

THE 'BEAUTY MODELS' PORTRAYED BY WOMEN'S MAGAZINES AND THEIR
STEREOTYPICAL EFFECTS ON WOMEN IN THE RUSSIAN FEDERATION



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by

Anna Vasilyeva

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Title : The 'Beauty Models' Portrayed by Women's Magazines and their Stereotypical effects on Women in the Russian Federation


Author : Anna Vasilyeva

Thesis Committee :

Thesis Advisor


(Assoc. Prof. Dr. Boonlert Supadhiloke)


Thesis Co-advisor


(Asst. Prof. Dr. Pong Wisessang)

Graduate School Representative


(Dr. Patama Satawedin)

External Representative


(Assoc. Prof. Dr. Wisanu Suwanapern)


(Asst. Prof. Dr. Aunya Singsangob)

Vice President for Academic Affairs

Acting Dean of the Graduate School

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Bangkok University

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Advisor of thesis: Assoc. Prof. Boonlert Supadhiloke, Ph.D.

ABSTRACT

The purpose of this study is to examine women's 'beauty models' in the most popular women's magazines in the Russian Federation and their possible effects on real women. Another aim of this study is to reveal the process of creating 'artificial' beauty which is present in the images of the examined magazines.

The qualitative content analysis of women's images in 15 issues of women's magazines published in the year 2014 has revealed 7 popular categories of women's beauty models. The research has analyzed and categorized 2625 images of women. The largest amount of images portrayed in these magazines can be attributed to the category of artificially created beauty which promotes product advertising. This covers more than 60% of the total number of images. The images of real women are not widely used and occupy only 10% of the total images.

The results have concluded that mostly, the women's magazines portray unattainable standards of women's beauty rather than the present image of real women or sporty models promoting a healthy lifestyle. This research work hopes that the methods used for analyzing images and developing categories of 'beauty models'

offer useful information for studying women's stereotypes created by mass media in different countries.

Keywords: Stereotypes, Beauty standards, Women's magazines, Mass media, Influence of beauty standards, Body types, Fashion, Models, Celebrities, Mass media influence.

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Signature of Advisor

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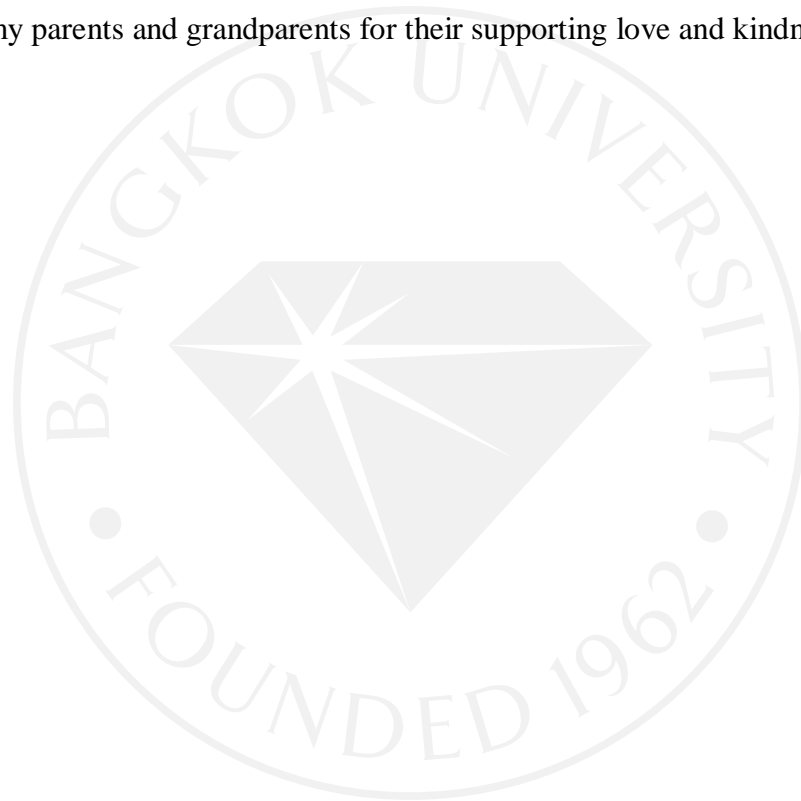


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CHAPTER 1

INTRODUCTION

This chapter includes the purpose of the research and provides information about the research. The introduction includes: rationale and problem statement, purpose of the study, the influence of the mass media, scope of the study, significance of the study, limitations of the study, benefits of the study and definitions of terms.

1.1 Rational and Problem Statement

Today's society is highly dependent on its environment, and a significant role of mass media presents one of the most important factors in this process. According to extensive researches and studies in the field of mass media's influence and its role in the society in general and life of women in particular, mass media have become widespread in recent years, ranging from the traditional, such as television, radio and printed media, and finishing with modern digital media. The media have been affecting the outlook of audience by forming certain standards relevant to a specific lifestyle, appearance, and physical attractiveness.

Mass media's influence on society and its role in defining our world have been well-documented over the years. For instance, Walter Lippman in his book *Public Opinion* (1922) found media's ability to persuade and change public attitude. Walter Lippman made an important distinction between the environment (real world) and the pseudo-environment (our private perception of the world). According to Lippman, mass media have a great power to sketch these pictures in our heads.

It should be particularly emphasized that today's mass media have managed to create certain images of women's 'beauty models' by which people tend to evaluate an appearance of ordinary women in real life.

There is a reason for interest in studying the 'beauty models' of women created by such mass media channels as television, women's magazines, the Internet, social networks and etc. Mass media create high standards of women's appearance presenting 'artificially' created images of beauty.

The image of a beautiful woman is created by mass media - mass media transmit ideas, values, norms, attitudes, and behaviors that socialize and construct the social reality of those who use them for a wide variety of reasons (Bryant & Oliver, 2009). Hendriks (2002) stated that the image of 'ideal' woman is presented by mainstream media. In its turn, mainstream media serve as a source of the information on how to look like.

What makes the media's ability to shape our understanding of beauty so significant and worth studying is the fact of incongruity of celebrities' and real women's appearance. Women tend to accept ideally beautiful celebrities as a norm and judge themselves in relation to images created by the media. But when they see the difference, body dissatisfaction may occur (Schooler, Ward, Merriwether, & Caruthers, 2004).

The powerful influence of media, the projection and the portrayal of femininity, beauty, success and body shape exist in the modern society. Today, the dominance of images of beautiful women, propagated by mass media, can be observed in a great number of fashion magazines, TV programs, movies and such products of New Media, as the Internet (for example, social networks, blogs, video blogs and

etc.). Perfect bodies and faces, professional make-up, expensive clothes and accessories: modern women face constant repetition of similarly beautiful models, illustrating a specific ideal image, created by the mass media. The negative aspect consists not only in artificial beauty achieved with the help of plastic surgery and professional stylists. Too often women forget a widespread use of special computer programs (Adobe Photoshop, Capture One Pro, Bibble Pro, PhotoMatrix Pro, PTGui Pro, etc.) which help the media to create even more unattainable images of beauty and perfect appearance. Seemingly ordinary pictures and photos of celebrities have had a serious computer processing: even photos provided by paparazzi don't present an opportunity to observe the entire scene and real life situations (Cusumano & Thompson, 1997).

The problem is that despite articles and papers published in scientific and psychology journals, as well as claims of scientists, nutritionists, celebrities and models, modern women are still continuing to experience the pressure of the mass media.

All standards of beauty, widespread on television, in women's magazines, on the Internet and social networks are forming images and stereotypes which lie far away from real life. However, quite often ordinary people are unable to soberly assess the inaccessibility of some popularized beauty stereotypes and spend a huge amount of efforts to look like a person on a screen or a cover.

The influence of the mass media, for sure, affects women and girls in varying degrees - beginning with reinforced sports and diet plans, and finishing with a decision to make a plastic surgery which has become a common spread practice. Such operations are performed to change some certain facial features or body parts.

Females may become victims of eating disorders, which, unfortunately, may lead to a damage to the whole organism and body.

Mass media affect not solely the lifestyle by adding new hobbies and encouraging some certain actions to change old habits or characteristics of appearance, but, as well as that, they can affect a self-esteem, in general (Saltzberg & Chrisler, 1997). It's hard to accept an inconsistency between a real physical appearance and a stereotypical image of a successful, beautiful woman, popularized by mass media's celebrities and models. For example, mass media are able to create an attractive portrayal of celebrities and models, their lifestyle and beautiful appearance and shape public's opinion of a 'beautiful and successful woman'. The research work on physical attractiveness found that beauty 'cannot be quantified or objectively measured; it is the result of the judgment of others'. The mass media still have too much influence with its great variety of sources and channels and a role in people's lives today (Saltzberg & Chrisler, 1997).

1.2 Purpose of the Study

The aforementioned factors lead to the purpose of the study:

1. To find out which categories of women's 'beauty models' do exist in the most popular women's magazines in the Russian Federation.
2. To present a detailed description of stereotypes related to every category.

Mass media are the source of the most widely shared messages, models and images in the world, which involve different forms of communication that reach people. Walter Lippman (1922) noted the great role of mass media in the process of defining our society and the entire world around us. In the book *Public Opinion*

Lippmann pointed out a fact that the mass media can sketch a great number of pictures in our heads. According to statistics and studies, conducted all over the world, more and more girls and women are influenced by the images of 'beauty models' created by mass media, which influence their lifestyle and may even make them struggle with low self-esteem in the 21st century. When fashion industry and women's magazines propagandize a message of a perfect appearance, it becomes too difficult to be satisfied with your own face and body.

3. Therefore, one of the objectives is to reveal the process of the images creation - the images of the artificial beauty.

4. As well as that, a comparison of the 'beauty models' categories is aimed to illustrate a proportion of images and their popularity in different women's magazines with various target audiences.

5. Another purpose of the study is to present possible stereotypical effects of the 'beauty models' on Russian women based on the findings.

1.3 The Influence of the Mass Media

Over the past sixty years, women tend to compare themselves with unrealistic and ideal standards of beauty, created by the media (Jung, Lennon, & Rudd, 2001). Previous generations were not influenced by such great amount of the mass media outreach. That is why it is so important to understand that the current generation of women faces a very strong influence of social messages of beauty and perfect bodies. It causes discrepancies between their actual appearance and a perfect image, created by mass-media, as well as negative emotions such as body dissatisfaction and disappointment (Higgins, 1987).

The book *Coping with mass media* calls this process an 'illusion of reality' or the illusion of movement by presenting mass media as a camera, which shows only what is selected to be seen, and preventing the audience from thinking about anything but the object selected to be shown. The problem is that understanding the difference between this ideal artificial image and a real appearance may lead to body dissatisfaction and influence the self-esteem of real women (Littell, 1978).

The self-esteem can be partly created by the opinion that others hold about the person. But today in our society we have a set of standardized rules of attractiveness. Thin and beautiful models are regarded as a norm, any deviations are regarded as a serious inconsistency in existing stereotypical model. Society has adopted these rules and standards of beauty. But it brings real women back to the problem: the model of beauty was created by mass media; therefore the vicious circle of inconsistencies between real life and the fictional one leads to problems with self-esteem (Mead, 1934).

According to psychology, self-esteem can be described as a sense of personal values, which involve a variety of beliefs about selves, a personal trait. At the same time, most people's thoughts about themselves are formed from our daily experiences and emotions. And for the moment, mass media have become an integral part of our daily life. Men, women and children follow up models, presented by mass media, which stimulate changes in attitudes, behavior and appearance.

Going back to a stereotypical female portrayed by mass media, the research will reveal the established stereotypical images in women's magazines, which will be formulated according to a specific topic and peculiar characteristics of appearance and

style, such as physical characteristics, clothing style, lifestyle, professional assistance and a possible image processing.

Since opening a magazine for women, reading celebrities' interviews or tips about 'beauty maintaining secrets', ordinary women may form a definite opinion regarding how they can achieve a desired result. There is no option but facing an influence on women's habits, food preferences, nutrition, activities, hobbies and lifestyle in general. As well as that, the magazines' content may push women for more serious decisions and changes to achieve their goals - a better alignment of a generated stereotypical image of the modern standards of beauty.

Today's influence of images created by mass media raises concerns both about ordinary women and celebrities. Witnessing a substantial threat and the generated discrepancy between such images and reality, more and more famous girls and women are trying to draw attention to this issue.

For instance, one of the most famous women's magazines - Cosmopolitan - has published a quotation of Lucy Hale, an American actress and singer. These are her words concerning the artificial image Hollywood sells to young women: 'It is about how we look too. That's terrifying sometimes because you're breaking out or you feel gross and you still have to be in front of the camera. We'll post pictures on Instagram and people will be like, 'You all are so flawless.' Little do they know it's fake hair, fake eyelashes, and a good filter. Little girls see that and think they have to be like that'. Her statement emphasizes the importance of a rational attitude to differences the images created by the mass media and the real life. This young Hollywood actress has about 4.5 million subscribers in a popular media resource called 'Instagram' and really knows the principles of the work of the entertainment industry. She is not the

only celebrity who is concerned about the influence and pressure of the unattainable standards of beauty, formed by mass media in different countries. The words of other famous actresses, singers and celebrities tend to confirm that the pictures we observe every day in magazines, on television, on the Internet and other sources, are the results of a long and professional work of a specially trained and prepared team of professionals, such as makeup artists, cosmetologists, hairdressers, stylists, image makers, nutritionists and agents who work on the creation of these pictures. In the interview with the Seventeen magazine, an actress and singer Victoria Justice said 'I think there's a perception out there that people know me based on these glamorous photos they see of me in magazines, but I have about two hours of hair and makeup and then people to dress me, to make me look even better, in those pictures. There's really so much more to me than that.'

Another celebrity, an American singer Rihanna has confirmed that ordinary women can't comply with stringent frameworks which are common today. According to such frames only skinny girls and women are considered to be beautiful and normal: 'You shouldn't be pressured into trying to be thin by the fashion industry, because they only want models that are like human mannequins. But you have to remember that it's not practical or possible for an everyday woman to look like that. Being size zero is a career in itself so we shouldn't try to be like them. It's not realistic nor is it healthy.'

This statement is confirmed by other celebrities who have difficulties caused by inconsistencies to certain standards of beauty. For example, an American actress Amber Riley during her interview with Entertainment Weekly said that she has faced a problem - the difficulty to find a suitable role for a woman who cannot fit into the

established standards of beauty. 'I'm not going to conform, and hurt myself, and do something crazy to be a size 2.'

A great number of examples of famous girls and women involved in the process of the artificially beautiful images creation experience difficulties and discomfort. A new question is rising: what are the feelings of ordinary women without a team of professionals working on them?

Every day modern people are surrounded by an endless stream of information which is delivered to the audience through the mass media. Ordinary people are forced to observe the images of perfectly beautiful, well-groomed and slim women. The problems created by these images have become an integral part of the modern society and may influence women in real life. When it comes to women's magazines, the heroines of articles or photo shoots are presented by beautiful models and celebrities. And there is a question - what normal girls and women should feel, when their body shape and physical appearance is naturally different from what they observe every day?

The body image is presented by a union of two factors - perceptual and cognitive-affective components. The first component, the perceptual one, affects the accuracy of size estimations and perceptual distortions. Next, the cognitive-affective component refers to evaluations and feelings of (dis)satisfaction with one's body size (Schneider et al., 2012). As well as that, the body dissatisfaction factor may be influenced by a perceptual components, such as the idea of a 'perfect body' and dissatisfaction with the real body, opinion of other people, family, friends etc. The body dissatisfaction may be a reason to cause some serious problems, beginning with food refusal to be slimmer, taking medications and special supplements, laxatives,

eating disorders, and ending with depression and a low self-esteem (Holmqvist, Lunde, & Frisen, 2007; Goldfield, Moore, Henderson, Buchholz, Obeid, & Flament, 2010). Ariana Grande, an American young actress and singer in her interview with 'Shape' magazine said that 'too many young girls have eating disorders due to low self-esteem and a distorted body image.'

All these factors have a significant influence on the lifestyle of women worldwide, including the Russian Federation. The cultural environment is one of the most important factors affecting not only our perception of the world, but, in addition, the view of one's body (Jung & Lee, 2006). The mass media are one of the most important aspects of the cultures today. One of the most popular and rich celebrities, an American singer Taylor Swift, who has a great number of fans all over that world and more than 10.5 million followers on Instagram, has admitted in her interview with MSN in 2010: 'I definitely have body issues, but everybody does. When you come to the realization that everybody does that... Even the people that I consider flawless... Then you can start to live with the way you are. I've read interviews with some of the most beautiful women who have insecurities. And you look at them and you're like, 'How do you have? Name one thing wrong with yourself,' and they could name a handful.'

In addition, the problem of the influence of the mass media's artificially created visual image is causing concerns both to researchers, scientists, and large organizations. The International Communication Association presents one of them. After the conference, held in 2011, one of the articles included in the official report addressed the subject of the effects of image retouching on adolescent physical self-perceptions.

The research has covered the wide-spread changes of images used in such areas as fashion, entertainment, health and beauty industries with help of such tools as Airbrushing, Photoshopping, retouching, photo manipulation, photo tampering, digital forgery and image editing. All these tools are used to create a not natural, ideally beautiful and thin models who don't exist in real life.

The fact is that average people find it difficult to identify both whether the image was altered or which parts or elements were changed (Farid & Bravo, 2010). This study, as well as works conducted by other researchers (Grabe, Ward, & Hyde, 2008), has found that the extreme thinness of the models is a more potent factor in producing body image disturbances than the degree to which those models are refined and perfected with digital image editing techniques.

There is a standard image of a beautiful woman, portrayed by mass media: an attractive, thin, successful, tanned, well-groomed woman. But how these stereotypical images were created? According to the McLuhan's Media Ecology theory (1964) which will serve as one of the frameworks in this work, our society evolved as its technology has evolved, and now we can't escape the influence of technology and media. Parameswaran (2008) and Postman (1971) echoed this theory and examined the mass media's influence on human feeling and value, how it affects human perception and understanding. Marshall McLuhan's theory described media's ability to transform our society and influence our behavior. McLuhan stated that sometimes we can be manipulated by media and it can shape our view of the world. Very often real women see only a part of the whole picture - constantly surrounded by media and modern technology, real women bound to be constant witnesses of seemingly unattainable role models of celebrities.

1.4 Scope of the Study

This study is limited to the visual content (images of women) of the most popular magazines for women in Russian Federation. These magazines are Glamour, Marie Claire, Elle Girl, Women's Health and Dobrie Soveti. The study uses a qualitative approach to describe and formulate the existing 'beauty models' of women stereotypes related to each of them. The study is aimed to gain a deeper understanding of characteristics of the modern standards of women's beauty used in women's magazines..

