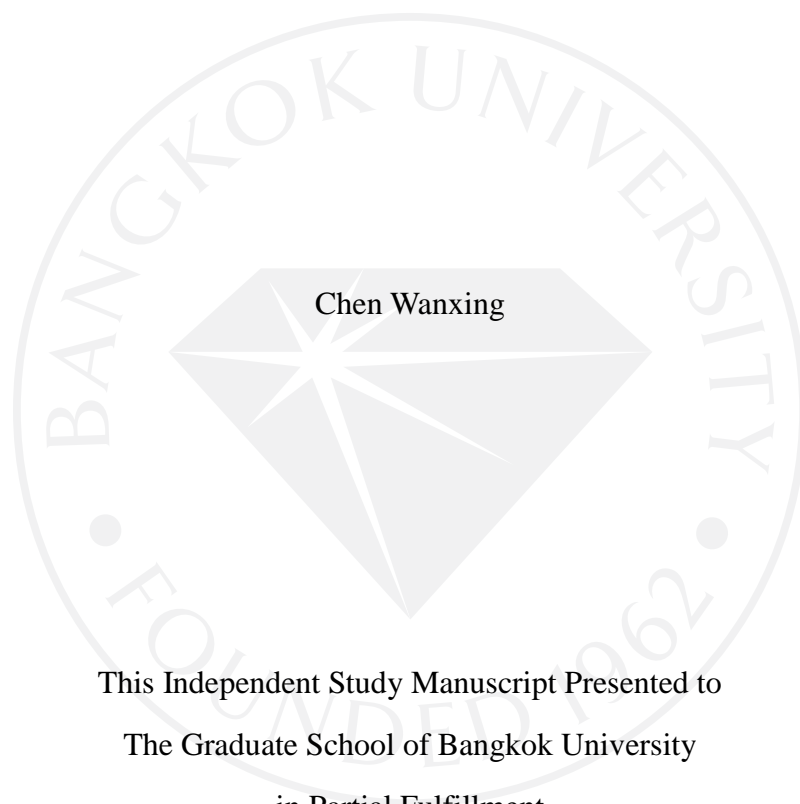


THE PORTRAYAL OF FEMALE FASHION MAGAZINE (RAYLI) AND CHINESE
YOUNG WOMEN'S ATTITUDINAL AND BEHAVIORAL CHANGE



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the Graduate School
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The Portrayal of Female Fashion Magazine (Rayli) and Chinese Young Women's
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ABSTRACT

Nowadays, female fashion magazines are one of the ways that women gain information of fashion, lifestyle, and entertainment. They also teach women how to dress, how to be beautiful and how to upgrade themselves. Female fashion magazines are no longer a stuff that people read it for pastime.

The main purpose of this study is to investigate the influence of the portrayal of female fashion magazine (Rayli) and Chinese young women's attitudinal and behavioral change. Rayli magazines as a female fashion magazines study sample. The style of presentation, contents and advertisements in Rayli magazines were concluded.

A qualitative semi-structural interview method was used in this study. Collect data from previous studies to conduct questions for the materials of interviews. Fifteen Chinese young women who live in Nanning at least one year were invited into this interview. A uses and gratification theory was used as the foundation of this study to help the researcher figure out the answer of research questions. This research used thematic analysis to analyze the data collected from semi-structural interview.

According to the findings, there are six concepts that will influence Chinese young women's attitude and behavior toward lifestyle and work. This study can be seemed as a guideline to help female fashion magazines improving their contents.

Keywords: Portrayal, Female fashion magazines, Rayli magazine, Chinese young women, Attitudinal and behavioral change, lifestyle and work.

