressions to inspire a greater sense of familiarity and to get closer to the reader. There was not found examples of analogy in the samples examined, which can be just a coincidence, given the relatively low number of magazines examined.

While science-based journals contain minimum of advertisement focused on a small range of products, in other magazines advertising sometimes make up a great deal of content and it is very diverse depending on the target audience of a particular magazine.

The language of teen magazine can be characterized by the excessive use of informal expressions more than any other magazine examined in the analysis. The magazine uses many linguistic features to impress its teenage readers, which is achieved by the abundance of neologisms and use of various forms of emphasis, such as frequent switching of fonts and colours. Using all these language tools, the magazine tries to imitate the spoken communication.

Some magazines seem to give more weight to the visual side than to the content. Especially women's and girls' publications try to impress them through the seemingly perfect, though very retouched photographs, and through colourfulness.

The most understated and classical language is used by scientific journals National Geographic and New Scientist. Especially in the scientific journals authors often support their claims by statistics, charts and references to experts' statements. Using graphs and various cartoon illustrations they sometimes summarize the text and simplify its understanding, which can bring them a wider reader base.

The longest articles are published by Vanity Fair magazine, where articles up to 6–7 pages long can be found. There is one more thing in the Vanity Fair that did not appear in any other magazine, which is that the articles discontinue in the half and they continue 30–50 pages apart, at the end of the publication. Such layout creates space for other content that would have to be pushed to the back pages otherwise.

The articles' authors enjoy playing with words and they often rewrite well-known statements of titles of works into other amusing forms.

Interviews and reviews are very popular sections, since they appear in all of the analysed magazines.

5 CONCLUSION

As mentioned in the chapter 1.4, language seems not only to be an individual matter, but also the social one. People can, on the basis of language, join the same language community, they can integrate. By sharing the same system of communication, people within the same language community can achieve group identity, create their own culture and thus set apart from other speakers. Cultural subgroups develop their own language or slang that they share only among them, to distinguish from other subcultures.

On the basis of the language that is close to them, certain groups of people choose certain types of reading matter. Depending on their interests and lifestyle in general, people tend to choose magazines that correspond with these aspects. Magazines struggle to win their target reader's favour using appealing language and other means.

Lifestyle or interest magazines have undergone a major change over the years, both inside and outside, as discussed in the second chapter and they have become the phenomenon of today's society. It has showed that advertising, as one of the persuasive tools, has gained its place amongst the magazines' pages that has slowly but surely become dependent on it and magazines have also learned to influence their readers to pursue certain magazines' ideologies. Periodicals apply certain strategies to resist the great competition existing among them nowadays. Their aim is to create the most engaging and inspiring texts whether using engaging language or other appealing content, as can be seen in the analysis.

In the Bachelor Thesis, we wanted to examine the occurrence of such elements, as well as to discover the most widespread language phenomena and the language differences on the basis of the gender and the age range of the readers to whom the magazines are intended. The analysis showed that the most curious language features of all studied magazines, such as neologisms, were found in the magazine for teenage girls.

The conclusions of the analysis could be further elaborated and a more detailed analysis could be made, for example particularized analysis of only one of the selected magazines. Another option is to examine a certain group of magazines, such as only men's magazines or so.

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7 ABSTRACT

The principal aim of the present bachelor thesis was to analyse the language of popular magazines from various lifestyle fields. The thesis is divided into two main parts, the theoretical one and the practical one. The theoretical part consists of three main chapters, the first of which initially introduces the relation of language and society, then explores the basic differences in communication, depending on both age and particularly gender. The next chapter provides the brief historical overview where it informs on the emergence, development and current situation of popular magazines. The last chapter of the theoretical part focuses on the main content and usual linguistic means and persuasive techniques used in the magazines.

The practical part examines whether and to what extent these means occur in the selected magazines. The analysis of languages means and the aims of their use was performed in five selected popular magazines concerned with lifestyle and devoted to fashion, beauty, culture and science. At the end of the practical part follows the short statement of main points that sums up the observed language features and main differences in the content of selected samples.

8 RESUMÉ

Hlavním cílem této bakalářské práce bylo analyzovat jazyk populárních časopisů orientovaných na životní styl. Práce je rozdělena do dvou hlavních částí, teoretické a praktické. Teoretická část sestává ze tří hlavních kapitol, z nichž první nejprve představuje vztah jazyka a společnosti, zkoumá základní rozdíly v komunikaci v závislosti na věku a zejména na pohlaví. Následující kapitola poskytuje krátký historický přehled, kde informuje o vzniku, vývoji a současné situaci populárních časopisů. Poslední kapitola teoretické části je zaměřena na hlavní obsah, jazykové prostředky a persvazivní techniky, které se obvykle v časopisech vyskytují.

Praktická část se zabývá tím, které z uvedených prostředků se ve vybraných časopisech vyskytují nejvíce, případně které další prostředky v nich lze najít. Analýza jazyků a jejich využití byla provedena u pěti vybraných populárních časopisů zaměřených na životní styl, které se věnují módě, kráse, kultuře a vědě. Po analýze následuje její krátké shrnutí, kde jsou uvedeny vyzorované jazykové rysy a hlavní rozdíly v obsahu vybraných publikací.

9 APPENDIX

Glossary of idioms, terms and neologisms used in the analysed magazines

Against the tide	the opposite of what the majority is doing
Boil down	to reduce a problem to the basic parts
Bot	a computer program that performs automated tasks and often spams
Can't even breathe	an expression denoting emotional responses that one can't even comprehend what he or she seen
Catch a glimpse	to catch a sight
Cog in a machine	something or someone of small significance within larger group
Cool it	to stop doing something what is not salutary
Crack at the whip	a chance to try or take part in something
Crush	someone who is found very attractive
Dark matter	a substance in space that does not emit any light
Dodgy	tricky or dishonest
Fandemonium	pandemonium created by fans
Fangirling	an obsession of female fans with celebrity, book or movie
Geothermal-energy	the heat from the Earth
Get the blues	to get a feeling of depression or unhappiness
Go nuts	to become extremely angry, crazy or frustrated
Hammer home	to make certain that something is understood by expressing it forcefully

Haptic feedback	touch-based feedback of electronic devices, most often of mobile phones
Have a nose for	to have the ability to find things of a certain type
Hippocampus	major component of brain responsible for processing of long term memory
Hungry for	to want something very much
In the blink of an eye	extremely quickly
Internet-of-things	the networked interconnection of everyday objects
It-girl	trend-setting woman that everyone admires
Life in the slow lane	life at a much slower pace
Lose head	to have no control of emotions
Monkey business	dishonest, improper or suspect conduct
Nail	to do something right
Not kidding	to tell the truth
No going back	too late to stop something
Slay	to be successful in something
Socials	people who often use social networks
Swanky	fashionable, stylish or luxurious
Take a back seat	not to be in position of responsibility
Take the next step	to move on, to take something to the next level
Wrapped around the little finger	to make someone do whatever one wants