Another supporting factor will be presented by the experts' interviews. The experts will be presented by a professional photographer and a Russian woman who has been reading women's magazines for more than 20 years. The experts' comment will reveal both the process of the 'beauty models' creation and their possible influence on Russian women.

1.5 Significance of the Study

The significance of the study lies in its objective to reveal which popular 'beauty models' and stereotypes related to them exist in women's magazines in the Russian Federation. Such research works have been done in the past, but there is no sufficient information related to the modern stereotypes of women's beauty portrayed by women's magazines in the modern Russia.

The current research work is aimed to present a method of categorization and the following comparison of the most popular 'beauty models' based on the findings of the research. As well as that, the research will reveal the process of the artificially created images of the ideal beauty basing on the professional's comments. The

possible influence on women will be described according to the expert's opinion and popularity of the models used in the categorization.

The presented categorization of the 'beauty model' may be applied to various channels of the mass media (such as television, the Internet, social networks, etc.) in different countries.

Since the mass media have become an integral part of life, the media affect not only the perceptions of reality, but also a formation of some certain stereotypical models.. Understanding the differences between the media and the real life is particularly important for modern girls and women. Scientists and researchers have confirmed the trends according to which mass media can influence not only changes in lifestyle, but, as well as that, the perceptions and self-esteem of the audience.

1.6 Benefits of the Study

1. To create a categorization of women's beauty portrayed by women's magazines.
2. To find out which categories of the 'beauty models' are mostly popular in women's magazines according to the images size and the total volume in every issue.
3. To supplement every 'beauty model's' category with beauty stereotypes related to it.
4. To discover the Western influence on the presented 'beauty models' by analyzing the number of images examined
5. To compare to revealed 'beauty models' according to their popularity based on the number of the images used.

6. To present the professional's assessment of the artificial beauty creation process according to every category of the 'beauty models.'

7. To present the description of the possible influence of the 'beauty models' on real women based on the findings and the expert's opinion.

8. To present a fundament for a future research work related to the mass media influence on the audience both in the Russian Federation and other countries.

9. To identify modern women's stereotypes portrayed by women's magazines in the Russian Federation.

1.7 Definitions of Terms

A beauty model - a category presenting a particular physical appearance by summarizing such frames as a clothing style, a lifestyle, a professional assistance, a possible image processing and the popularity of the source.

An artificial beauty - a beauty created by using a computer processing and created by such professional as photographers, stylists, makeup artist, etc.

A beauty stereotype - special physical characteristic of standardized women's beauty portrayed by women's magazines.

A number of images - a total number of women's images solely in every magazine

The image size - a size of the women's images calculated according to its proportion on a page.

Women's magazines - magazines with the target audience presented by women in the Russian Federation.

A real woman - an ordinary woman not involved in the fashion industry,
neither celebrity nor model.



CHAPTER 2

LITERATURE REVIEW

This chapter reviews some previous research works done on the mass media's influence and stereotypes of women's appearance. It includes reviews of researches on self-perceptions, cultivated beauty standards and women's stereotypes created by Russian women's magazines in the past. Research questions as well as theoretical and conceptual frameworks are also included in this chapter.

The mass media influence on society and its role in defining our world have been well-documented over the years. For instance, Walter Lippmann in his book 'Public Opinion' (1922) found media's ability to persuade and change public attitude. Lippmann made an important distinction between the 'environment' (real world) and the 'pseudo-environment' (our private perception of the world). According to Lippmann, mass media have a great power to sketch these pictures in our heads. For example, mass media are able to create an attractive portrayal of celebrities, their lifestyle and beautiful appearance and shape public's opinion of 'beautiful and successful woman'. Saltzberg and Chrisler (1997) in their paper on physical attractiveness found that beauty 'cannot be quantified or objectively measured; it is the result of the judgment of others' (p. 135). Numerous studies echoed this statement over the past years. For instance, Hendricks and Burgoon (2003) reported that attractive and beautiful people achieve more in our society and viewed as more successful and happier in lives.

However, despite of an apparent obviousness of mass media's great influence on the lives of each of us, a significant number of scholars (for example, Ruggiero, 2000; Davison, 1987) have investigated the possible 'effect' of mass media since the

early history of communication research. This investigation is highly important for the current research, as it presents a more comprehensive picture of the mass media's influence on the audience during the decades. As well as that, the investigation displays different standpoints of major researchers and scientists and the possibility of considering this effect in a new way. Even more significant fact may be represented by the ability to select a point of view regarding the issue of stereotypes' influence - whether mass media creates or reflects the public opinion (Davison, 1987). Therefore there exists a particular importance of a thorough understanding of history and theories related to the development of previous studies. The focus of the current research is to formulate certain appearance stereotypes by analyzing the content of women's magazines and the following understanding of its influence on women in Russian Federation.

2.1 Theoretical Foundation

According to the Dependency theory, the mass media influence may be explained by relationships between the Media itself, the audience and society. According to this theory, the degree of mass media's importance for a particular individual may be altered basing on dependency of fulfilling an individual's need. As well as that, DeFleur and Ball-Rokeach (1989) have identified 3 dimensions of individual objectives, which can be satisfied by the media: 1. Social and self-understanding (which can be described as a learning about both oneself and the world around); 2. Interaction and action orientation (this point is highly important for the current research as it may explain how mass media influences the actions and decisions females may take to match the image created by mass media, e.g. what kind

of goods they should buy to be more beautiful, slim, etc. As well as that it may give a hint of how women may behave when they receive an information from celebrities, which delivers some ideas and 'beauty secrets' of their perfect appearance); 3. Social and solitary play - this point is equally important as it may explain the most basic principles of the daily activities and lifestyle, which is portrayed by celebrities and models, and extended by mass media (DeFleur & Ball-Rokeach, 1982).

One of such examples can be presented by widely publicized paparazzi pictures and photos which represent a complete picture of lives of famous women, including their daily activities such as trips to fitness and gym, sport activities, yoga, and beauty salons. A constant reminder of this lifestyle may cause a certain impact on women in real life. In this case, the females' media dependency may increase, as a woman's desire for a new information related to their goal - to become a more beautiful person - is fueled by its interrelation with media, which creates the beautiful woman portrayal, as well as with society, where this image and mass media messages are highly appreciated.

This option of making our own decisions may be supported by the Individual Difference Perspective Theory, according to which people with various degrees of confidence, intelligence and self-esteem shape the power of possible mass media effect in different ways (West & Turner, 2010).

Mass media have a great influence on every individual's life of and mass media have successfully created some certain 'portrayals' of female beauty. It becomes quite difficult to understand a great influence of some celebrities and models and their images, that is why scholars have attempted to explain why these females have become so popular and promoted by mass media. Today's popularity and created

a cult of beautiful celebrities can be criticized (Rojek, 2001) for the 'gap between the theory and practice of democracy', according to which, even though people assume that everyone has equal chances to become popular, beautiful and wealthy, in real life only a very small group of people can really achieve this goal. Even more, Rojek attracts attention to the inequality between real life with its social and cultural singularities and characteristics and the image created by celebrities and popular models.

However, despite the existing inequality, people still tend to compare their lives to the standards created by mass media. The Media Ecology Theory, created by Marshall McLuhan, explains how the mass media affect our society, organize the culture and influence human feelings, understandings, values, etc., as well as create new perceptions (Parameswaran, 2008; West & Turner, 2010). And the understanding of a 'beautiful female model' is only one of them. The fact is that in the today's society, where people are surrounded by a great number of technologies, every human feeling, thought and action may be affected by the technologies people have created (West & Turner, 2010). This statement brings us back to some previous questions which have been pointed out.

According to the Media Ecology Theory, some assumptions may illustrate the importance of the possible influence of the perfect and beautiful images of females, distributed by mass media: mass media influence almost every act and activity in the society and mass media have a power to fix people's perceptions (West & Turner, 2010).

The powerful influence of media and its projection and portrayal of femininity, beauty, success and body shape exists in the society. Today, the

dominance of images of beautiful women, propagated by mass media, can be observed in a great number of fashion magazines, TV programs, movies and such products of New Media, as social networks and the Internet. Perfect bodies and faces, professional make-up, expensive clothes and accessories: modern women face constant repetition of similar beautiful celebrities' stereotypes and models, illustrating specific ideal images created by mass media. The negative aspect consists not only in artificial beauty, achieved with the help of plastic surgery and professional stylists. Too often women forget a widespread use of special computer programs (for example, Adobe Photoshop, etc.) which help Media to create even more unattainable images of beauty and perfection. Seemingly ordinary pictures and photos of celebrities have had a serious computer processing: even photos provided by paparazzi don't give an opportunity to see the entire scene and real life (Cusumano & Thompson, 1997).

The Media Ecology Theory asserts not only that the society is transformed by mass media and directly influenced by it, but as well as that 'the medium is the message' (McLuhan, 1964). It means that such influential mass media technologies and female magazines, cinema, television and the Internet have a great ability to affect a conscious state with their messages. It leads to an important question: as today's mass media have a significant role in our lives, do people have a chance to completely avoid all messages (and the portrayal of 'beauty models' is one of the them) if these messages affect an unconscious part of our mind?

As it may be supported by another scholar Neil Postman, the dependency on technology increases rapidly and may be regarded as a threat to the whole society as 'Our politics, religion, news, athletics, education and commerce have been

transformed into congenial adjuncts of show business, largely without protest or even much popular notice. The result is that we are a people on the verge of amusing ourselves to death.' (p. 3)

2.2 Previous Research Works

The fact that the audience observes and witnesses a huge number of examples illustrating some certain publicized images of women generated by mass media has been known for a long period of time. A significant number of scientists and researchers have confirmed this statement. Ordinary people have been accustomed to specific characteristics of the physical appearance of women 'from the screen and covers' for recent decades. For instance, the thinness, which is peculiar to all modern popular models, celebrities and actresses. This statement was confirmed by the analysis of content of prime-time television (Kaufman, 1980).

According to his research, the entire television industry is based on the promotion and use of models and actresses whose body type corresponds to the term 'thinness' which has become one of the indispensable and essential terms of beauty. However, this characteristic may not always be corresponding to real life where women have different types of body and various proportions. The desire to comply with the 'beauty image' may affect women physiologically and psychologically (Levine & Murnen, 2009).

Apart from the television, a substantial contribution to the spread of some certain 'images of beauty' were made by printed media, which comprises fashion magazines, oriented to a female audience. During the analysis of these magazines' content some substantial and prevalent projection of 'beauty' images were indicated,

as well as an orientation on a physical appearance of females (Kaiser Family Foundation, 2004).

A significant number of academic and research studies have been conducted in recent years, and these studies have revealed the mass media's significant influence on the correlation between the 'beauty' standards created by mass media and real women in such fields as media psychology, health psychology, and the study of eating disorders and self-esteem. These studies have confirmed the fact that mass media have a strong and significant influence on females as a source of information and communication messages (López-Guimerà, Levine, Sanchez-Carracedo, & Fauquet, 2010).

A great number of researchers and scholars affirm that mass media are one of the most influential factors which can influence female's behavior, lifestyle and self-esteem. This can even lead to such deplorable consequences as body dissatisfaction, a lower self-esteem, eating disorders, concerns about appearance, weight, influence on eating behavior, etc. and serve as a connection between mass media and a negative body image (Levine & Murnen, 2009; Grabe, Ward, & Hyde, 2008).

Even though the mass media presents one of the most influential factors which affect female's perceptions and behavior, there is still exists an assumption that mass media can't assume an overall responsibility, and have to be regarded as one of the variable risk factors which can pass into a causal risk factor influencing actions caused by a negative body image of women in our society (López-Guimerà, Levine, Sanchez-Carracedo, & Fauquet, 2010).

However, despite the prevailing opinion concerning the significant mass media's influence on society life, perceptions and activities in general and on women's

perception of themselves in particular, this study should follow an unprejudiced direction and to take into consideration different points of view on the degree of mass media influence on females and its possible effects on their lifestyle and self-esteem. Some of the recent researches have revealed the fact that the conspicuous effect of mass media can be attributed to some certain groups of people rather than to the audience in general (Ferguson, 2013).

The fact is that mass media's influential images of thinness may serve as a powerful impetus to eating disorders, restrictive eating and body dissatisfaction and can be ascribed to those females who have preexisting body dissatisfaction. It was proved a meta-analysis by Christopher J. Ferguson (2013) with regard to 204 studies. This analysis has shifted the assumption that the mass media are one of the primary causes of eating disorders and body dissatisfaction, and have to be limited to individual.

Such contrary statements, debates and statement among the scientific community demonstrate the importance of subsequent investigations and studies conducted by various groups of females and audiences with regard to cultural values, age, background information, education, mass media dependency, preexisting body images etc. The meta-analysis by Christopher J. Ferguson (2013) with its results may be supplemented by studies conducted by Willinge, Touyz, & Charles (2006). The Ferguson's concept of a more significant role of preexisting body dissatisfaction rather than the mass media effect was considered by previous researchers as well.

An essential observation may be presented by the fact that the misperceptions of mass media's images of 'beauty models' themselves may be caused by the prior body dissatisfaction. However, another important factor which influences women's

views about their appearance, can be represented by male attitudes towards their physical appearance and its comparison to the certain standards formed by the mass media.

For instance, body-dissatisfied males may treat ordinary women on the basis of the mass media standards of female beauty, specifically a misperceived understanding of women's beauty, according to which only thin women can be regarded as attractive ones, thus standing up in a row with some females who has been already suffering on account of body dissatisfaction. Apart from this statement, a significant role in the degree of difference in an individual's perception of their shape and body can be directly caused by an impact on the females' perceptions of stereotypical beauty images of celebrities and models, as well as the subsequent formation of personal opinions concerning the beauty standards and possible way directed to its matching and implementation (Willinge, Touyz, & Charles, 2006).

Furthermore, the complicated topic of the body dissatisfaction and its possible effect on lifestyle, self-esteem and eating behaviors, where mass media may act as one of the factors affecting women, can be deployed and extended by taking into consideration an age range. For example, Willinge, Touyz, & Charles (2006) suggested a use of certain measures of prevention, aimed at girls and young women, to create a particular support for those who has already been suffering from the body dissatisfaction and to prevent excessive dieting and / or eating disorders.

A particular importance for the research may be presented by the fact that if some preventive measures are not applied, women would find it increasingly difficult to cope with such problems as eating disorders, restrictive eating, body dissatisfaction, and misperception of reality and images broadcast by the media in the future. An

incorrect assessment of visual images can have a serious impact on the decisions made by women, as well as judgments concerning their own appearance. A multitude number of explorers have come to the conclusion that the images, distributed and propagated by mass media, may pose a threat to women in real life.

For instance, the International Communication Association (2011) has reported on the strong effect of retouched images and photos published by mass media. In the variety of different sources of mass media, such as television, the Internet, social networks and magazines for women the audience witnesses retouched photos and images after the use of such programs as Photoshop, Airbrushing and exposed to photo manipulation, photo tampering, digital forgery and image editing. A great number of researchers (Farid & Bravo, 2010; Willinge, Touyz, & Charles, 2006) have confirmed the fact that people in real life find it difficult and almost impossible to make an accurate assessment of the revised images and photographs, as well as to determine which part of the celebrities or models' images or photographs have been subjected to changes.

This misunderstanding influences the lives of ordinary people - the judgments of the 'actual' body size of celebrities and models differ even from same celebrities' bodies in real life. Moreover, some certain groups of people, such as body-dissatisfied individuals, are exposed to a greater risk of suffering from established standards of physical appearance, generated by mass media.

These people 'judge the celebrities' actual size inaccurately, judging them as thinner than the celebrities' real size; they also displayed unrealistic attitudes, judging the ideal size for a female as thinner than the already thin female celebrities' (Touyz & Charles, 2006).

Such strong concern of thin, beautiful celebrities may cause, as has already been pointed out, weight and body image concerns, influence mood, behavior, self-esteem and even be a reason of depressions among females.

Even taking into consideration the fact that, as usual, these disorders cause more suffering of women who are already exposed to body dissatisfaction, one should not forget the factor that could provide an impetus towards a development of such effects. It may be formulated as the statement that 'women with high body image, self-discrepancy are at greater risk for negative consequences from exposure to thin-ideal media' (Bessenoff, 2006). Despite this conclusion, the current research focuses on women in the Russian Federation in general, rather than excluding those individuals suffering from body dissatisfaction.

That is noteworthy to specify that according to a significant number of researchers (Bessenoff, 2006; Myers & Biocca, 1992; Henderson-King & Henderson-King, 1997) assert that whereas females with body dissatisfaction are influenced by images of beautiful celebrities, and compared with their actual body image in a negative way, women with a low level of self-discrepancy, on the contrary, have experienced positive impressions. Bessenoff (2006) have suggested taking into consideration the assumption that this phenomenon may be caused by an 'identification with the model' (Wilcox & Laird, 2000). This idea presents an assumption that images of 'beauty models' created by mass media, may influence females in both directions: negatively and positively.

As well as the 'beauty image' created by mass media influences on the lifestyle of females in real life, it is highly important to identify specific stereotypes of celebrities in the Russian Federation and the existing difference between such

stereotypes observed in various types of women's magazines. As 'beauty image' stereotypes have various characteristics of appearance which are specific to a particular type of mass media, it would be necessary to understand the definition and possible stereotypes' negative and positive features which affect audiences.

As early as in 1921 Walter Lippmann in his book 'Public Opinion' studied in detail such an important aspect of our society as stereotypes. There is no doubt that scholars have been facing and studying this term for many decades, and this concept is highly significant until present days.

The existence of such phenomenon as stereotypes can be explained in terms of a number of parameters. The life of every person is held in a fairly small area of our planet and people are intimately familiar with a relatively moderate group of people. As well as that any global events can observe from the viewpoint of those phases and aspects that mass media allows us to see (Lippmann, 1921, p. 53).

In connection with the development of mass media, globalization, and access to vast amounts of information, 'inevitably our opinions cover a bigger space, a longer reach of time, a greater number of things, then we can directly observe. They have, therefore, to be pieced together out of what others have reported and what we can imagine.' (Lippmann, 1921, p. 53)

However, it is difficult to identify the level of confidence, according to which ordinary people can be sure that the information they receive is complete and accurate. Every day the audience observes images of female beauty which are generated by mass media with some specific characteristics, inherent to such ideals. The audience is to be warned that these ideals of appearance are presented after a serious work of groups of professionals who meet such attributes as fit bodies,

'polish' look of celebrities, careful selection of clothes and makeup, special lighting during the model photo shoot and time-consuming celebrities' post-processing of photos and videos. 'Inevitably our opinions cover a bigger space, a longer reach of time, a greater number of things, than we can directly observe. They have to be pieced together out of what others have reported and what we can imagine.' (Lippmann, 1921, p. 53).