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TABLE OF CONTENTS

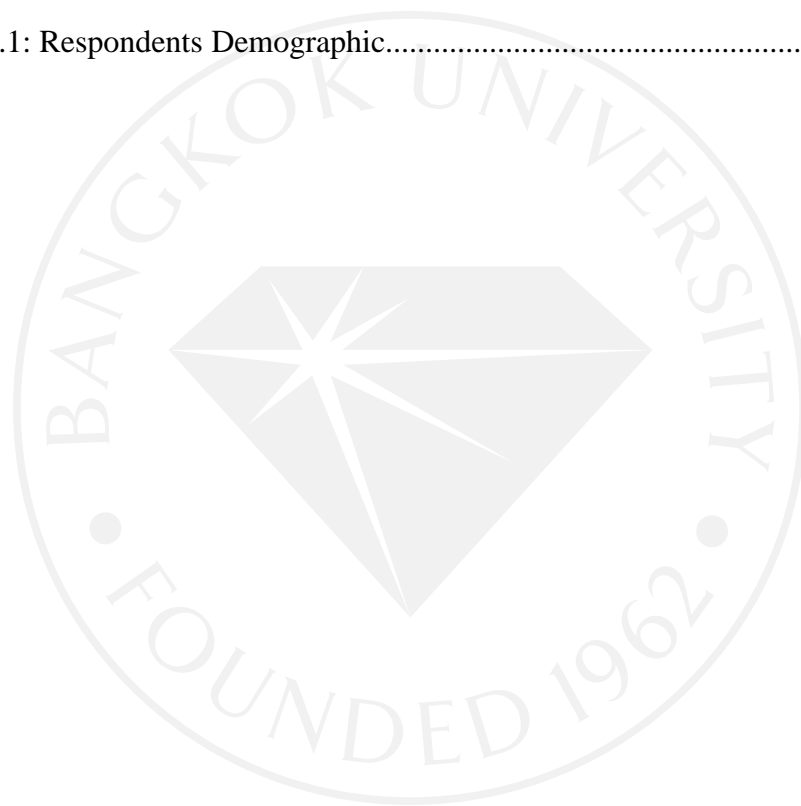
	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	v
LIST OF TABLES	viii
LIST OF FIGURES	xi
CHAPTER 1: INTRODUCTION.....	1
1.1 Rationale and Problem Statement.....	1
1.2 Objectives of Study.....	12
1.3 Scope of Study.....	12
1.4 Research Questions.....	12
1.5 Significant of the Study.....	13
1.6 Terms of Definition.....	14
CHAPTER 2: LITERATURE REVIEW.....	16
2.1 Related Literature and Previous Study.....	16
2.1.1 The Influence of Female Fashion Magazine.....	17
2.1.2 The Role of Chinese Female Fashion Magazine.....	19
2.2 Portrayal of Female Fashion Magazine.....	21
2.2.1 Portrayal of Rayli Magazine.....	23
2.3 Attitudinal Change.....	25
2.4 Behavioral Change.....	26
2.5 Related Theory.....	28
2.5.1 Uses and Gratification Theory (UGT).....	28
2.6 Conceptual Framework.....	30
CHAPTER 3: METHODOLOGY.....	31
3.1 Research Design.....	31
3.2 Population and Sample Selection.....	32
3.3 Research Instrument.....	33

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: METHODOLOGY (Continued)	
3.4 Instrument Pretest.....	34
3.5 Data Analysis.....	34
3.6 Data Collection Procedure.....	35
3.7 Demographic Data of the Sample.....	37
CHAPTER 4: FINDINGS AND ANALYSIS.....	38
4.1 Introduction of Findings of the Study.....	38
4.2 Research Findings.....	39
4.2.1 Theme 1: “Gentleness and Femininity”.....	40
4.2.2 Theme 2: “Asian Orientation”.....	42
4.2.3 Theme 3: “Practicality”.....	44
4.2.4 Theme 4: “Confidence and Positive Attitude”.....	46
4.2.5 Theme 5: “Healthy and Exquisite Lifestyle.”.....	50
4.2.6 Theme 6: “Ordinary to Extraordinary.”.....	52
CHAPTER 5: DISCUSSION.....	55
5.1 Summary of In-depth Interview Analysis.....	55
5.2 Discussion.....	58
5.3 Limitation of the Research.....	62
5.4 Recommendation for Further Application.....	63
5.5 Recommendation for Further Research.....	63
BIBLIOGRAPHY.....	65
APPENDIX.....	76
BIODATA.....	78
LICENSE AGREEMENT OF DISSERTATION/THESIS PROJECT.....	79

