

Perceptual experience

Psychology



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One such incidence is seen in the field of magazines. Some magazines analyze and present topics to their readers only showing or highlighting the external viewpoints, in such a magazine the entire package is one which is a birds-eye view of all its internal articles as well. On the other hand, there can be another magazine that may address the exact same topics however provides its readers with a more holistic and in-depth view of all addressed topics. One such example of the above-stated phenomenon is Maxim and Cosmopolitan. Maxim is a total Male magazine. It is considered to be an essential part of what the Man of today would require and answers all Male questions doing so in a witty and yet extremely relevant manner which is appealing to the Male society. It provides information about the latest and greatest tools and gadgets to hit the market. It provides men's fashion tips, sex advice and music, and movie reviews. It addresses the real issues that are concerns of men from all walks of life and does so successfully based on the key concept that men need to know very little about anything and everything to satisfy their curiosity. ([www. maximonline. com/index. aspx](http://www.maximonline.com/index.aspx) - 100k)

Cosmopolitan on the other hand is a complete women-oriented magazine. It addresses issues and topics about everything and anything and provides women with women based views and reviews about things that are similar to Maxim. It also gives information about gadgets and tools, addresses issues of fashion/ cosmetics, and gives sex advice. Keeping in mind that women require full information and in-depth analysis of everything, the articles in this magazine do everything to answer the most likely as well as unlikely of questions and confusion. One can easily make a marked distinction about the internal contents of each magazine by simply concentrating on the <https://assignbuster.com/perceptual-experience/>

covers. Maxim provides one word or two-word phrases on the cover itself to highlight the inside given articles, thus showing the degree of briefness.

Whereas in the case of cosmopolitan the cover itself is like a table of contents, providing the main ingredients of articles one could find inside.

([www. cosmopolitan. com](http://www.cosmopolitan.com))

Thus showing the great depth one could find inside. To specify the degree of difference in viewpoints the article addressed by both maxim and cosmopolitan about the various aspects of child-rearing would be the best example. While maxim addressed this issue keeping the Male role as protector and provider with a display of responsibility at the heart of the article. It also went on highlighting how those were the most important factors which men needed to address and model in an effort to address it with a manner that was intact with male values and traditions. Cosmopolitan addressed the same issue keeping bonding and emotional connectivity as its core concept. Cosmopolitan highlighted the need for emotional connectivity and addressed various issues and taboos that went along with the change in how women reared children in the previous century and how it is done today relating how they were raised and the bonds they had with their mothers. Thus taking a complete women valued look at the issue. Both magazines discuss similar topics and in the case of this very article, both writers started off with the same viewpoint that child-rearing practices had changed since older times.