The following 'image of beauty' is presented by a complex set of many of the actions carried out by mass media and it also depends on the observer whose understanding and perception of such images can be both selective and creative. Everything that people observe is exposed to a serious influence of such factor as where people are placed and the habits of their eyes (Lippmann, 1921). When it comes to the 'images of beauty' of celebrities and models, a greater problem may arise as well. Even in 1921, when mass media weren't so greatly developed and widespread as we may observe today, Walter Lippmann has supposed that 'buzzing confusion of the outer world we pick out what our culture has already defined for us, and we tend to perceive that which we have picked out in the form stereotyped for us by our culture' (p. 55). Every time people observe slim and beautiful women on television, see the model's fashion shoots in magazines or pictures of celebrities on the internet, the audience is exposed to a danger of falling under the influence of certain stereotypes related to the physical appearance formed by various types of mass media. The whole scene with ideas of female beauty and the beauty's norms has been arranged in advance by mass media, and these following images have been transferred into real life.

According to Walter Lippmann, 'if we cannot fully understand the acts of other people, until we know what they think they know, than to do justice, we have to appraise not only the information which has been at their disposal, but the minds through which they have filtered it' (p. 57). Despite of the strong influence of the stereotypes of a female beauty, the audience should be able to intelligently estimate the received image and to distinguish between the world of celebrities, models, cameras, television, magazines, the Internet, social networks and the real life.

As Lippmann said, we are always told about the world us even before we see it. We create a set of perception which are based on our imagination and information that we receive from a variety of sources, and 'those preconceptions, unless education has made us acutely aware, govern deeply the whole process of perception. They mark out certain objects as familiar or strange, emphasizing the difference so that the slightly familiar is seen as very familiar and the somewhat strange as sharply alien. They are aroused by small signs, which may vary from a true index to a vague analogy' (Lippmann, 1960) The moment when the audience starts perceiving the mass media's stereotypes of beautiful women as a norm and a model which is to be followed can be very dangerous, as there is always a significant discrepancy between this created world and the real life, but 'on the screen the whole process of observing, describing, reporting, and then imagining, has been accomplished for you. Without more trouble than is needed to stay awake the result which your imagination is always aiming at is reeled off on the screen' (p. 62). There is a great importance of learning the stereotypes of female beauty, created by mass media - as stereotypes should not be perceived as the sole true model to be followed.

A significant number of researchers have reported on the importance and power of stereotypes cultivated through the media and their influence on the audience perception of the world (Goodall, 2012). It is becoming more and more difficult not to behave and act according to the norms based on stereotypes, for instance, as it has been stated before, the norms related to the achieving the unattainable ideals of women's beauty formed by the mass media. For instance, in 2011 the author Julia Wood has reported that 'People today are the most media-saturated and media engaged people in history.' With the great amount of information, messages and visual images, propagated by mass media, the audience consumes and interpret them. Ordinary women start judging themselves according to the unattainable standards which may lead to suffering the consequences of a belief that such norms may be related to the real life (Goodall, 2012). According to Bullen (2009), these are a great importance of young women to be aware of the possible effects of the world created by mass media and its discrepancy with real life. In another case, these women can be more receptive to the negative effects of the media (Goodall, 2012). For instance, Berman & White (2013) confirmed that the mass media's power to shape cultural norms and attitudes related to the 'beauty image' of females creates the 'beauty ideal' stereotypes, as well as 'unrealistic, photoshopped and stereotyped images used by the media, advertising and fashion industries influence young people's body images and impact on their feelings of body satisfaction, self-esteem and confidence' (p. 1).

To accomplish such goals, it is important to get a proper understanding of the term 'stereotype' proposed by previous researchers and scholars. A significant number of scholars have proposed interpretations to the term 'stereotype'. For instance, Henry Tajfel said that 'stereotypes are shared by large numbers of people

within social groups or entities' (1981) Greenwald & Mahzarin (1995) defined stereotypes as 'socially shared set of beliefs about traits that are characteristic of members of a social category.' As well as that, stereotypes may be not only a 'product of a direct experience.' but what makes it highly important, stereotypes may be formed according to the information received by other people or by mass media (Glynn, Herbst, O'Keefe, Shapiro, & Lindeman, 2004).

Even though stereotypes are usually associated with some negative aspects and narrow minds, stereotypes may present a cognitively complex, which includes both positive and negative elements and serves as a 'cognitive consolidation' of how the world works media. (Glynn, Herbst, O'Keefe, Shapiro, & Lindeman, 2004). For instance, Walter Lippmann supposed that stereotypes are highly important in order to present a 'necessary condition for functioning in this world'. There is neither time nor opportunity for intimate acquaintance. Instead, we notice a trait which marks a well-known type and fills in the rest of the picture by means of the stereotypes we carry about in our heads.' (p. 60)

According to Glynn, Herbst, O'Keefe, Shapiro, & Lindeman (2004) stereotype is 'a necessary tool to generalize about other people and cultures which are presented by 'reflections of all characteristic a group of people has in common.' (p. 177)

Therefore, stereotypes are highly important to unionize information about the world around and should not be perceived as a 'necessary evil' and people should be able to change their viewpoints when they realize that the existing stereotypes are inaccurate and untrue (Glynn, Herbst, O'Keefe, Shapiro, & Lindeman, 2004). That is why, as it has been said before, real women should perceive the information and messages created by mass media with a sufficient understanding of the differences which exist

between the television, women's magazines and the Internet world with specific norms and standards of beauty and real life.

Today's stereotypes of female beauty in Russia differ substantially from the stereotypes formed by society and the media in the past. According to Azhgikhina (2000) the audience was strongly influenced by such factors as political interests and ideology of the state, the national parties, as well as consciousness and characteristics of the period. At the same time, mass media serve as a medium, where old ideas are tested for strength and new stereotypes are developed. For example, in the last century in Russia the image of a woman was subjected to significant changes and the society was divided into two camps - supporters and opponents of the emancipation of women. As well as that, there were formed the new images and stereotypes, which are typical of the era - the image of a revolutionary female, a fighter for a bright future, a builder of socialism, working women and mothers, and a heroine of the Komsomol (Azhgikhina, 2000).

A significant effect was created not only by the media, but by popular classics of Russian literature as well, such as M. Gorky and N. Ostrovsky. These female characters were popular in the era of repressions and wars during the first half of the XX century and were highly popular in newspapers and magazines (such magazines as 'Ogonek', 'Moscow', 'Sovremennik', 'A Young Guard') where a significant number of articles was devoted to portraits of ordinary Soviet citizens, and 70% of the material was related specifically to the promotion of new female characters, designed to serve as a 'face' of the Soviet era.

At the same time, new magazines were following a Western model: 'Youth, a new world, and a literary gazette.' New images of women of that era were formed that

were different from the traditionally established model. According to new stereotypes, women were not interested in the party and public life, but they were interested in relationships with men, beauty, cosmetics and clothing, and were more reminiscent of female images created by Western magazines (Azhgikhina, 2000).

However, with the coming of the 70s - 80s, female stereotypes were changed again. Such female images as a hard-working woman, a mother, a political activist, an educated woman, attaching a great importance to her family became highly popular (for example, at such magazines and newspapers as 'The Truth', 'Izvestiya', 'Rabotnitsa', 'Krestianka', 'Komsomolskaya Pravda'). Subsequently, these stereotypes had been changed again and were replaced by images of a mother and a wife, whose main purpose was solely a well-being of her family and a household.

With the onset of Perestroika, the society began to lose a faith in the Soviet system's ideology, and, at the same time, the image of the ideal woman was changed again (Azhgikhina, 2000). A stereotype of 'Cinderella' became highly popular: this stereotype excluded a public role and independence of women. The image of women,

formed by the mass media of that era assumed that women should spend all their time in the care of her husband and children, to be a faithful friend, to be beautiful and to be focused on the homeliness.

With the coming of market reforms in the 90s, the stereotypes of ideal women were completely reversed. After the collapse of the USSR, a new mythology, freedom of speech and a desire to make Russia a more cultural and progressive country was observed (Azhgikhina, 2000). It was felt a significant Western impact on the society and citizens. More and more attention was paid to the female beauty. New stereotypes of ideal women were created: a housewife and a winner of a beauty contest. In this

case, females' personalities, their success and education were pushed to the background, and all manifestations of feminism were considered as hostile ones.

Gradually, women's stereotypes became more humiliating: mass media generated images of silly women who were not able to make a choice or a right decision without a man, an image of a 'Superman's girlfriend' or a 'macho girlfriends'. The popularity of television was increased, this supported the images created by newspapers and magazines - primarily, women were regarded solely as a beautiful and devoted addition to a strong man, who attached a great importance to cosmetics and clothing.

However, since 1995-1996 the Russian society and the mass media had been characterized by the creation of new female characters (Azhgikhina, 2000) and this fact had largely contributed to an increasing role of women in the society. The women's movements became an important factor, women were involved in the business and political life of the country, women could defend their interests and rights. At the same time, there were changes in the mass media itself - there was created a clear distinction between a quality and a tabloid press, a separation of male and female readership, reducing of the pornography influence, and media empires were merged into conglomerates related to various types of journalism.

Beginning from the 2000s, an image of an active and smart woman became widely spread, issues of discrimination were raised in Russian society, and female activists became role models. As well as that, there was a significant popularity of Western TV-shows with strong and independent female characters (for example, 'La Femme Nikita' and 'ER') (Azhgikhina, 2000).

2.3 Theoretical and Conceptual Framework

As well as that, the stereotypical images of beauty models are created by mass media - mass media transmit ideas, values, norms, attitudes, and behaviors that socialize and construct the social reality of those who use them for a wide variety of reasons (Bryant & Oliver, 2009). Hendriks (2002) stated that the image of 'ideal' woman is presented by mainstream media, and, in its turn, this mainstream media serve a source of information how to look like. There is a standard image of a beautiful woman, portrayed by mass media: attractive, thin, successful, tanned, young etc. But why and where we got this image? According to the McLuhan's Media Ecology Theory (1964) which will serve as one of the frameworks in this work, our society evolved as its technology has evolved, and now we can't escape the influence of technology and media. Parameswaran (2008) and Postman (1971) echoed this theory and examined the mass media influence on human feeling and value, how it affects human perception and understanding. McLuhan's theory described Media's ability to transform our society and influence our behavior. McLuhan stated that sometimes we can be manipulated by the media, it can shape our view of the world. Very often real women see only a part of the whole picture - constantly surrounded by media and modern technology, real women bound to be constant witnesses of seemingly unattainable role models of celebrities. This research will be focused on the possible mass media actions directed on molding and organizing the culture as well as the ability of women's magazines to influence actions in society, fix perceptions of audiences and organize people's experiences (West & Turner, 2010). With the mass media power to shape the view of the world, people 'become (sometimes unwillingly)

manipulated by television. Our attitudes and experiences are directly influenced by what we watch on television, and our belief systems apparently can be negatively affected by television' (p. 431). Joseph Littell (1978) in his book 'Coping with mass media' calls this process an 'illusion of reality' or 'illusion of movement', presenting mass media as a camera, which shows only what is selected to be seen, and preventing the audience from thinking about anything but the object selected to be shown.

The complementary framework will be presented by Walter Lippmann's assumptions, explored in his book named 'Public Opinion' in 1921. According to Lippmann, public opinion may be significantly guided by stereotypes created by mass media, which has a power to create images in our heads as well as to force people to adopt various preconceptions and stereotypes, influencing the following messages people get from the world. As people are always forced to face stereotypes of women's stereotypical beauty created by mass media with the help of celebrities and model, the general concept of female beauty has changed and has been amended according to new norms and standards. The following study will differentiate various types of appearance stereotypes promoted women's magazines. According to Walter Lippmann, 'what matters is the character of the stereotypes, and the gullibility with which we employ them. And these in the end depend upon those inclusive patterns which constitute our philosophy of life. If in that philosophy, we assume that the world is codified according to a code which we possess, we are likely to make our reports of what is going on describe a world run by our code' (p. 61). The research work will identify the patterns and unique characteristics inherent in female beauty appearance stereotypes in different types of women's magazines, as well as the

possible influence of the 'philosophy of beauty' promoted by celebrities and models in their interviews and related to recommendations and testimonial to ordinary women, joint with the topic of how real women may achieve these high standards of beauty, created by mass media.

Despite people's understanding that stereotypes should not be regarded as an absolutely precise and accurate perception of the world around, stereotypes still hold a strong position in the today's society. That makes the investigation of such stereotypes and its influence on the audience in general and females in particular highly important.

The research is based on previous findings and research works. First, the modern society is characterized by constant social and technological changes that are subsequently reflected in images of women created by mass media. Visual images of the ideal beauty's standardized sample reflect opinions, attitudes, characteristics of the cultural and social development, thus representing an interest in a study (Chevrizova, 2010). In the mass media a visual image plays a major role, it is one of the most effective ways to influence the audience, as well as the perception and lifestyles of real women. A particular interest is presented by a transformation of stereotypes of female beauty in a variety of mass media sources, ranging from traditional ones, such as television and women's magazines, and ending with the Internet and social networks which are gaining an enormous popularity and influence on the audience. Therefore, it is expected that there is a difference in women's stereotypes created by television, women's magazines and the Internet. The current research will be focused on the appearance stereotypes created by different types of women's magazines.

A significant number of researchers have studied the changes in female stereotypes in the past (Groshev, 1998; Azhgikhina, 2000; Markina, 2003; & Chevrizova, 2010). Researchers concur that from the middle of the last century considerable changes have been made. These changes in stereotypes were influenced by the political structure and the social system in the USSR and Russia, economic changes and the introduction of freedom of speech. Beginning with such stereotypes of an ideal woman as a political activist, a wife and a mother, a homemaker and a worker to an illusory image of women with such superior characteristics as the beauty of her physical appearance and a dependence on men around her, as well as an inability of making decision and a lack of ambitions (Azhgikhina, 2000). Despite the development of the modern society in Russia, the researchers note that the external beauty of women still plays one of the most important roles in the creation of images and stereotypes in mass media.

One of the most important factors, illustrating the current system of values and beliefs is presented by the fact that advertising reflects the social realities and implements social relations established within the society (Chevrizova, 2010). Therefore, it is expected that during an analysis of stereotypes formed by women's magazines, an influence of images and stereotypes of women in advertising should be considered as well. Based on previous research works, female stereotypes in the Russian advertising could be divided into four the most common groups: a housewife, a sex object, a carefree girl and a business woman. On the other hand, the researchers believe that the main purpose of advertising images of a woman and her body is related to the sale of goods, and very often is unrelated to real women and their interests, and is aimed solely at attraction attention of the male audience. However,

nowadays the Russian audience is experiencing a more negative attitude to such exploitation of female images (Chevrizova, 2010; Azhgikhina, 2000).

Notwithstanding, it is expected that the ideal female beauty still presents one of the most important factors in today's mass media industry and female stereotypes are still differentiated from a real appearance of ordinary women.

As well as that, the women's glossy magazines are strongly connected with the word 'glamour' and glamorous lifestyle. It can be said that the history of the Russian glamour is quite short and started only 15 years ago. The era of glamour has started in the post-Soviet Russian society and was developed without distinct chronological boundaries. Even more, the term 'glamour' was 'variously assimilated by different social strata and cultural groups with greater or less rapidity and various versions of it appeared nearly simultaneously' (Litovskaya & Shaburova, 2010). The five versions of 'glamour' were presented:

1. 'Glamour' as a fairytale related to wealthy and beautiful life. This version was based on the common Soviet idea of capitalism and the idea of the world and society consisting of rich and beautiful people. Litovskaya & Shaburova have presented this concept as an alternative to the comfortless post-Soviet reality 'full of economic and political cataclysms'.

2. 'Glamour' as a dream describing the life of stars, celebrities, actors, models and etc. This concept included the rapid growth of various goods advertising.

3. 'Glamour' as a 'special luxury' and an attainable standard of living. This concept was highly influenced by the Western models of life and consumerism. AS well as that, this concept includes new standards of unrealistic beauty.

4. 'Glamour' as a media technique. A new understanding of 'glamour' as an unmasked and deconstructed phenomena. The society is divided into two groups: the ones capable of glamour deconstruction and ones charmed and influenced by glamour.

5. The final category portrays glamour as the new state ideology formation. Russia is regarded as a country with its own unique beauty and charming Soviet history.

As well as that, Litovskaya & Shaburova state that the today's Russian capitalism consumption in the media representation 'set behavioral patterns and lifestyles presupposing luster and limelight as apparent signs of wealth' (2010). According to Litovskaya & Shaburova, one of the most important features is presented by 'the expansion of advertising as an unusual form of social visualization for Soviet people'. This expansion was promoted by the Western Mass Media and had been taken for granted by the Russian society. The current research will seek to determine which categories of 'glamour' are the most popular in the women's magazines examined and which beauty stereotypes are strongly influenced by the Western mass media influence on the magazines' content.

2.4 Research Questions

The research questions are based on previous findings in the work. First, according to Walter Lippmann (1921) it is expected that mass media has a tendency to generalize about other people and ideas based on fixed ideas and the stereotypes power to affect audiences and individual opinions which 'are crystallized into what is called Public Opinion' (p. 19). Public opinions are the pictures inside the men's

heads, 'the pictures of themselves, of others, of their needs, purposes, and relationship' (p. 18). Mass media have created strong stereotypical beauty models and have affected people's perceptions of physical appearance norms and ideal, promoted by the media and which are different from real women's appearance and real life. These unrealistic stereotype images influence women's body images and affect their lifestyle and feelings of body satisfaction (Berman & White, 2013).

Secondly, females' magazines are one of the most Westernized sectors of the media in Russia today (Nordenstreng & Pietilainen, 2010) which adopt popular topic related to the fashion industry and standards of beauty. Even though the female stereotypes created by mass media have been analyzed by a significant number of scholars, that is still difficult to find a sufficient amount of research works oriented on the physical appearance and stereotypes of beauty promoted by females' magazines. Even though the portrayal of females in mass media is slowly improving, 'mass media shows very women in professional roles or as strong, major characters' (Biagi, 2012). Unfortunately, stereotypes of women in mass media are still highly dependent on celebrities' physical beauty and appearance, which influences real women's perception of beauty standards and themselves.