LIST OF TABLES

	Page
Table 1.1: Motivations for Reading a Magazine.....	2
Table 1.2: 2011 Annual Reports of Fashion Magazines.....	4
Table 1.3: Nanning Statistical Bulletins for National Economic and Social Development.....	10
Table 3.1: Respondents Demographic.....	37



LIST OF FIGURES

	Page
Figure 1.1: Conceptual Framework	30



CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Nowadays, female fashion magazines are one of the ways that women gain information of fashion, lifestyle, and entertainment. They also teach women how to dress, how to be beautiful and how to upgrade themselves (Yang, 2001). Female fashion magazines are no longer a stuff that people read it for pastime.

The female fashion magazine was born under the development of the material civilization and the spiritual civilization. Female fashion is disseminating the human culture to the world. Meanwhile it builds and improves its own culture, highlighting the richness of cultural practices of human culture (Pan, 2012). Female fashion magazine exists as a text format. It enhances the communication between media and audiences. In the process of female fashion magazine incorporate itself into human being's daily life. There is a profound effect to people's cognition, emotion and behavior which were led by female fashion magazine.

The so-called fashion magazine refers to those beautifully printed, higher pricing, and content focusing on clothing, beauty, emotions, and other aspects of urban life magazine. The first female fashion magazine in the world was found in the United States in 1867, named Harper's Bazaar. The well-known Cosmopolitan magazine was published in 1886 and the most influence female fashion magazine Vogue was created in 1892, in the United States (Li, 2008; Lofficiel, 2009). And China's female fashion

magazine was found in the 1980's while the foreign female fashion magazines already had a long history. After that Chinese female fashion magazines cooperated with the foreign female fashion magazines in two ways which were re-publishing and copyright (Li, 2008). The cooperation allowed Chinese women to have an access to the worldwide female fashion magazines. Women are always the target group of female fashion magazine (Yang, 2008; Zhang, 2006; Yang, 2001; Wang, 2006). The primary contents of female fashion magazines are fashion, beauty and health (Moeran, 2009). According to Calder (2003), magazines can be seemed as brands with obvious individual character profiles. Audiences are appreciated that they can be matched characteristics from female fashion magazines to their own. "It has been suggested that young women choose to read female fashion magazines to learn about style and beauty" (Levine et al, 1996; cited as Moeran, 2010). Calder's (2003) research also stated that most important motivation to stimuli people to read fashion magazines is the experience.

Table 1.1: Motivations for Reading a Magazine

1. I get value for my time and money.	2. I like it (i.e. negative correlation with 'It disappoints me').
3. It makes me smarter/cleverer.	4. it's my personal timeout.
5. I often reflect on it.	6. The stories absorb me.
7. I learn things first here.	8. It is part of my routine.

(Continued)

Table 1.1 (Continued): Motivations for Reading a Magazine

9. I find the magazine high-quality and sophisticated.	10. I trust it.
11. I feel good when I read it.	12. it's relevant and useful to me.
13. it's brief and easy for me to read.	14. I build relationships by talking about and sharing it.
15. I find unique and surprising things.	16. It improves me, and helps me try new things.
17. I save and refer to it.	18. I keep or share articles.
19. I think others in the household would enjoy the magazine.	20. it's for people like me.

Source: Calder et al. (2003). *The Behavioral Score Approach to Dependent Variables.*

Journal of Consumer Psychology, 13 (4), 94.

