

Magazine analysis of vogue media essay



**ASSIGN
BUSTER**

Vogue is the most famous and popular fashion magazine for women, that was firstly published in 1892 by the Condé Nast Publications publishing house. Nowadays Vogue magazine is popular all over the world and is published in 18 countries: UK, U. S., Australia, Brazil, Portugal, Russia, China, France, Germany, Greece, India, Italy, Japan, Republic of Korea, Spain, Switzerland, Taiwan, and is called one of the greatest magazines in the world's market.

The first issue of the weekly magazine for wealthy New Yorkers was released in 1892. The magazine was well illustrated, with models of costumes, and despite the restraint, Vogue magazine was a first class journal, and respectability set him apart from other publications. The journal had articles about fashion, beauty, social life, as well as theaters, concerts, art exhibitions and new books. (Wikipedia. org)

Nowadays the magazine is positioned as respectable and worthy of attention, this is a magazine about the life of society, fashion and lifestyle. From the very first issue, it became clear that this is not just another magazine about women's fashion, but restrained and respectable edition of the fashionable world.

The Vogue magazine is undoubtedly intended for young women from 20 to 40 years, who are successful and beautiful and who wants to be aware of all the novelties of fashion and beauty. These are mostly wealthy woman, but editors try to maximize the target audience of the journal, focusing on the fact that high fashion is accessible to all, not only for the elite.

The audience of the magazine has different lifestyles, professions, hobbies, interests and life values, but they all share a common interest in fashion and beauty. So the first aim of the magazine is to provide to target audience the latest and the most interesting information about beauty and fashion. Vogue offers a variety of articles that are presented to inform women about the latest news on fashion trends, about the fashion shows and fashion festivals, as well as news from the designer's world and world of models.

So, it can be assumed that the magazine is intended for women who are rather young, wealthy and successful. For such women to know about the latest news of fashion and beauty world is a must, that is why woman should read Vogue magazine, in order to be aware of the latest fashion trends in the world and respond to these trends. And Vogue magazine promote that successful and happy life “ lies in simple things like in the bottle of new perfumes or the rustle of a new silk dress”.

This claim can be supported by the extract from the article “ Fashion” in New York Times magazine which says that Vogue is “ the altar of luxury, celebrity and style”. (Weber 2006)

This article is devoted to the history and place of Vogue magazine in modern world, and also calls to the book by Norberto Angeletti and Alberto Oliva's “ IN VOGUE: The Illustrated History of the World's Most Famous Fashion Magazine”. The article states that Vogue has developed from the chronicle “ the doings of New York's social elite” into an “ active participant in the culture of fashion.” (Weber 2006)

According to the new York Times article as well as the book, the Voque magazine is not only the leader in the fashion magazines market, but it also influences the whole world of fashion too, as Vogue “ has pioneered a host of aesthetic, technological and commercial advances, virtually all of which inform the fashion media and industry as they exist today”. (Weber 2006)

Among the including innovative and revolutionary ideas that appeared first in vogue magazine it is important to mention that in 1932 Vogue became one of the first magazines to publish a cover with a color photograph, and during the 20th century Vogue’s covers represented a lot of revolutions, like for example in the 1960s it replaced “ the curvaceous models of the previous decade with lanky, androgynous teenagers whose “ undernourished” looks quickly “ became the new standard.” (Weber 2006)

The article also mention the innovative idea of the first cover featuring an African-American model, and cover that that promoted a new form of chic by combining jeans with haute couture. (Weber 2006)

So the conclusion can be made that Vogue and its culture influence in the 20th century has become the kind of religion for women, that also can be called “ the Vogue era”.

The Vogue magazine has such topics as New (the latest news in the world of fashion, people and parties), Fashion, Trends, Fashion shows, Beauty.

One of the most interesting topic in the magazine is Fashion world, that presents interviews with the most famous designers, models and people who are close to the fashion world. The interviews in this magazine are really

interesting; they have special point of discussion that is always connected with women's beauty. The interviews are always rather personal, they present something new, unknown facts from the lives of a well-known people. This rubric is of great importance in this magazine because readers are always interested in the lives of famous personalities. And especially women audience wants to know all the things from lives of beautiful and successful people, to learn their secrets of success and so to become like them.

The “ Fashion show” topic reveals the latest news from the fashion shows on the world podiums. This section contains pictures from the latest collections of designers with comments and descriptions. All news are presented in the form of trend analysis from the world shows and podiums, so that all readers can appreciate the news, as if they attended shows themselves.

Also it is important to point out that Vogue magazine is international, so it presents fashion news from all different countries and the informative articles on beauty trends all over the world.

The purpose of the journal- is to create a world of beauty and fashion with its own rules and style of life. As it was already mentioned, Vogue magazine presents a kind of “ religion” that is aimed to form a society with certain tastes, view points on beauty and fashion, to influence women's lives. This goal was practically achieved, as nowadays most women all over the world read Vogue magazine and also follows its “ religion”, so that it proves the claim “ beauty rules the world”.