This research will use a combination of the content analysis of visual images of women and supplementary interviews of experts. The research questions are as follows:

RQ 1: What are the beauty models of women portrayed by international magazines in the Russian Federation?

RQ 2: Which stereotypes are related to every category of the women's beauty models?

RQ 3: What is the possible influence of the beauty models' stereotypes on Russian women?

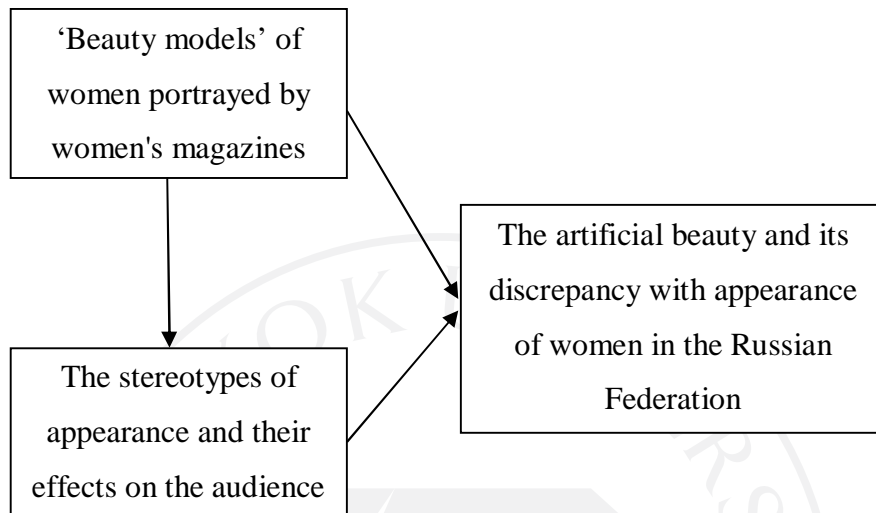


Figure 2: The Conceptual Framework

CHAPTER 3

METHODOLOGY

This chapter includes study design, research method and coding scheme for the qualitative approach, research method, data collection and coding and data analysis. Data analysis includes qualitative content analysis of visual materials - images of women in the examined women's magazines.

3.1 Study Design

This study uses the qualitative approach to analyze the women magazines' visual content and depth interviews with the experts. The research work is aimed to formulate specific 'beauty models' portrayed by women's magazines in the Russian Federation. The theoretical framework is presented by The Media Ecology Theory and Walter Lippmann's stereotype theoretical orientation. This research focuses on the descriptive analysis of the data collected and the following depth interviews of experts to recognize the possible influence of the 'beauty models' stereotypes on lifestyle and perceptions of women in the Russian Federation.

3.2 Research Method

This study uses the qualitative approach with an application of content analysis and depth interviews of experts. Five Russian magazines for women (in total, 15 issues) will be used for the analysis and the following formulation of the existing 'beauty models' of women and stereotypes related to every category. These magazines are Glamour, Elle Girl, Marie Claire, Women's Health and Dobrie Soveti. Each magazine represents a specific group of women's glossy magazines with

different target audiences (such as magazines for adult women, teenage girls, women seeking for a sporty and healthy lifestyle) and various topics and themes covered in the magazine (beauty, health, fashion, entertainment, nutrition and etc.).

Table 3.1: The Women's Magazines Used in the Content Analysis

The magazine	Information about the magazine	The target audience
The Glamour Magazine	Every issue of Glamour brings readers the best hair and beauty tips, how to lose weight and get in shape, the real scoop on relationship and sex questions. Latest in fashion, style, beauty, sex advice, relationships, health, weddings and celebrity news.	Young women
Elle Girl	The fashion and beauty magazine focused on beauty, health, entertainment and looked at daring fashion. Its slogan is 'Dare to be different'.	Older-teens girls

(Continued)

Table 3.1 (Continued): The Women's Magazines Used in the Content Analysis

The Marie Claire magazine	Pieces of advice on how to look like, information about amazing women, glamorous life and much more.	Adult women
Women's Health	A women's magazine about workouts, recipes, diet advice and up-to-the-minute info across health, beauty, nutrition and fitness.	Women seeking for a sporty and healthy lifestyle
Dobrie Soveti	Useful information about real life, food, men, children, beauty and travelling.	For modern, practical, adult women

The information in the table is officially presented by the magazines examined and publicly available at official websites of every magazine. At the same time, the relevance of existing 'beauty models' portrayed by women's magazines and its stereotypes was regarded as an important factor. Thereby an analysis of 15 issues of examined magazines was performed to create a contemporary categorization of stereotypical women's beauty. With the help of the descriptive qualitative analysis of the visual content of chosen magazines will be examined for the following interpretation and an adequate formulation of the women's 'beauty models' and

relevant stereotypes. Totally, the final amount of pages at the magazines examined was equal to 2617.

Table 3.2: The Total Number of the Women's Magazines Pages

The number of pages				
	January	A summer issue	December	The total number
The Glamour magazine	218	220	301	739
The Women's Health magazine	109	122	150	381
The Dobrie Soveti magazine	78	75	293	446
The Elle Girl magazine	124	133	118	375
The Marie Claire magazine	156	180	340	676
The total number of pages:	685	730	1202	2617

In addition to the assessment of visual images, the content of text information will be considered as well. The purpose is to create the relevant additional characteristics of the stereotypical models, thereby to present the information with which help the women's magazines explain an achievement and a maintaining of beauty. On this basis, the images of females will be reviewed and grouped into certain

'beauty models' basing on five major categories: physical characteristics of women in the 'beauty model', a clothing style, a lifestyle, a professional assistance and a possible image processing.

1. The 'Physical characteristics' category is divided into two groups: a body type and a physical attractiveness. The data will be combined according to the inherent characteristics and attributes of physical beauty.

2. The 'clothing style' category will be illustrated by visual images accompanied by text materials and reference to the preferred brand of clothing for women and models studied.

3. 'Lifestyle' includes both images and accompanying text materials and articles. The term 'lifestyle' reflects the women's magazines explanations of achieving certain 'beauty model' standards.

4. The 'professional assistance' category includes the use of services of professional stylists, makeup artists, hairstylists, nutritionists, as well as the whole range of professions, aimed at the achievement of the 'beauty model'. The assistance of professionals includes information that complements visual material in women's magazines. The purpose of this category is to illustrate the fact that creation of women's images in mass media is based on a variety of sources of assistance, not available to women in real life. It is one of the stereotypes' characteristics of the female beauty, created by the mass media. This category will be complemented with information presented by an expert and collected by the in-depth interview.

5. The category 'a possible image processing' includes an opinion of the expert professionally engaged in processing of visual materials, widely spread in all types of mass media. This image processing is aimed to achieve an appearance

perfection of women's images contained in women's magazines. The professional retouching of photographs and the use of programs and filters related to the image processing will be considered depending on the frequency of application and the degree of image processing.

The media are presented by the content of five glossy women's magazines: Glamour, Elle Girl, Marie Claire, Women's Health and Dobrie Soveti.. As the purpose of the study is presented in the formulation of the relevant and contemporary 'beauty models' and its stereotypes, all magazines studied will be considered for the time period of one year 2014. The research will cover one issue in January (at the beginning of the year), a summer issue (at the middle of the year) and December (at the ending of the year).

The content analysis is guided by five categories in order to formulate and examine both the various 'beauty models' generated by women's magazines and to establish the differences between the existing 'beauty models' and its stereotypes in different magazines. The content is presented by visual materials (photos) and the supplementary text materials.

Since one of the most important factors that influence the formation of the image of an attractive and a beautiful woman is a physical appearance, the category 'physical characteristics' was created to study such factors as the body type, the most attractive facial features, the general condition of the face and figure, models' grooming and etc.

Basing on previous research works, it is expected that women magazines' 'beauty models' vary from more traditional categories of classical beauty to more

contemporary ones. The modern 'beauty models' are affected by the rapidly changing fashion trends and preferences of the audience and fashion industry professionals.

The three other categories, such as clothing style, lifestyle and professional assistance have an influence on the formation of the stereotypical models of beauty. These categories serve as an essential addition to the physical appearance, complementing the generated by using a unique distinguishing feature, such as style, the choice of make-up, lifestyle characteristics, as well as the choice of assistants needed to maintain the created image of beautiful and popular women. These categories have been formed for the purpose of a more complete understanding of the distinctive features of the various stereotypes of women's beauty, based not only on physical data, but also on a number of other factors that create a unique image of celebrities and models. This gives an opportunity to compare the various stereotypes related to beauty models presented by women's magazines in the Russian Federation.

The remaining category of the 'the possible image processing' is necessary for understanding the difference between images formed by mass media from women in real life, whose images are not exposed to professional retouching and change. This category is essential for understanding the deviation of real women's perception of themselves and models' images in the magazines.

In addition, the interest in researching the used categories is to determine whether the images of the ideal feminine beauty differ according to the type of magazine within the selected mass media channel. The visual images published in different types of women's magazines tend to reflect the interests of the exact part of the audience which consumes various types of magazines. Thus, through the analysis

and formulation of stereotypes, typical of some publications, it will be possible to suppose which stereotypical images present the highest interest to women Russia.

The interest for this research lies not only in the formulation and evaluation of standard women's beauty in women's magazines in Russia, but also in comparing the patterns and stereotypes depending on the type of magazine.

At the same time, a huge impact of generating images of celebrities and models, popularizing some certain standards of women's beauty to the audience and created by the mass media should be taken into account. That is why the selected five categories of assessment and formulation of women's beauty stereotypes are so important for the current analysis. These five categories (physical characteristics, clothing style, lifestyle, professional assistance, the possible use of the processing of visual images) demonstrate the elusive and artificial images created by mass media and observed by the audience. Real women are not able to compete to such unachievable stereotypes of appearance and beauty.

As well as that, the use of frames is highly important. In mass media, frames serve as a tool which helps to present complicated issues and ideas to the audience. According to Supadhiloke (2012), frames serve both as a tool used by journalists to describe events and issues and by people to understand and interpret these events. Even more, journalists may use frames in order to construct a reality with the help of frames used and to create an interest in specific events and topics and draw attention of the audience (Weaver, 2007). This is highly important when it comes to a comparison of the reality, created by mass media, and framed images of the beauty and its difference to women in real life. Those images don't reflect correctly even an appearance of celebrities and models, as the visual materials are changed through

professional processing. As different types of mass media use a complex amount of various frames to construct a reality and to draw an attention to some specific topics, it is important to create five categories of frames, according to which the stereotypes of women's 'beauty models' can be formulated: physical characteristics, clothing style, lifestyle, professional assistance and a possible image processing.

3.3 Data Collection

The visual content (photos), articles and interviews of celebrities are available in editions of such women's magazines as Glamour, Elle Girl, Marie Claire, Women's Health and Dobrie Soveti. The issues used are available for purchasing on the territory of the Russian Federation, and the complete analogues of previous issues are available for downloading at the e-format (the electronic one). The amount of the visual images of women will be noted and calculated for every issue, categorized, and the 'beauty models' popularity will be identified.

This study will consider the materials relevant to the audience in Russia today. By these means, the research will examine 3 issues for 5 women's magazines (Glamour, Elle Girl, Marie Claire, Women's Health and Dobrie Soveti) in the whole period of the year 2014 presented by magazines' issues in January, a summer issue and in December. The total number of issues will be equal to 15.

The expert's opinion will be presented by Mr. Igor Pavlov, a professional photographer with more than a 20 years experience. Mr. Pavlov is working with Digital Photography (studio and genre photo shootings), computer processing of photos (Adobe PhotoShop, PhotoPaint), Digital Video (studio video and reportage video) and nonlinear (computer) video editing in such programs as Adobe Premiere,

SONY Vegas. Mr Pavlov has created a significant number 3D videos, vector and raster graphics (an advertising layout) prepared in Adobe and Corel programs.

Mr. Pavlov is a co-writer co-author of a state standard of advertising for secondary professional education. Mr. Pavlov has been working at a State College as a professor of Video Technologies. He was invited as an expert to the Government Project World Skills Russia in 2013-2014.

As well as that, Mr. Pavlov is a Senior Consultant of Technology College №14 on Advertising in Video and Photography. Mr. Pavlov is an author of a textbook on advertising movies named 'Technology promotional video' (<http://www.academia-moscow.ru/catalogue/149/81478/>). Mr. Pavlov is an authorized teacher of the SONY Electronics Company.

The second expert, Mss. Yulia Zorenko, is presenting a real women with more than a 20 year experience of women's magazines reading.

3.4 The Coding and Data Analysis

The research focuses on visual content and their accompanying commentary, as well as on the information relevant to the achievement and maintenance of beauty, presented in the sources used. Even though the research focuses more on the visual content, in some cases, the accompanying textual material will be considered and will help to create a more clear and correct formulation of stereotypes of feminine beauty in various types of mass media on the basis of the chosen categories, such as physical characteristics, clothing style, lifestyle, professional assistance, the possible use of processing of visual images and the popularity of the source (table 2).

According to Simon (2011) the qualitative data analysis may be regarded as a process of making meaning from collected data. In 1982 Bogdan & Biklen defines the qualitative data analysis as ‘working with data, organizing it, breaking it into manageable units, synthesizing it, searching for patterns, discovering what is important and what is to be learned, and deciding what you will tell to others’ (p. 145). The qualitative researchers need to use the inductive analysis of data which means that the critical themes emerge out of the data (Patton, 1990). Thereby the special logical and meaningful categories of analysis are to be created and the raw data is to be placed and grouped for a future interpretation (Simon, 2011).

Firstly, the qualitative part of the study uses visual content (images). The visual content was looked as a whole on month by month basis by asking questions such as ‘What is the main idea of this content expressed in main characteristics based on the five categories of the analysis (table 3)?’ Notes were made about the content and quantified according to the topics of the research with use of the descriptive qualitative analysis.

The analysis will begin with the identification of information relevant to each category by examining the raw data (the content) and the following classification of the stereotypical models. This process can be referred as an ‘open coding’ (Strauss & Corbin, 1990).

During the phase of the open coding, the categories will be grouped into conceptual categories. To create the descriptive and multi-dimensional framework for the following analysis images that appear similar will be grouped into the same category. According to Simon (2011), ‘these categories may be gradually modified or replaces during the subsequent stages of analysis that follow’ (p. 2).

At the next stage, the axial coding process (Strauss & Corbin, 1990) will be used to re-examine the categories, identified before, in order to assemble a big picture to acquire a new understanding of a phenomenon of the research interest and to 'build a conceptual model and determine whether sufficient data exist to support the interpretation.' (Simon, 2011, p. 3). After that, the stereotypical models will be named.

After calculation of the number of women's images, each image will be examined according to the proportion on a page. The image which occupies the whole page will be calculated as equal to 1, the one which occupies a half of the page will be equal to 0,5 and etc.

Finally, all data will be transferred to percentage and presents in a table and a graph which will show the popularity of each 'beauty model' according to the categories 'The number of images, %' and 'The images size, %'. Totally there will be 3 tables and 3 graphs for every women's magazine examined according to the month. This information will be presented in Appendix Table 4.4.1 (the Women's Health magazine), Table 4.4.2 (the Glamour magazine), Table 4.4.3 (the Dobrie Soveti magazine), Table 4.4.4 (the Elle Girl magazine) and Table 4.4.5 (the Marie Claire magazine). The table and the graph summarizing the whole data for every magazine will be presented in Chapter 4 as well as the table and the graph which will demonstrate the total number of images and the images size for 5 examined magazines all together. These tables would demonstrate which 'beauty models' are the most popular at every magazine and the final gradation based on the summarizing of the results. As well as that, every category will be illustrated by images of the 'beauty model' taken from the women's magazines examined.

The depth interview will be the second phase of the current research work. The sample will be presented by a Russian woman representing a prospective consumer and the audience of women's magazines. Each response will be analyzed and compared for relevance to the research questions. The expert will be asked to review the data collected independently. It will be taken into consideration that during the axial coding the categories identified can be revised to uncover gaps in the data. The interview questions may be changed during the discussion to receive a deeper understanding of the problem, as well as the stereotypical beauty model categories may be revised and supplemented with new clauses.

The current research will use the model of visual data displays presented by Dr. Simon (2011):

1. Data comparison tables between sources of data.
2. Figures that show connections between categories and themes.

The total number of women's magazines issues included 15 issues. For the reason of reliability and validity, a Russian woman with more than a 20 years experience of reading women's magazines was selected to test and code 5 randomly selected magazines issues (30% of the total amount). Firstly, the coder was asked to read the presented magazines and pay attention to the women's images solely. After that, the concept of 7 beauty models were presented. The coder was asked whether she agreed or disagreed with the choice and categorization of the beauty models. The coder has agreed to the choice of beauty models of women. After that, the coder was asked to categorize the whole images of women at the 5 issues of magazines according to the approved beauty models. The coder's data was calculated and compared to the data received by the researcher. The inter-coder reliability was

calculated by comparing the results of two coders. The data categorization agreement represents the number of images classified as the same beauty models by two coders. The inter-coder reliability was equal to 91.48% which is the acceptable level.

Table 3.3: The Inter-Coder Reliability Calculation

The magazine	The month	The total number of images of women	The data's categorization agreement	The data's categorization agreement, %	The total number of agreement
Glamour	December	477	443	93%	91.48%
Elle Girl	January	156	141	90.4%	
Marie Claire	August	100	97	97%	
Women's Health	August	134	127	94.7%	
Dobrie Soveti	January	34	28	82.3%	

Table 3.4: The Coding Scheme

Categories of analysis	<ul style="list-style-type: none"> - Physical characteristics - Clothing style - Lifestyle - A Professionals assistance - A possible image processing
	The media
	Women's magazines
Sample analysis	5 magazines
Units of analysis	Images, articles, supplementary textual materials.

Table 3.5: The Categories of Analysis

Clothing Style		
General style	Preferable brands	
Physical Appearance		
Body type	Physical attractiveness	Possible use of plastic surgery
Possible Image Processing		
The use of image processing		References to the use image processing
Yes	No	

(Continued)

Table 3.5 (Continued): The Categories of Analysis

Lifestyle	
Ways of achieving beauty	Maintaining the beauty by daily activities and habits

Professional Assistance			
The use of professional assistance		Types of the professional assistance	References to the professional assistance
Yes	No		

CHAPTER 4

FINDINGS

This chapter reports the results of the qualitative content analysis. The findings are presented according to the research questions answering. Conclusions are based on the findings.