Women would like to read female fashion magazines because they believe that these magazines can provide the information they want.

In China, there are different brands of female fashion magazines, such as Vogue, Elle, Cosmopolitan, Harper's Bazaar, Rayli, ViVi Shi Zhuang, and Fashion and so on. This research will not analyze all of these female fashion magazines, but focus on one female fashion magazine in China. Rayli magazine will be treated as a sample to help the researcher analyze Chinese young women. In these female fashion magazines, Rayli magazine is the representative of fashion magazines (Shi, 2009). Rayli was

founded in 1995, and it was keeping Bi-monthly distribution pattern since 1996. Its content can be divided into three categories which are fashion, beauty and life. At the beginning of establishment, Rayli was cooperated with Japanese fashion magazine, Women's Friend. Japanese women and Chinese women have similar aesthetic and appearance. The content of Japanese style female fashion magazine guaranteed the practicability to Chinese women. On the other hand, the development of female fashion magazines industry in Japan was already mature (Lan, 2012). Japanese gentle and sweet style became the significance of Rayli magazine which catered to Chinese women's taste and emotion (Shi, 2009). At the very first beginning, Rayli magazines had already established their core value which was Practical Fashion. It was different from the other luxury magazines like Elle, Vogue, and Harper's Bazaar. Rayli magazines will be more affinity, and the readers are fan of its practical fashion style. With the success of Rayli magazines, in 1999, Rayli learned from Japanese female fashion magazines. Rayli separated itself into different publications according to the audiences (Lan, 2012). They were Rayli Costume and Cosmetics Magazine, Rayli Yi Ren Feng Shang Magazine Rayli Lovely Pioneer, Rayli Home and Rayli Men Fashion. In this research will mainly focus on Rayli Costume and Cosmetic Magazine.

Table 1.2: 2011 Annual Reports of Fashion Magazines

Magazines	Coverage Ratio	Market Share	Ranking
Rayli Costume & Cosmetics	100.00%	21.80%	1

(Continued)

Table 1.2 (Continued): 2011 Annual Reports of Fashion Magazines

ViVi	100.00%	20.11%	2
VOGUE Costume & Cosmetics	97.76%	14.17%	3
COSMOPOITAN	96.27%	9.71%	4
Rayli YiRenFengShang	100.00%	8.71%	5
ELLE	98.51%	7.72%	6
Marie Claire	99.25%	6.95%	7
HARPER'S BAZAAR	95.52%	5.67%	8
Rayli Fashion Icon	98.51%	5.16%	9

Source: Lan, A. (2012: 20). *Study on the Communication Strategy of Ruili Magazine*.

China: Xiangtan University.

According to this annual report, Rayli Costume & Cosmetics and ViVi occupied more than 20% market share. These two female fashion magazines have high overall sales. VOGUE Costume & Cosmetics and COSMOPOITAN occupies 10% market share. Rayli YiRenFengShang, ELLE, Marie Claire and HARPER'S BAZAAR occupies 5% - 9% market share. Based on the statistics, Rayli has a very high status in Chinese female fashion magazine area.

Rayli Costume and Cosmetic Magazine was the first published magazine of Rayli press, and it also owns the first circulation in China. It has the biggest population of readers in China. Rayli Costume and Cosmetic Magazine have high market share in female fashion magazines area and a large influence to Chinese

women (Ma, 2007). The age of target audience of Rayli Costume and Cosmetic Magazine is 18-25. This research will use Rayli Costume and Cosmetic Magazine (hereinafter referred to as Rayli) to analyze Chinese young women's attitude and behavior toward life and work.

