

Dominant Ideology among Filipino Women as Dictated by Cosmopolitan Magazine

Authors : Yvonne Christelle M. de Guzman, Charity Faye T. Cabie

Abstract : This study analyzed the contents of ten issues of Cosmopolitan Magazine from 2011 to 2015. The researcher found out the hegemony among Filipino women as dictated by Cosmopolitan magazine through the use of Semiotic Analysis, Laura Mulvey's Male Gaze and Gramsci's concept of hegemony. The researcher also looked at the themes of cover stories, words used to describe women, meanings behind the color of magazine's front cover, clothing, physique and pose such as gesture and facial expression used by the cover girl. However, the entire content of the magazine was not taken into account.

Keywords : dominant ideology, male gaze, semiotics, women

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