4.1 Findings of Content Analysis

In order to answer three research questions, the content analysis was performed. Totally, 15 issues of 5 women's magazines were examined. All the issues were read through several times, two times taking notes and then comparing the notes and results. The three research questions were answered based on the notes and the results of the quantitative content analysis.

The five women's magazines examined are:

1. The Glamour magazine (a January issue, a July issue, a December issue).
2. The Women's Health magazine (a January issue, an August issue, a December issue).
3. The Elle Girl magazine (a January issue, an August issue, a December issue).
4. The Marie Claire magazine (a January issue, an August issue, a December issue).
5. The Dobrie Soveti magazine (a January issue, an August, a December issue).

The total amount of images of women is equal to 2625.

Table 4.1: The Total Number of Images

The number of images				
	January	A summer issue	December	The total number
The Glamour magazine	418	315	477	1210
The Women's Health magazine	93	100	105	298
The Dobrie Soveti magazine	34	123	130	287
The Elle Girl magazine	156	140	114	410
The Marie Claire magazine	156	134	130	420
The total number of images:	857	812	956	2625

Research Question 1 asked what are the beauty models of women portrayed by international magazines in the Russian Federation. Based on the content analysis of 2625 images of women in 15 issues of magazines examined, it can be said that there exist seven main categories of women's 'beauty models'.

These categories are:

1. A sporty and healthy lady.
2. A perfect photo shooting model. This category may be divided into two groups: 'Professional models' and 'Celebrities'.
3. An advertisement reality.
4. A real woman sample. This category may be divided into two groups: 'To follow up fashion' and 'An independent story'.
5. A runway model.
6. A casual celebrities style. This group is presented by Russian celebrities and Western celebrities.
7. A red carpet lady. This group is presented by Russian celebrities and Western celebrities.

Another category of analysis was related to the size of every image according to proportions of every page.

A table related to the number of images and the images size was designed for every issue of each magazine. After that, the table named 'The final calculations. The total number, % ' was created to summarize calculations for every women's magazine examined. According to such tables, the research could present the exact data (the percentage data) for each category of women's 'beauty model'.

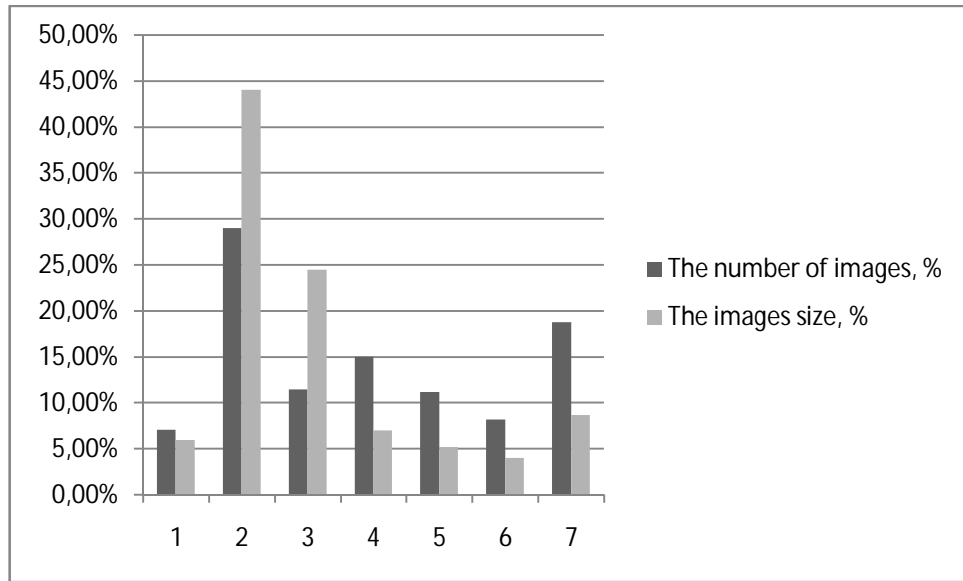


Figure 4.1: The Correlation between the Categories Presented

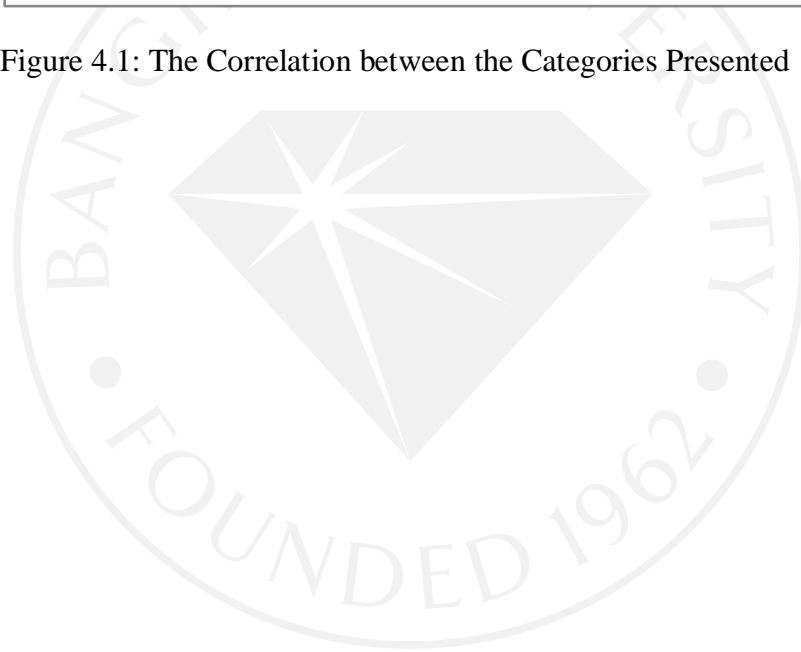


Table 4.2: The Final Calculations. The Total Number, %

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model	An Advertisement Reality	A Real Woman Sample	A Runway Model	A Casual Celebrities Style	A Red Carpet Lady	The total number of
The number of images	186	190	302	153	293	182	215	2625
The number of images, %	7,1	7,2	11,5	5,8	11,2	6,9	8,2	
The number of images, %	7,1	29	11,5	15	11,2	8,2	18,8	
The images size	64	117,5	251,5	35	53,2	35,6	48,4	1025,5
The images size, %	6	11,5	24,5	3,4	5,2	3,5	4,7	
The images size, %	6	44	24,5	7	5,2	4	8,8	
						Western	Russian	

As well as that, the Research Question 2 asked which stereotypes are related to every category of the women's beauty models. Therefore each category of a 'beauty model' is to be described in more details with the following description of related stereotypes.

4.2. The 'Beauty Models' and their Stereotypes

4.2.1 A Perfect Photo Shooting Model



Figure 4.2.1: A Perfect Photo Shooting Model Sample

A perfect photo shooting model is one of the most common types in any women's magazine. Despite all the possible differences, this category has certain characteristics common to all editions. Conventionally, this model can be divided into 2 types: a photo shoot with professional models and photo shoots with celebrities. Both types are characterized by some common features: all photo shoots are held with the participation of professional stylists, makeup artists, hair stylists, photographers, etc. Professionally delivered light, carefully selected clothes sets and winning postures are emphasized by shooting in professional studios, amid stylish interiors, landscapes

or specially selected decorations. At the same time, these photos are passed through rigorous computer processing, designed to correct all possible deficiencies in the physical appearance of the models.

A photo shoot with the participation of professional models. The main purpose of placing a photo shoot in magazines is to represent different categories of goods such as cosmetics, accessories, clothing, etc. Most often, the whole photo shoot is performed in the same style, for example, an embodiment of main trends of a new fashion season, a representation of different styles of clothes, presentation of evening dresses, sets designed for travelling, parties, official dinners, sport activities, work in an office, etc. All items of clothing, accessories and cosmetics, used during filming, are carefully listed next to the relevant photographs.

Since the purpose is the most favorable presentation of goods and attraction of readers' attention, professional models are to participate in these photo shoots- slender young woman with such similar characteristics as well-groomed hair, arranged by professional stylists and make-up applied by makeup artists.

Another sub-category of this type of pictures can be called 'professional models used to illustrate certain situations' in articles. Despite the fact that these images are only intended to reflect the theme of an article written about real life, at these pictures readers see a perfect image played out by models. Such images are often found in articles related to relationships, traveling, daily life, work, etc. Readers may have an impression that despite a complexity of various situations or problems raised in the article, every woman should look like the model presented in the picture.

A photo shoot with celebrities participation. These photo shoots are one of the most important parts of any magazine, as well-known media representatives - actresses, singers, athletes, etc. always attracts a great attention of readers. Most often, these articles about famous women or their interviews are one of the main incentives for purchasing women's magazines. Therefore, the presented model - in this case, the famous woman - should be presented in the best possible way. This category is similar to the category of photo shootings with the participation of professional models - the presence of the careful work of a number of stylists, hairdressers, makeup artists, etc. However, this category is characterized by the level of surveying- all professionals are the best representatives of their profession. In addition, celebrities differ from professional models by primordial characteristics of appearance - their height and proportions are more similar to proportions of ordinary women. Therefore, photographers need to find the most advantageous angles while photo shooting aimed to emphasize the most attractive features of the model, as well as to divert attention from the possible disadvantages of a figure or a face. At the same time, an obligatory computer image processing is held to make the image of celebrities even more attractive to the reader's eyes.

The category of photo shoots with celebrities is similar to the category of photo shoots with professional models by presentation of a list of items used while the style creation: an enumeration of brands of clothes and cosmetics used.

Stereotypes related to this category:

1. A model - beautiful women and girls. Slender, well-groomed, with perfect hair and makeup.
2. Models choose a pose for the most attractive result in photographs.

3. A photo shooting is performed by professional photographers with a correctly chosen lighting. Decorations emphasize appearance of the model, the style of her clothes and accessories.

4. All clothing, makeup, hair style, and accessories meet a certain style.

5. After the shooting, the pictures require a professional computer processing after which the models look even more attractive.

6. A list of brands of goods used in photography is placed next to the photographs.

7. The style of the photo shooting meets a certain the idea, for example, it reflects the latest fashion trends.

4.2.2 A Sporty and Healthy Lady



Figure 4.2.2: A Sporty and Healthy Lady

This category is intended to present the most attractive way of a healthy lifestyle and to promote the sport itself. This category is commonly represented by as a series

of photographs with an explanation of a training program or exercises.

Detailed descriptions of exercises which can be repeated by readers are placed next to the pictures. Photographs of young women cooking or eating healthy food present this category as well. Most often, these images are accompanied by recipes and step by step method of cooking. In addition to a series of images related to the fulfillment of some certain exercise, this category includes single pictures - for example, young women while jogging, practicing yoga, pilates, etc.

Stereotypes related to this category:

1. A beautiful athletic girl. Body type is not as thin as professional models' one. Visible results of practicing sport are visible. Muscles demonstrate results of physical activities.
2. Clothes style - sporty. The main goal is the convenience and comfort during exercise.
3. A makeup style is moderate and natural. Hair style is chosen not to interfere with making sport.
4. The whole style of photo shoots meet the main requirement - to show all benefits of sports and healthy lifestyle, as well as to explain how to follow these sporty and healthy models.
5. Models' poses are selected according to the intended purpose - to show the exercises in progress or while cooking a healthy and wholesome food.

6. The photo shooting is performed by professional photographers. The fashion style is prepared by stylists, makeup artists, and hairdressers.

7. A subsequent computer processing of pictures - at a minimum level.

8. Decorations are presented by gyms, nature, cuisines or professional studio with the minimum of decor in order not to detract from the models.

4.2.3. A Red Carpet Lady



Figure 4.2.3: A Red Carpet Lady

The category ‘A red carpet lady’ is often represented by celebrities - actresses, singers, well-known media persons, popular models, etc.

The term ‘A red carpet’ implies an important public event, award ceremonies, charity events, movie premieres, etc. According to the requirements, the red carpet style must meet some certain rules of the style, most often the style is the ‘Black Tie’.

Stereotypes related to this category:

1. Celebrities prefer full-length dresses from famous designers and fashion houses.
2. Hairstyle and makeup are made by professionals, an outfit for the event is chosen with the help of stylists.
3. The full-length dress is accompanied by expensive jewelry and accessories.
Celebrities are carefully prepared for public events with the help of a team of professionals.
4. Pictures are taken by professional photographers during the ceremony and during walking along the red carpet. The photographs are presented by pictures of celebrities in full growth or by such details as hair and makeup style, accessories, shoes, etc.
5. If the style of the event allows a less formal attire, celebrities can choose a cocktail dress or other outfits.
6. This style is characterized by glamorous outfits, beautiful celebrities, a general high level of events and a great work of stylists which work for each woman to achieve the best possible results of physical attractiveness.

4.2.4 An Advertisement Reality



Figure 4.2.4: An Advertisement Reality Model

Advertising is one of the main sources of magazines' income - therefore, magazines pay a great attention to an advertisement and its number of pages. Comparing the frequency of use, number of pages covered and the images size, advertising is a leader in all other categories. Advertisement reality meets the main purpose - the sale of goods, their representation in the most attractive light for the audience. Very often magazines supply entire reversals for advertisement..

Advertisers prefer the most attractive professional models and celebrities who will represent a brand or goods. This category differs from 'A perfect photo shooting model' as it presents only one specific product.

The world of advertisement should attract viewers to create a certain image of an ideal, but artificial reality that maximizes the sale of the goods - that is why this category can be named as 'An advertisement reality'.

Stereotypes related to this category:

1. The advertisement shooting advertising involves participation of the most attractive women - celebrities and professional models.

2. All details of the model or celebrity's image should be carefully checked to present a perfect appearance, body, make-up, hairstyle and clothing style.
3. All photos are taken by professional photographers; the photo shooting's background should be chosen to emphasize and enhance the beauty and attractiveness of the product and the model.
4. All images are submitted to a thorough computer processing eliminating any deficiencies in the model's appearance or the environment.
5. The whole style of the photo shooting meets a certain type of the product; the final image should attract the reader and, therefore, contribute to the goods' purchase.

4.2.5 A Casual Celebrities Style



Figure 4.2.5: A Casual Celebrities Style Model

Women's magazines serve a great source of ideas and inspiration for the real woman according to many life matters. Thereby the casual and daily choice of a clothing style represents one of the most interesting and important issues. In order to

illustrate a daily clothing style magazines present both photo shootings with professional models and photos related to the present category of the casual celebrities style.

Celebrities attract readers' attention of and have a great impact on the identification of trends in clothing style, makeup, accessories choice and a lifestyle in general. A casual celebrities style is illustrated by paparazzi photos which show the life of celebrities during daily activities. Most often, the presented photos demonstrate what celebrities choose to wear in daily life, what hairstyles and makeup they do prefer, etc.

With the development of the mass media and social networks era many celebrities create their own at such popular sites as Facebook, Instagram, Twitter and etc. These applications serve as a place where celebrities can share their photos with the audience. These photos illustrate both their work and daily life activities. With help of such photos and the paparazzi photos the celebrities fans and followers have an understanding of how the celebrities look every day, which brands they do prefer, what clothing style is the most popular, what hobbies they have, what sport activities they prefer - for example, yoga, Pilates, jogging and etc.

Stereotypes related to this category:

1. Photos are taken by paparazzi or presented by celebrities' selfies.
2. The clothing style depends on the situation. It is not as official as on the red carpet, during the professional photo shootings or on a stage. Celebrities prefer a comfortable style accompanied with fashionable clothes or accessories.
3. The makeup and hair style is prepared by the celebrities or their personal assistants.

4. There is no a professional image processing, but celebrities may use special photo filters while taking selfies.

5. This category presents celebrities in real life and thereby may be characterized by celebrities defects in appearance.

4.2.6 A Runway Model



Figure 4.2.6: A Runway Model

The 'Runway model' category presents a sufficient and an integral part of every women's magazine. Typically, images of models are taken during fashion houses shows and accompanied by some certain 'sets' - collages of images of clothing, accessories and make-up products that reflect the latest fashion trends of a new season. The image of 'A runway model' itself presents photos of professional models in full growth, accompanied by comments of the magazine's fashion editor - these comments or notes are intended to explain to an ordinary women some possible

ways to follow fashion trends. These comments don't take into consideration any information about real women - for instance, that fact that real women's clothing size does not correspond to the model standards and appearance of every woman is presented by unique characteristics.

Stereotypes related to this category:

1. This category is presented by professional models solely. These models are characterized by some certain features: they are very tall, slim, well-groomed young women with attractive faces.

2. The professional models are official representatives of fashion houses during the fashion show, therefore their appearance reflects the latest tendencies in clothing style, accessories, makeup, hairstyle and etc.

3. The photos present models in full growth during their catwalk at the show. The photos are taken by professional photographers without the following computer processing.

4. The background of the photo shooting is presented by the fashion show's decorations and depend on the selected style of the show or a fashion house.

5. Special 'sets' are placed next to the models' photos - these sets present collaged pictures of clothes, accessories, makeup accessories and chosen according the latest fashion trends. It means that by purchasing these good ordinary women may receive a chance to be closer to the world of fashion and glamour.

4.2.7 A Real Woman Sample

The image is a collage of magazine pages. The main page features a woman's face with 'before' and 'after' photos. Text on the page includes 'Glamour Экспресс/преображение', 'после', 'КАК БЫ ТЕБЕ ПОВЕЗЛО', and 'Наталья Перевозчикова 23 года'. A photo of her exercising is labeled 'после: 52 кг' and 'до: 65 кг'. A sidebar asks 'Если я не потею во время тренировки, значит ли это, что я плохо занимаюсь?'.

Figure 4.2.7: A Real Woman Sample

The present category is the only one among the presented before where images of real women are used. 'Real women' mean not celebrities or models and those ones who don't work in the fashion industry. Despite the fact that the magazines examined are intended to be purchased by ordinary women, the current category is one of the smallest one among 6 others women's beauty models. Conventionally this category can be divided into two groups: to follow up fashion and an independent story.

To Follow Up Fashion Category:

In this category, ordinary women receive an opportunity to try on the latest fashion trends and join the fashion world. This category is creating a difference between a woman or a girl 'before' and 'after' the fashion transformation. Typically, this transformation is as follows: professional stylists and makeup artists work on the new fashion image of an ordinary woman. They use professional make-up, create a new hairstyle, choose a new clothing style that meets fashion trends. Photographers

take pictures 'before', 'during' and 'after' the transformation. It is to be noticed that before the transformation a photographer is taking a photo of the women without makeup with a neutral face expression. By the picture 'after' the transformation demonstrates a different picture - a smiling woman with professional makeup and hairstyle. Quite often, the 'after' picture receive a professional computer processing, thereby creating a more artificial and beautiful images which are hardly related to woman's real life image.

An Independent Story Category:

This category includes images of ordinary women and related to their his life, career, traveling, etc. Pictures are not taken by professional, there is no computer processing.

Stereotypes related to this category:

1. This category includes photos of ordinary women, not models or celebrities.
2. In this category a process of 'transformation' of ordinary women is observed, The transformation is performed in accordance with fashion standards. It is noteworthy that even ordinary women chosen for the transformation do not have excess weight and very attractive.
3. Most stories of real women are associated with real life situations or problems, such as building a career, problems in relationships, travelling, parenting, etc.

4.3 The 'Beauty Models' Correlations and their Effects on Women

Research Question 2 asked what is the possible influence of the beauty models' stereotypes on Russian women. In order to answer this question it is required to observe the distribution of the beauty models according to the number of images of women, the images size and the Arithmetic Mean (AM) based on the results received the analysis of all 155 women's magazines issues.

Table 4.3: The Final Table

The number of images, %	The images size, %	The Arithmetic Mean (AM)
1. A perfect photoshooting model, 29%	1. A perfect photoshooting model, 44%	1. A perfect photoshooting model, 36.5%
2. A red carpet lady, 18.8%	2. An advertisement reality, 24.5%	2. An advertisement reality, 18%
3. A real women sample, 15 %	3. A red carpet lady, 8.8%	3. A red carpet lady, 13.8%
4. An advertisement reality, 11.5%	4. A real women sample, 7%	4. A real women sample, 11%
5. A runway model, 11.20%	5. A sporty and healthy lady, 6%	5. A runway model, 8.2%
6. A casual celebrities style, 8.2%	6. A runway model, 5.2%	6. A sporty and healthy lady, 6.5%
7. A sporty and healthy lady, 7.1%	7. A casual celebrities style, 4%	7. A casual celebrities style, 6.1%

These data show that women's magazines popularized images of ideal, but artificial beauty created with the help of professional photographers and stylists. As well as that, most of the images of women in women's magazines are submitted to the computer processing.

Such categories as 'a perfect photo shooting model is holding a leading position in all magazines examined both in the category 'an image size, %' and 'the number of images, %'. The 'advertisement reality' category is one of the most popular categories as well. This category is holding the second position at the category 'an image size, %'. Both categories can be regarded as a promotion of the artificially created beauty of women and the creation of standards of beauty unattainable in real life.

The frequency of advertising in these categories can be observed as one of the most important findings. Even though advertisement present one of the most important sources of income for women's magazines, such categories as 'A perfect photo shooting model' and the 'Advertisement reality' hold 68.5% of the total number of women's images. Therefore, the aim of more than 2/3 of the volume of women's images present an advertisement for various brands and fashion houses.

The purpose of advertising is to attract the reader's attention to the product. Ergo brands use pictures of the most attractive models. Such volume can create both overly inflated standards of beauty for ordinary women and a subsequent dissatisfaction related to their own appearance.

The expert's opinion on the photo shooting process:

1. It is to be understood how professional photographers create the images of women used in magazines. In order to understand the whole process of the photo shooting and the following image processing, the expert Mr. Pavlov was asked to

comment the presented beauty models and stereotypes related to them. According to his professional opinion, the following information was given.

2. Professional photographers don't set a camera at the model's face level or above it. The 'top-down' direction makes the figure optically shorter and too massive. The model's head is becoming too big in that case, and legs seem much shorter. Most often during the photo shootings for advertisement photographers use the position named 'camera at chest level' (a horizontal direction of the camera) or a position where camera is placed 'below the waist'. In these cases, the model's body gets a winning image and seems taller, shoulders seem slight wider. All these well-known techniques create a serious improvement related to the model's body proportions. With the help of a proper selection of the photo shooting angle and special optics and lenses for the camera, a photographer can create a great image which do not require a following computer processing.

3. It is highly important to understand that ordinary people are not able to create such effects. Even more, the photos may present worse body proportions of the model.

4. Mr. Pavlov has noted that every category of a 'beauty model' has its own characteristics and specifications.

5. 'A perfect photo shooting model' require a significant work of stylists and a special makeup. Photographers use different lamps to lighten up different parts of the model's face and body. They may direct a light to the model's eyes to make them shine. The 'Shining eyes' effect may be received only with the help of professional equipment and professional makeup.

6. During the work with models at 'A sporty and healthy model' category photographers usually don't use lamps, but actively use the camera's position named 'bottom-up'.

7. If the camera is placed low, the model's waist seem thinner, shoulders seem wider and an image of a professional athlete may be created. But there should be so limits - the model should not 'hover' over the audience.

8. At 'A red carpet lady' category, the photographer's abilities are quite limited. The photographer can't set a necessary amount of lamps. Even more, the other photographers' camera flashes may ruin the photo. As well as that, journalists taking interviews close photographer's overview and don't allow to select a desired photo angle. Nevertheless, the law 'The lower the angle, the better figure' still works in this case.

9. When it comes to the work with the 'An advertisement reality style' a proper light present the most important issue. Special lamps are used quite often as well. A photo shooting foreshortening present the most important issue. The foreshortening may create an image of an incredibly beautiful women.

10. 'A casual celebrities style' category makes a photographer use all mentioned methods. Paparazzi need to work as fast as it's possible before the celebrity leaves. They take a great number of photos to select the best one in the future.

11. 'A Runway Model' category is highly similar to the 'A red carpet lady' one.

12. 'A Real Woman Sample' category creates a true challenge for photographers. In this case, a balance is to be found. The photographer shouldn't use the best foreshortening - as the model will not remain a real women because of too

perfect body proportions. But the requirement of the photo shooting are dictated by the magazine's editors and may vary according to each task.

It means that just with the help of a professional camera and skill one woman may be portrayed both as a beautiful lady with perfect body proportions and, on the contrary, as an ordinary woman with an average appearance.

The presented information confirms the fact that the images of women presented in women's magazines are made by professionals and receive a computer processing. However, ordinary readers without a special technical education are facing a risk of an incorrect perception of the models' beauty. As well as that, they may transfer such beauty stereotypes in real life.

These pictures show an original appearance of models and celebrities and a variant placed in women's magazines. These photographs demonstrate a great amount of work made by professionals to correct all possible disadvantages of their physical appearance.

Unfortunately, women's magazines use solely the photos after computer processing.



Figure 4.3: The Processed Images Example



Figure 4.3 (Continued): The Processed Images Example

The results comparison:

The current research presents the data related to every magazine examined.

The data comparison reveals important results explaining how beauty standards vary according to the categorized 'beauty models'.

The data is enumerated as follows:

1. A sporty and healthy lady.
2. A perfect photo shooting model.
3. An advertisement reality.
4. A real woman sample.
5. A runway model.

6. A casual celebrities style.

7. A red carpet lady.

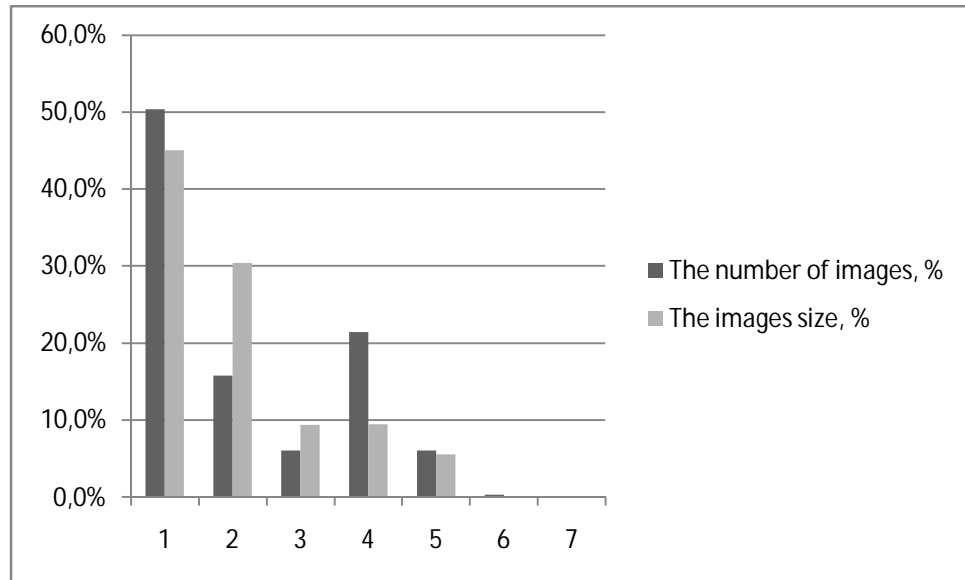


Figure 4.4.1: The Women's Health Magazine

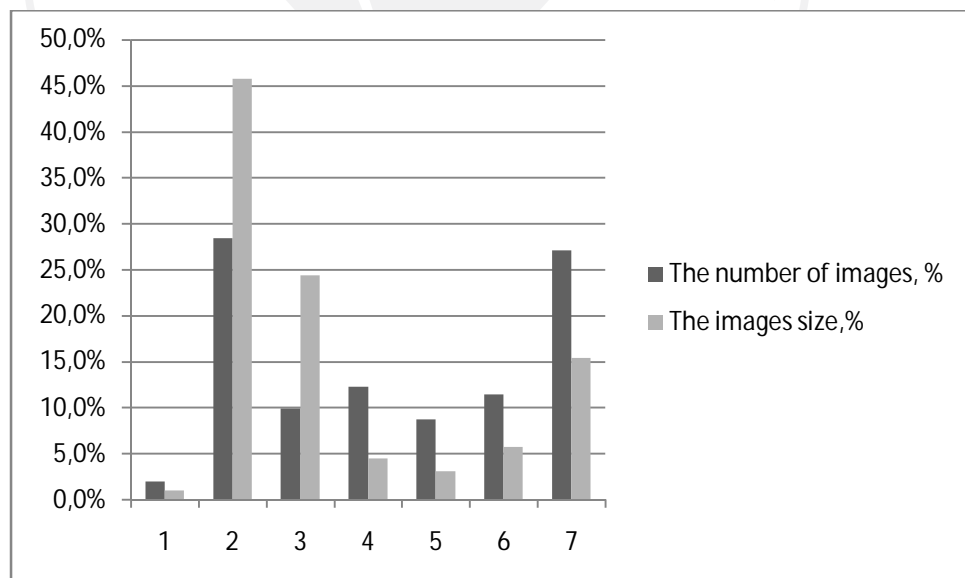


Figure 4.4.2: The Glamour Magazine

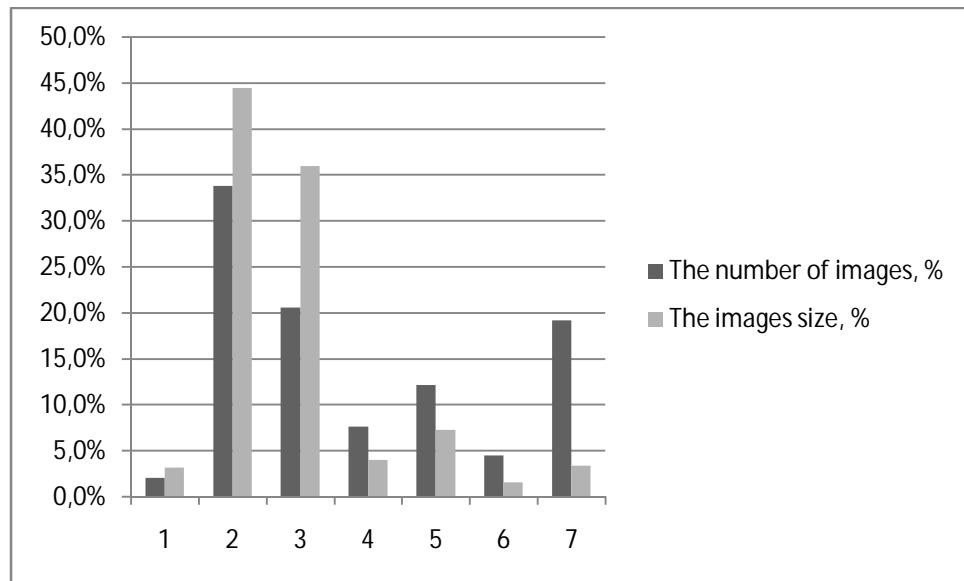


Figure 4.4.3: The Dobrie Soveti Magazine

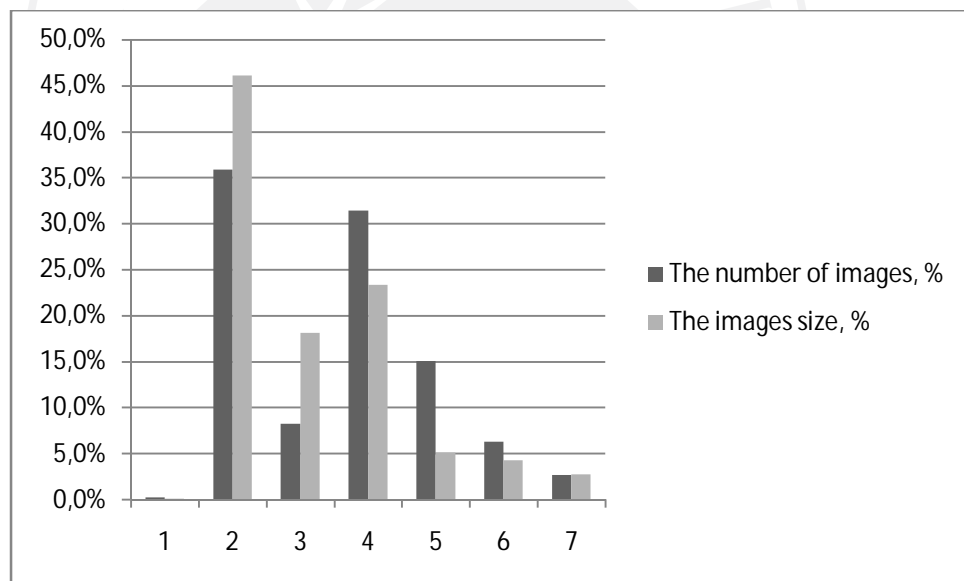


Figure 4.4.4: The Elle Girl Magazine

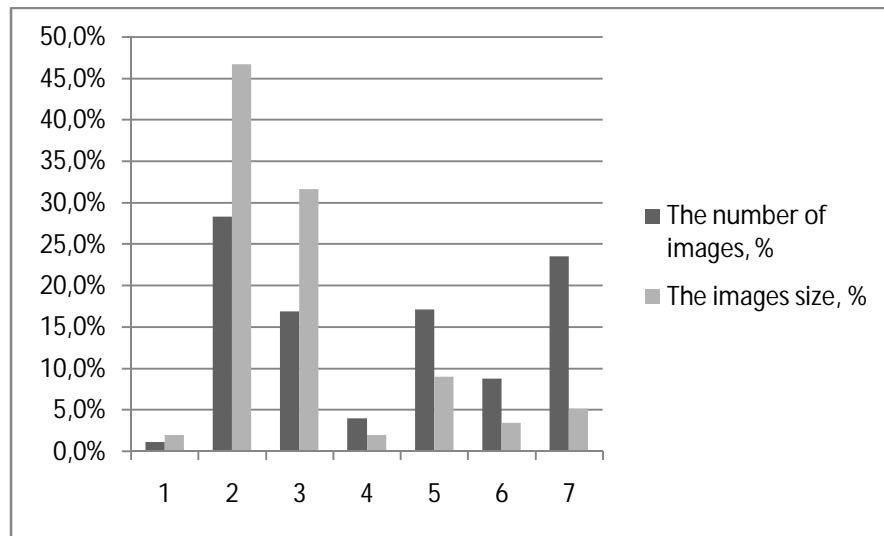


Figure 4.4.5: The Marie Claire Magazine

Table 4.4.1: The Women's Health Magazine. The Total Number, %

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	150	10	37	18	5	59	18	1	0	0	0	298
The number of images, %	50,3	3,4	12	6	1,7	19,8	6	0,3	0	0	0	
The number of images, %	50,3	16		6	21		6	0,3		0		
The images size	51,5	7,75	27	10,75	1	9,875	6,4	0,125	0	0	0	114,375
The images size, %	45	6,8	23,6	9,4	0,9	8,6	5,6	0,1	0	0	0	
The images size, %	45	30		9,4	10		5,6	0,1		0		

Table 4.4.2: The Glamour Magazine. The Total Number, %

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	24	100	244	120	93	56	106	108	31	184	144	1210
The number of images, %	2	8,3	20	9,9	7,7	4,6	8,8	8,9	2,6	15,2	11,9	
The number of images, %	2	28		9,9	12		8,8	11,5		27,1		
The images size	4,75	70	145	114,75	12,175	9,25	14,6	22,25	4,75	40,8	31,6	470
The images size, %	1	14,9	31	24,4	2,6	2	3	4,7	1	8,7	6,7	
The images size, %	1	46		24,4	5		3	5,7		15,4		

Table 4.4.3 The Dobrie Soveti Magazine. The Total Number, %

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	6	16	81	59	0	22	35	13	0	10	45	287
The number of images, %	2,1	5,6	28	20,6	0	7,7	12,2	4,5	0	3,5	15,7	
The number of images, %	2,1	34		20,6	8		12,2	4,5		19,2		
The images size	4	13	42	44,5	0	5	9	2	0	1,25	3	123,75
The images size, %	3	10,5	33,9	33,6	0	4	7,3	1,6	0	1	2,4	
The images size, %	3	44		36	4		7,3	1,6		3,4		

Table 4.4.4: The Elle Girl Magazine. The Total Number, %

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	1	46	101	34	55	74	62	23	3	11	0	410
The number of images, %	0,2	11,2	25	8,3	13,4	18	15	5,6	0,7	2,7	0	
The number of images, %	0,2	36		8,3	31		15	6,3		2,7		
The images size	0,25	13,25	53,5	26,25	21,875	12	7,5	5,25	1	4	0	144,875
The images size, %	0	9,1	36,9	18,1	15,1	8,3	5,2	3,6	0,7	2,8	0	
The images size, %	0	46		18,1	23		5,2	4,3		2,8		

Table 4.4.5: The Marie Claire Magazine. The Total Number, %

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	5	18	101	71	0	17	72	37	0	10	89	420
The number of images, %	1,2	4,3	24	16,9	0	4	17,1	8,8	0	2,4	21,2	
The number of images, %	1,2	28		16,9	4		17,1	8,8		23,6		
The images size	3,5	15,5	66	55,25	0	3,5	15,725	6	0	2,25	6,75	174,475
The images size, %	2	8,9	37,8	31,7	0	2	9	3,4	0	1,3	3,9	
The images size, %	2	47		31,7	2		9	3,4		5,2		

The categories 'A casual celebrities style' and the 'A red carpet lady' may be divided into two parts: Western celebrities and Russian celebrities images. Looking closely at the table item per item, it was observed that the category: 'A casual celebrities style: Western celebrities sample' is more popular than the category 'A casual celebrities style: Russian celebrities sample' (5.56% comparing to 0.66%). And on the contrary, the category 'A red carpet lady: Russian celebrities sample' is more popular than the category 'A red carpet lady: Western celebrities sample' (9.76% comparing to 5.24%).

Table 4.5: 'A Casual Celebrities Style' and 'A Red Carpet Lady' Comparison

	A casual celebrities style		A red carpet lady	
	Western celebrities sample	Russian celebrities sample	Western celebrities sample	Russian celebrities sample
Women's Health	0%	0%	0%	0%
Glamour	8.9%	2.6%	15.2%	11.9%
Dobrie Soveti	4.5%	0%	3.5%	15.7%
Elle Girl	5.6%	0.7%	2.7%	0%
Marie Claire	8.8%	0%	2.4%	21.2%
The total number (AM)	5.56%	0.66%	5.24%	9.76%

According to the possible influence of artificial beauty on Russian women, the final table reveal that the real women's 'transformation' according to the fashion standards is not used as frequently as independent stories about life of real women.

Table 4.6: 'A Real Women Sample' Category

	The real women sample	
The magazine	To follow up fashion	An independent story
Women's Health	1.7%	19.8%
Glamour	7.7%	4.6%
Dobrie Soveti	0%	7.7%
Elle Girl	13.4%	18%
Marie Claire	0%	4%
The total number (AM)	4.56%	10.82%

Interestingly, the Elle Girl magazine for teenage girls has completely excluded the category 'A sporty and healthy lady'. This category may have a possible positive effect on perception of related beauty standards and perception of a healthy lifestyle. At the same time, the Women's Health magazine has presented the most significant amount of sporty and healthy women (50 % of the total number of images). Even

more, Women's Health has occupied the second place of using images of real women (21% of the total number of images, where 20 % are related to the category 'an Independent Story').

It is necessary to present the two categories which include the least amount of advertising and a computer image processing ('A sporty and healthy lady' and 'A real women sample') and which, subsequently, have the largest amount of similarities with real life. Additionally, according to the opinion of the second expert, Mss. Zorenko, real women tend to consider themselves as representatives of this category. At the same time, the real women 'A sporty and healthy lady' as the most useful for their health and lifestyle.

The Dornie Sovety magazine which poses itself as 'a magazine for real and practical women' has almost excluded the images of real women - it presents only 8% of the total number of women's images in this magazine. The final chart reveals the following results:

Table 4.7: 'A Sporty and Healthy Lady' and 'A Real Women Sample' Categories

	A sporty and healthy lady	A real women sample
1.	Women's Health, 50%	Elle Girl, 31%
2.	Dobrie Soveti, 2.1%	Women's Health, 21%
3.	Glamour, 2%	Glamour, 12%
4.	Marie Claire, 1.2%	Dobrie Soveti, 8%
5.	Elle Girl, 0%	Marie Claire, 4%

CHAPTER 5

DISCUSSION

This chapter includes summary of content analysis findings, discussion, limitations of this research, recommendations for further application, conclusions and recommendations for future research.

5.1 Summary of Content Analysis Findings

Research Question 1 asked how international magazines portray the beauty models of women in the Russian Federation. The findings of this research suggest that the overall images of women presented in 15 issues of 5 magazines may be divided into seven main categories of 'beauty models'. These categories are:

1. A sporty and healthy lady.
2. A perfect photo shooting model. This category may be divided into two groups: 'Professional models' and 'Celebrities'.
3. An advertisement reality.
4. A real woman sample. This category may be divided into two groups: 'To follow up fashion' and 'An independent story'.
5. A runway model.
6. A casual celebrities style. This group is presented by Russian celebrities and Western celebrities.
7. A red carpet lady. This group is presented by Russian celebrities and Western celebrities.

Research Question 2 asked which stereotypes are related to every category of the women's beauty models. The results suggest that each category of 'beauty models' is presented by unique stereotypes and features typical of all the examined images of

women. As well as that, the depth interview of 2 experts was conducted. The first expert presented a professional assessment of all categories and related stereotypes. The second expert commented the possible influence of the 'beauty models' on Russian women.

Research Question 3 asked what is the possible influence of the beauty models' stereotypes on Russian women. Based on the findings, the most common categories of the 'beauty models' reflect the artificial beauty - the image subjected to the computer processing. Also, the images of models whose appearance differs from the appearance of ordinary women were used the most frequently. This discrepancy may have an impact on the ordinary women's perceptions of beauty standards. At the same time, the largest number of women's images used in the magazines present advertising campaigns of different products and brands. The products' advertising is presented by such categories as 'An advertisement reality' and 'A perfect photo shooting model'.

The promotion of products may have an influence on readers, incentive purchases and create a demand for certain products. As well as that, the advertising campaigns use the most attractive images of models and celebrities. Their images attract the readers' the attention by a perfect appearance and beauty. The high standards of beauty in the women's magazines may create the ideal of appearance unattainable in the real life. The expert has presented explanations on professionals take and process women's images to achieve the best results and correct any deficiencies in the models' appearance.

However, the 'beauty models' may have a possible positive effect on the readers: for example, the readers can identify themselves with such categories as 'A

real women sample', and the category 'A sporty and healthy lady' may promote a healthy lifestyle and sport activities.

The examined women's magazines use different numbers of images related to the presented categories of the 'beauty models'. In conclusion, it can be said that depending on the volume of images related to various 'beauty models' the women's magazines may have various effects on readers and their perceptions.

5.2 Discussion

Mass media have an influence to define the role and influence the society. This power was well-documented over the years. Mass media in every country create different models and images of various events, situations and phenomenon in the society. As well as that, mass media has an ability to persuade and change public attitude towards different issues. The portrayal of women's beauty may be regarded as one of the most important questions to be discussed nowadays. The media have a powerful influence on projection and portrayal of standards of femininity, body shape, physical attractiveness and etc. The created stereotypes and standards of women's beauty have an influence on real women's life and perceptions on themselves. This research work has aimed to reveal which standards and 'beauty models' are the most popular today in one of the mass media channels - women's magazines.

According to Walter Lippman, the audience creates some certain sets of perceptions based on information received from a variety of sources. Women's magazines present one of the most influential mass media channels in the Russian Federation. The current research has examined 5 the most popular women's

magazines in Russia today. Each magazine has its own target audience and subject-matters.

The findings have shown which models of beauty and stereotypes related to them are the most popular in the women's magazines examined. According to the research, 'A perfect photo shooting model' and 'An advertisement reality' present the largest number of women's images and the images size related to these categories. Both categories reflect the most popular beauty stereotypes created by mass media in Russia today, scilicet a beautiful, very thin, well-groomed glamorous girls without any deficiencies in the physical appearance.

These images represent a highly artificial beauty created by a team of professional stylists, photographers and subjected to the computer processing. In addition, these standards of beauty are accompanied by such stereotypes as the use of the latest fashion trends and advertise various products. The artificiality of such beauty could have a possible impact on ordinary women. In addition to the unattainable standards of the ideally beauty they face, real women are significantly influenced by advertising campaigns imposing a choice of some certain products, clothing styles, cosmetic products, accessories, and an adherence to the latest fashion trends.

These 'beauty models' can be supplemented by such beauty stereotype as a 'glamorous lifestyle' which is used extensively in such categories as 'A perfect photo shooting model', 'An advertisement reality', 'A runway model', 'A red carpet lady'.

This research work was complimented by the work of Litovskaya & Shaburova (2010) which describes an emergence of a 'glamour' in the post-Soviet society. Litovskaya & Shaburova have presented a classification of the term in

accordance with 5 different categories. The current research work's data and calculations have revealed that the examined women's magazines use 3 categories, such as:

1. 'Glamour' as a fairytale related to wealthy and beautiful life. This version was based on the common Soviet idea of capitalism and the idea of the world and society consisting of rich and beautiful people.

Such categories of 'beauty models' as 'A perfect photo shooting model', 'An advertisement reality' and 'A red carpet lady' create some certain stereotypes of a perfect life and ideally beautiful women. As it was before, such stereotypes created by mass media and women's magazines in particular create artificial images and don't reflect a real life.

2. 'Glamour' as a dream describing the life of stars, celebrities, actors, models and etc. This concept included the rapid growth of various goods advertising.

The present category can be illustrated by such models of women's beauty as 'A red carpet lady', 'A casual celebrities style', 'An advertisement reality' and 'A perfect photo shooting model'. Women's magazines pay a great amount of attention to images of professional models, celebrities, actresses, singers and etc. Both official ceremonies, awards ceremonies, premieres and a daily life of celebrities are illustrated by professional photographers and paparazzi and presented to the real women. This presentation includes descriptions of daily activities of celebrities, gossips, celebrities' interview, information about their lifestyle and etc. This significant amount of information may influence the real women's lifestyle, activities they choose, trends they follow and etc. AS well as that, the advertisement campaigns conducted with the celebrities participation to readers' attention to specific products.

3. 'Glamour' as a 'special luxury' and an attainable standard of living. This concept was highly influenced by the Western models of life and consumerism. As well as that, this concept includes new standards of unrealistic beauty.

This category is similar to the previously presented ones and clearly illustrates a significant Western influence on Russian society. In fact, most of the women's images in Russian magazines shows Western celebrities, actresses and models. Basically the images of Russian celebrities can be found in such categories as 'A casual celebrities style' and 'A red carpet lady'. It is notable that the 'beauty models' present the unrealistic stereotypes of lifestyle which Russian women are not able to achieve because of a wide range of such factors as standards of living, social class, education, wages and etc.

It is important to reveal how strong is the influence of the 'beauty models' presented on the ordinary women's perceptions of beauty, themselves, their environment and their lifestyle. According to the second expert, the mass media in general, and the women's magazines in particular, need to understand that they have a significant impact on the society and thereby they have to be required to bear some social responsibility.

As well as that, it is required to note a low level of 'A sporty and healthy lady' model's popularity. This model can serve as a positive example and present some benefits for ordinary women, encourage them to play sports and follow a healthy lifestyle model. In contrast to imposed stereotypes of too thin models, widely used in the leading categories women's beauty, the image of sporty women differs by general body tonus achieved by sports activities and a healthy lifestyle. This example can be especially useful for young teen girls. However, this study has revealed the Elle Girls

magazine with the target audience oriented on teen girls, has completely eliminated the use of this 'beauty model'.

It is important to consider the fact that the modern women's magazines use an insufficient amount of real women images, even though according to the experts opinion, real women tend to associate themselves with this category.

In general, it should be noted that the presented models of women's beauty, revealed by an analysis of 15 issues of magazines in the period from January to December 2014, show the 'beauty models' which differ from the ones in the past. Today's models are strongly influenced by the Western mass media and some certain Western standards of living. The new models of women's beauty and stereotypes related to them are highly different from the 'beauty model' of the Soviet and the post-Soviet era. The information pertaining to the women's beauty focuses exclusively on the physical appearance of women. A model of a real woman is most often associated with the process of fashion transformation - a transformation of appearance in accordance with the existing fashion standards and trends.

On the contrary, such women's stereotypes as 'a mother', 'a toiler' and 'a socially active woman' were in the USSR (Azghikhina, 2000). These stereotypes have more relation to the woman's position in the society and a family. However, today's models are more relevant to the women's physical appearance, thereby encouraging labeling them as 'models of women's beauty'. The so-called 'gender' stereotypes appeared at the time of Perestroika in Russia in 1991-1993. A great West influence has created a demand on glamour and a beautiful life, gradually moving to stereotypes based on sexual attractiveness of women. For example, such stereotypes as 'a

Superman's girlfriend' or 'a man's accessory', etc. became highly popular in Russian society (Azhgikhina, 2000).

But the time has passed, and the West has created new stereotypes of women. An image of 'An active women' characterized by a greater freedom of self-expression, a more active role in social life and independence appeared in 1990-s.

The history of Russian magazines and stereotypes of women inherent to them have undergone enormous changes over the years. Women were portrayed in completely different ways, and it is noteworthy that these stereotypes are still having an impact on the audience and the society. It is to be said that the mass media is holding a great power and plays a significant role in the society - therefore the mass media should bear the responsibility related to their actions. The created images of women's artificial beauty may influence both young girls and adult women. Numerous studies demonstrate a growing number of plastic surgery and eating disorder caused by attempts of ideal beauty's achievement. This research work has presented the most popular 'beauty models' existing in women's magazines and their evaluation by experts. The popular models of ideally beautiful celebrities and advertising campaigns models were accompanied by photographs of original materials before the computer processing, thereby demonstrating of the images the audience observe in women's magazines and the real life.

5.3 Limitations of the Study

There are possible limitations for this study. the current research cover the year of 2014 by examining three issues of magazines: a January issue, a summer issue, and the December issue. This, then, leads to getting only partial picture of the

whole year's content coverage. The qualitative content analysis covers only pictures of women to categorize them to different 'beauty models'. The possible influence on real women is presented by the research's findings and comment of the expert. In addition, a major limitation of this study is that it does not take a look at the larger groups of audience affected by the examined content. This leaves questions on how exactly such 'beauty models' influence the real women in general and according to every category in particular.

This research has used depth interview of two experts. In order to create a more reliable understanding of the 'beauty models' influence, more experts should be included in the research. For instance, women's magazines editors, models, stylists, models, etc. As the current research was having time limitation, the 'beauty models' in the past might be compared to the modern ones.

The Dependency Theory might be better understood with the help of a future research work oriented to individuals and fulfillment of their needs. With help of depth interviews with women the influence of each category of the 'beauty model' examined would create a more proper understanding of the women's magazines influence on women's lifestyles, perceptions of their own appearance and etc. As well as that, the Dependency Theory would present a better understanding of the reasons why women do buy a certain type of women's magazines. As the popularity of the 'beauty models' vary in the magazines examined, it may be said that women have an initial impetus to purchase the specific type of the magazine - whether it presents an information about fashion, style, celebrities, healthy lifestyle, sport activities, hobbies and etc. Additionally, the following research based on the current results would be able to illustrate an implementation of the Difference Perspective Theory. The

possible power of every 'beauty model' category would be examined through interviews and surveys conducted among women with different degrees of confidence, intelligence and self-esteem. The Media Ecology Theory might be better examined with analysis of other media channels, such as television, the Internet, social networks, etc. The women's magazines are having a strong influence on the society, transmitting various messages, ideas and standards. Therefore, the examination of other channels' power and influence would allow to create a more reliable picture of the appearance stereotypes' influence on women in different countries.

5.4 Conclusion

Women's magazines in Russia portray different types of women's 'beauty models'. All of them have various characteristics and include certain stereotypes. Seven main categories of women's 'beauty models' have been identified. Two of them, 'A red carpet lady' and 'A casual celebrities style' were divided into two additional groups. These groups are 'Western celebrities' and 'Russian celebrities'. The category 'A perfect photo shooting model' was divided into two categories, 'Models' and 'Celebrities'. 'A real woman sample' model was divided into such categories as 'An independent story' and 'To follow up fashion'.

The research has used the qualitative content analysis of visual materials of the total number of 2625 images of women in 15 women's magazines. As well, two experts were asked to answer questions presented in the depth interview and comment the examined 'beauty models'. The second expert was asked to code 30% of the content (5 randomly selected magazines). The inter-coder reliability was calculated by

comparing the results of two coders; the inter-coder reliability was 91.48% which is an acceptable level.

The total number of images and every image's size were calculated for every month (a January issue, a summer issue, a December issue) covering the period of the year 2014.

The results have revealed that 'A perfect photo shooting model' includes the highest number of images and these images occupy the largest page space in magazines. The second largest category was presented by 'An advertisement reality' model. Both categories of 'beauty models' images promote artificial beauty of women. The expert has confirmed the presence of a computer image processing. Such images processing produces high standards of women's beauty. These artificially created high standards can create ideals unattainable in real life. Ordinary women should consider the work of professional photographers and stylists involved in the creation of images used in women's magazines.

The widest stereotype of women's beauty present an image of an attractive, slim, well-groomed woman with a perfect makeup, hairstyle and dressed according to the latest fashion. The highest positions are held by categories related to the advertisement. The analysis of 15 issues of women's magazines has revealed that these categories are presented by the most attractive celebrities and professional models. Thereby it can be said that the images of ideally beautiful woman prevail over images of real women in women's magazines examined.

Unfortunately, such categories as 'A real women sample' and 'A sporty and healthy lady' don't hold the highest positions in terms of the number of images used and the total images size. These categories of women's beauty are mostly related to

real life. An expert has confirmed that these 'beauty models' may have a possible positive influence on real women. These categories are the most widely represented in the Women's Health magazine. On the contrary, the Elle Girl magazine, oriented on teenage girls has completely excluded the use of images related to these categories. This exclusion may have a possible effect on beauty perceptions of young girls.

Additionally, every category was illustrated by supporting visual materials taken from the women's magazines examined.

The possible influence of the artificial beauty's images may be considered as the most important one. There are significant differences between the real women and women's images in magazines. The current research work has presented the comments of the expert on the ways of achieving the images of a perfect beauty and visual materials illustration the process of the artificial beauty's creation. The real difference has been showed up and supported by the expert's opinion.

The findings of the this have presented answers to all research questions and have complimented the Walter Lipmann's concept of stereotypes in terms of the women's magazines reality in the Russian Federation.

5.5 Recommendations for Future Application

The findings and conclusions of this research should be taken cautiously due to its limited scope. However, this study give a new classification of the women's beauty models and stereotypes related to them. As well the study presents interesting insights into each women's beauty models with a detailed description and expert's comments. This classification presents a contemporary picture of the most relevant women's beauty models and their popularity in different types of the most popular

women's magazines with various target audiences. Based on the findings of this research, it can be agreed that the most popular women's beauty portray pictures of an artificial beauty used to attract attention to the goods advertisement. The strong Western influence is observed. This influence dictate set of stereotypes related to the physical appearance of women and their lifestyle. The current research presents a renewed classification of women's stereotypes used in women's magazines in the Russian Federation.

5.6 Recommendation for the Future Research

This research opens up suggestions for future research based on other types of mass media. The presented beauty models may be applied to television, social networks, the Internet and movies. The visual content of these mass media channels supports the further examination of the existing women's beauty models and their following comparison. The categorization may be developed according to the mass media channel. As well as that, the content analysis of the visual materials may be complimented by the following analysis of the supplementary textual materials.

A fruitful focus for research would present the examination of the women's beauty models, created by mass media, on real women or the society in general. The current research has used the qualitative content analysis, but the future researchers may examine the mass media' influence on the society with conducting the quantitative research.

As well as that, the women's magazines examined at the current research have other international editions. That would be useful to compare the women's beauty models existing in different countries.

In addition, an examination of the men's beauty models created by mass media may be conducted according to the research method developed by the current study.



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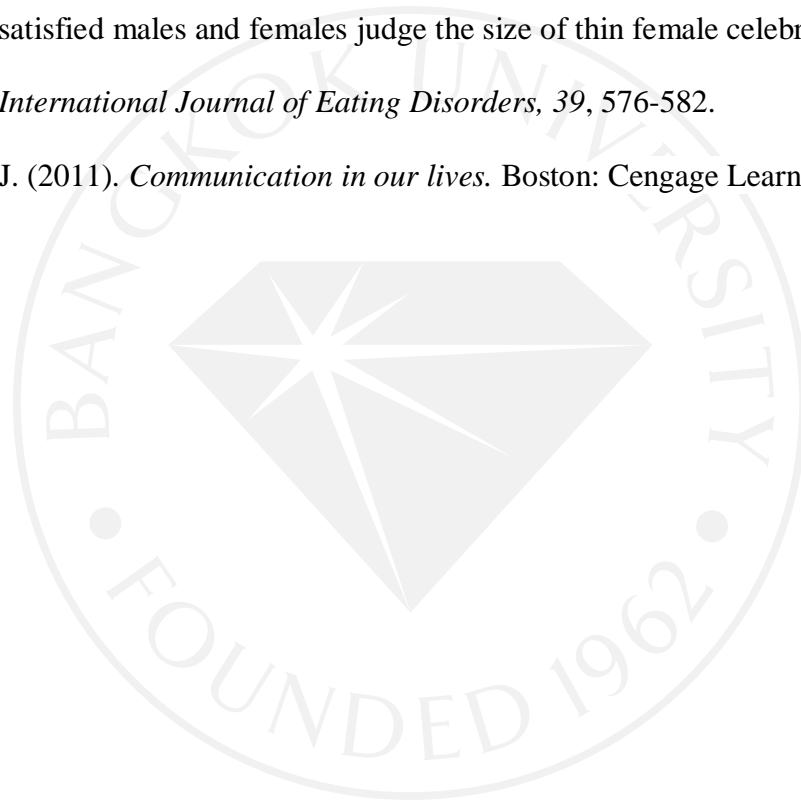




Table 4.4.1 (a): The Women's Health Magazine. The Total Number, % (January)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model	An Advertisement Reality	A Real Woman Sample	A Runway Model	A Casual Celebrities Style	A Red Carpet Lady	The total number of images
		Celebrities		To follow up fashion		Western	Western	
		Professional models		An independent story		Russian	Russian	
The number of images	47	5	7	0	3	1	0	93
The number of images, %	50,5	5,4	7,5	0	3,2	1,1	0	
The number of images, %	50,5	20	7,5	17	3,2	1,1	0	
The images size	12	4,5	2	0	1,25	0,125	0	33,5
The images size, %	35,8	13,4	6	0	3,7	0,4	0	
The images size, %	35,8	48	6	6	3,7	0,4	0	

Table 4.4.1 (b): The Women's Health Magazine. The Total Number, % (August)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	62	0	8	2	0	23	5	0	0	0	0	100
The number of images, %	62	0	8	2	0	23	5	0	0	0	0	
The number of images, %	62	8		2	23		5	0	0	0		
The images size	26	0	6,5	0,75	0	4,25	2,125	0	0	0	0	39,625
The images size, %	66	0	16,4	1,9	0	10,7	5,4	0	0	0	0	
The images size, %	66	16		1,9	11		5,4	0	0	0	0	

Table 4.4.6 (c): The Women's Health Magazine. The Total Number, % (December)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	41	5	15	9	5	20	10	0	0	0	0	105
The number of images, %	39	4,8	14,3	8,6	4,8	19	9,5	0	0	0	0	
The number of images, %	39	19		8,6	23,8		9,5	0	0	0	0	
The images size	13,5	3,25	9	8	1	3,5	3	0	0	0	0	41,25
The images size, %	32,7	7,9	21,8	19,4	2,4	8,6	7,3	0	0	0	0	
The images size, %	32,7	30		19,4	10,9		7,3	0	0	0	0	

Table 4.4.2 (a): The Glamour Magazine. The Total Number, % (January)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	11	29	67	28	36	6	41	36	7	75	82	418
The number of images, %	2,6	6,9	16	6,7	8,6	1,4	9,8	8,6	1,7	17,9	19,6	
The number of images, %	2,6	23		6,7	10		9,8	10,3		37,6		
The images size	2,75	22,25	43	26,5	5	3	6,5	8,25	1,75	19,375	20,5	158,875
The images size, %	1,7	14	27,1	16,7	3,1	1,9	4,1	5,2	1,1	12,2	12,9	
The images size, %	1,7	41		16,7	5		4,1	6,3		25,1		

Table 4.4.2 (b): The Glamour Magazine. The Total Number, % (July)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	10	18	61	27	24	14	52	40	7	7	7	315
The number of images, %	3,2	5,7	19	8,6	7,6	4,4	16,5	12,7	2,2	2,2	2,2	
The number of images, %	3,2	25		8,6	12		16,5	19,7		14,9		
The images size	1,25	15,75	43	27	3	1,75	6,5	8,75	0,875	1,75		121,5
The images size, %	1	13	35,4	22,2	2,5	1,4	5,3	7,2	0,7	1,4		
The images size, %	1	48		22,2	4		5,3	10,5		8,6		

Table 4.4.2 (b): The Glamour Magazine. The Total Number, % (December)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	3	53	116	65	33	36	13	17	17	69	55	477
The number of images, %	0,6	11,1	24,3	13,6	6,9	7,5	2,7	3,6	3,6	14,5	11,5	
The number of images, %	0,6	35,4		13,6	14,5		2,7	7,1		26		
The images size	0,75	32	59	61,25	4,125	4,5	1,625	2,125	2,125	12,75	9,375	189,625
The images size, %	0,4	16,9	31,1	32,3	2,2	2,4	0,9	1,1	1,1	6,7	4,9	
The images size, %	0,4	48		32,3	4,6		0,9	2,2		11,6		

Table 4.4.3 (a): The Dobrie Soveti Magazine. The Total Number, % (January)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	1	4	20	4	0	5	0	0	0	0	0	34
The number of images, %	2,9	11,8	59	11,8	0	14,7	0	0	0	0	0	
The number of images, %	2,9	71		11,8	15		0	0	0	0	0	
The images size	0,5	3	10	2,5	0	1,5	0	0	0	0	0	17,5
The images size, %	2,9	17,1	57,1	14,3	0	8,6	0	0	0	0	0	
The images size, %	2,9	74		14,3	9		0	0	0	0	0	

Table 4.4.3 (b): The Dobrie Soveti Magazine. The Total Number, % (August)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	2	3	33	11	0	6	9	9	0	5	45	123
The number of images, %	1,6	2,4	27	8,9	0	4,9	7,3	7,3	0	4,1	36,6	
The number of images, %	1,6	29		8,9	5		7,3	40,7				
The images size	1,5	3	13	6	0	2	3	1	0	0,25	3	32,75
The images size, %	5	9,2	39,7	18,3	0	6,1	9,2	3,1	0	0,8	9,2	
The images size, %	5	49		18,3	6		9,2	3,1		9,9		

Table 4.4.3 (c): The Dobrie Soveti Magazine. The Total Number, % (December)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	3	9	28	44	0	11	26	4	0	5	0	130
The number of images, %	2,3	6,9	21,5	33,8	0	8,5	20	3,1	0	3,8	0	
The number of images, %	2,3	28,5		33,8	8,5		20	3,1		4		
The images size	2	7	19	36	0	1,5	6	1	0	1	0	73,5
The images size, %	2,7	9,5	25,9	49	0	2	8,2	1,4	0	1,4	0	
The images size, %	2,7	35		49	2		8,2	1,4		1,4		

Table 4.4.4 (a): The Elle Girl Magazine. The Total Number, % (January)

	A Sporty and Healthy Lady		A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
			Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	0	13	50	10	8	26	37	10	0	2	0	156	
The number of images, %	0	8,3	32	6,4	5,1	16,7	23,7	6,4	0	1,3	0		
The number of images, %	0	40	6,4	6,4	22	23,7	6,4	1,3					
The images size	0	1,75	22,25	8,5	8,125	3,5	4,75	2	0	0,25	0	51,125	
The images size, %	0	3,4	43,5	16,6	15,9	6,8	9,3	3,9	0	0,5	0		
The images size, %	0	47	16,6	16,6	23	9,3	3,9	0,5					

Table 4.4.4 (b): The Elle Girl Magazine. The Total Number, % (August)

	A Sporty and Healthy Lady		A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
			Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	0	5	34	17	25	31	20	6	0	2	0	140	
The number of images, %	0	3,6	24	12,1	17,9	22,1	14,3	4,3	0	1,4	0		
The number of images, %	0	28		12,1	40		14,3	4,3		1,4			
The images size	0	5,5	16,25	13,75	8	5,75	2	1,25	0	5,3	0	53	
The images size, %	0	10,4	30,7	25,9	15,1	10,8	3,8	2,4	0	0,9	0		
The images size, %	0	41		25,9	26		3,8	2,4		0,9			

Table 4.4.4 (c): The Elle Girl Magazine. The Total Number, % (December)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	1	28	17	7	22	17	5	7	3	7	0	114
The number of images, %	0,9	24,6	14,9	6,1	19,3	14,9	4,4	6,1	2,6	6,1	0	
The number of images, %	0,9	39,5		6,1	34,2		4,4	8,i		6		
The images size	0,25	6	15	4	5,75	2,75	0,75	2	1	3,25	0	40,75
The images size, %	0,6	14,7	36,8	9,8	14,1	6,7	1,8	4,9	2,5	8	0	
The images size, %	0,6	52		9,8	20,9		1,8	7,4		8		

Table 4.4.5 (a): The Marie Claire Magazine. The Total Number, % (January)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertise ment Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	0	6	40	16	0	0	37	13	0	0	44	156
The number of images, %	0	3,8	26	10,3	0	0	23,7	8,3	0	0	28,2	
The number of images, %	0	29		10,3	0		23,7	8,3			28,2	
The images size	0	5,5	34	13,25	0	0	6,725	2	0	0	4	65,475
The images size, %	0	8,4	51,9	20,2	0	0	10,3	3,1	0	0	6,1	
The images size, %	0	60		20,2	0		10,3	3,1			6,1	

Table 4.4.5 (b): The Marie Claire Magazine. The Total Number, % (August)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	2	3	33	11	0	6	9	20	0	5	45	134
The number of images, %	1,5	2,2	25	8,2	0	4,5	6,7	14,9	0	3,7	33,6	
The number of images, %	1,5	27		8,2	4		6,7	14,9		37,3		
The images size	1,5	3	12	6	0	2	3	3	0	1,25	2,75	35,5
The images size, %	4	8,5	36,6	16,9	0	5,6	8,5	8,5	0	3,5	7,7	
The images size, %	4	45		16,9	5,6		8,5	8,5		11,3		

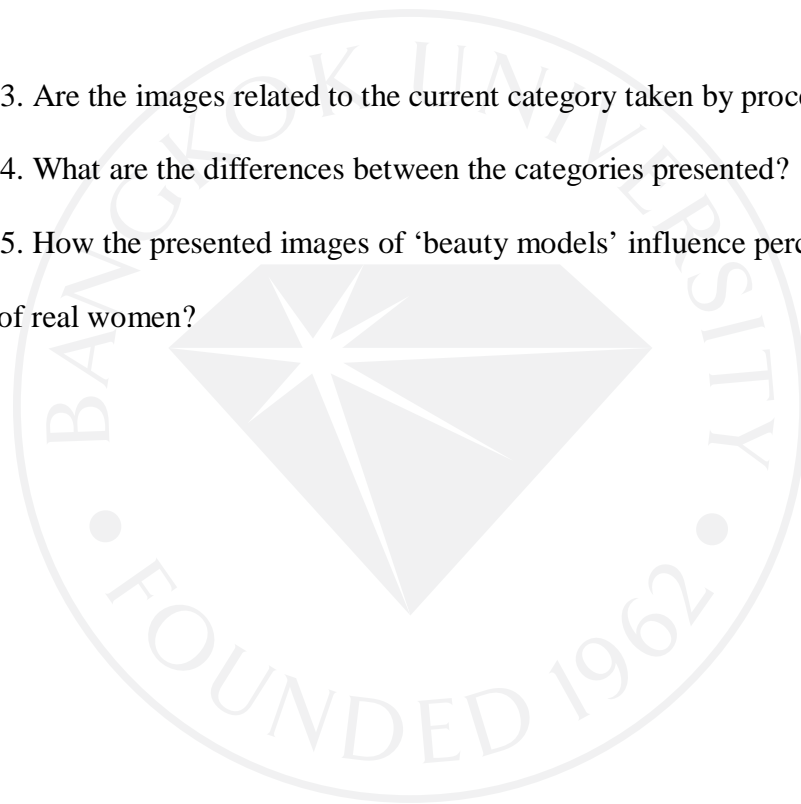
Table 4.4.5 (b): The Marie Claire Magazine. The Total Number, % (December)

	A Sporty and Healthy Lady	A Perfect Photo Shooting Model		An Advertisement Reality	A Real Woman Sample		A Runway Model	A Casual Celebrities Style		A Red Carpet Lady		The total number of images
		Celebrities	Professional models		To follow up fashion	An independent story		Western	Russian	Western	Russian	
The number of images	3	9	28	44	0	11	26	4	0	5	0	130
The number of images, %	2,3	6,9	21,5	33,8	0	8,5	20	3,1	0	3,8	0	
The number of images, %	2,3	28,5		33,8	8,5		20	3,1		4		
The images size	2	7	19	39	0	1,5	6	1	0	1	0	73,5
The images size, %	2,7	9,5	25,9	49	0	2	8,2	1,4	0	1,4	0	
The images size, %	2,7	35		49	2		8,2	1,4		1,4		

THE DEPTH INTERVIEW QUESTIONS

The questions used for the depth interview (the first expert):

1. Were the images related to the current category computer proceeded?
2. How the photographs were taken? Which photography techniques were used?
3. Are the images related to the current category taken by professionals?
4. What are the differences between the categories presented?
5. How the presented images of 'beauty models' influence perceptions of beauty of real women?



The questions used for the depth interview (the second expert):

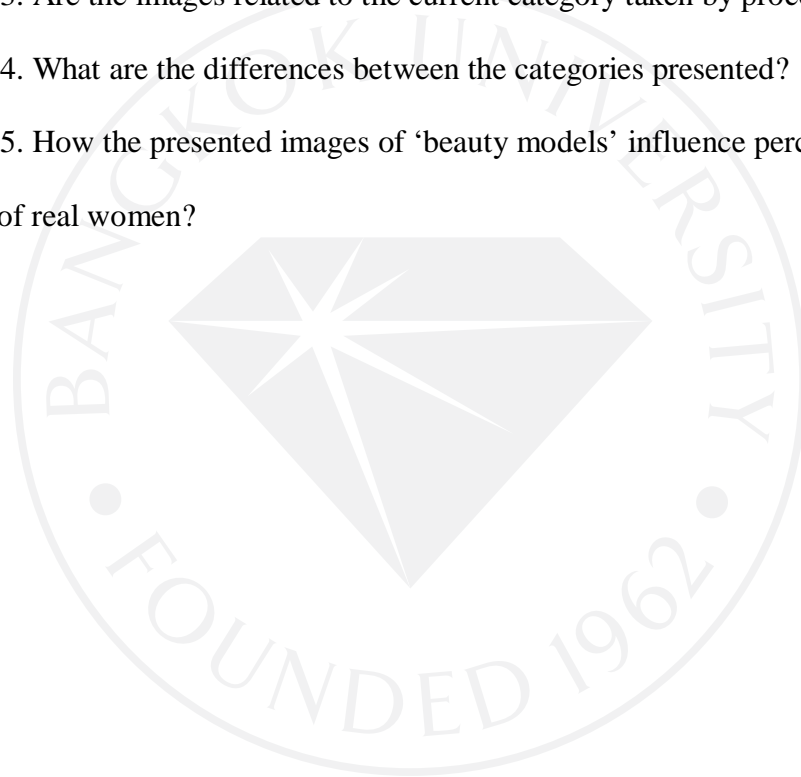
The personal opinion:

1. How often do you buy women's magazines? Which factors influence your choice? (Same questions concerning family members and friends)
2. Do you agree with the existence of the presented stereotypes?
3. Which stereotypes (among presented), in your opinion, are the most popular among people around you and the society in general?
4. Can you refer yourself to any of the presented stereotypes? (Same question concerning family members and friends)
5. Is there any influence of these stereotypes on your life and perceptions?
6. Do you try to match any of these stereotypical models of beauty? (Same question concerning family members and friends)
7. On the basis of the stereotypes and information related to maintenance and achievement of certain beauty model, do you think that this information's application can give the same effect in real life?
8. Do these stereotypes influence your decisions, habits, hobbies? Is the possible influence negative or positive?

The questions used for the depth interview (the second expert):

The personal opinion on the technical proceeding:

1. Were the images related to the current category computer proceeded?
2. How the photographs were taken? Which photography techniques were used?
3. Are the images related to the current category taken by processionalals?
4. What are the differences between the categories presented?
5. How the presented images of 'beauty models' influence perceptions of beauty of real women?



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BIODATA

Miss Anna Vasilyeva

Date of Birth: 12 November 1991

Nationality: Russian

E-Mail: aveniv@mail.ru, aveniann@gmail.com

Education

2008 - 2013 The Moscow Forest State University Moscow, RU

Bachelor of Linguistics

2013 - 2015 Bangkok University Bangkok, TH

Master of Communication Arts in Global Communication



Bangkok University

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Day 15 Month May Year 2015

Mr./ Mrs./ Ms Anna Vasilyeva now living at condo Park Lane
Soi Watboonkanchanaram Street -
Sub-district Banglamung District Jomtien, Pattaya
Province Chon Buri Postal Code 20150 being a Bangkok
University student, student ID 7560300670

Degree level Bachelor Master Doctorate

Program M.Com. Arts Department - School Graduate School

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