This study will separate the influence of the portrayal of female fashion magazine (Rayli) into three aspects. The first aspect is the style of presentation of Rayli magazines which contains three aspects: the cover, photograph and the color of use. Because Rayli magazine is a Sino-Japan cooperation magazine, the style of this magazine is much closer to Asian style than the Western style. Buttrose claimed that "successful cover page contained colors that please the reader, an interesting photograph, and not too many cluttered cover lines" (Buttrose, 2011; cited from Hackney, 2014). The style of magazine is firstly presented by the cover design. Cover is also the first page that the consumer will focus on. The cover design is closely related to the style of magazine. Lan (2009) said that a cover page can not only show the style of the magazine, but also attract the consumers. Photograph is also important to female fashion magazines which are different from the ordinary magazines. The photographs in Rayli magazine are interesting and lively which contained a lot of fashion information, and the seasoning costumes are well represented the Rayli's style (Wu, 2004). When the whole page is full of pictures, to the consumer, it has a strong visual impact. People will be attracted by the beautiful and colorful pictures. The color has a huge attraction to the readers. According to the statistics of psychologist,

when people watch a subject, they will pay at least 80% attention to the color and 20% to the body. Because the special visual impact of the colors, it become an important element that present the style of the magazine. Because Rayli is a Sino-Japanese cooperation magazine, it usually uses bright color to dress the magazine which showing the lively and romantic (Wu, 2004)

The second aspect is the content of Rayli magazine. This part contains four factors. They are fashion trends and dress skill, makeup and skincare, health and fitness, wand articles. The content of magazine is so important to the consumer. Most of time, it will influence that people will or will not buy this magazine. A comprehensive content can offer more than one kind of information. The above contents are the mainly information that women like to receive from the female fashion magazines (Nemenroff, Stein, Diehl & Smilack, 1993).

The last aspect is the advertisement of Rayli magazine. Advertisement offers a unique opportunity to study how the beauty ideal is constructed across cultures (Frith, Shaw & Cheng, 2006). Advertisement is one of the most important elements in female fashion magazines. Every female fashion magazine contains a lot of advertisements. Advertisement is also a way that female fashion magazines earn the money. At the same time, the magazines can provide some information that the audiences will need. Female fashion magazines are becoming a tool of advertising, nearly 95% of the space in female fashion magazines are filled wit advertisements (Moeran, 2009).

Female fashion magazines provide a window that women can know themselves

better. They also like an advisor whom to lead Chinese young women becoming more fashion and competitive in their life and work. In old China, Chinese women had very traditional concept, they lived under the traditional ideology. They believed that women should be gentle, implicit, obedient, and subordinate to their husband. There is also a very stereotypical gender concept that men played the key role in the society while women stayed at home and took care of her family (Wu & Deng, 1996; Di, 2007; Hou, 2007). However, everything is changing now. Women play an important role in the society, and men can also take care of their children and family. With the development of the society, Chinese women become much more confident than before, they can face up their beauty and the responsibility to the society rather than hiding behind the men. Chinese women get the confident from different places, such as the improving society, the higher educational level, even the female fashion magazines can also help Chinese women change their lifestyle (Wang, 2009).

Chinese young women are the major consumers of female fashion magazines, especially the white-collar women. These young women keep reading the magazines because they thought that the fashion magazines can represent their beauty concept in some degrees. These magazines provide an opportunity to these women to become more beautiful and attractive (Chen, 2003). With the development of China, the relationship between China and the world is more closer, people's living standards is enhancing, Cheung and Liu (2004) discussed the issues of developing indigenous social work for women in China, especially resulting from economic reform and

women's attitude and behavior the western feminist model is deconstructed as a form of domination over women in developing countries. In response to the changing needs, the social status of Chinese young women is changing. This article focuses on Chinese young women's attitudinal and behavioral change which can be influenced by female fashion magazines. Moreover, repeated exposure of fashion magazines, women realized that fashion and appropriate dress is very important. Klepp and Mathisen (2005) studied teenage girls' and adult women's verbal accounts of clothing practices in conversational interviews undertaken in the late 1990s. Women start to notice what they wear and they desire to show how beautiful and successful they can be in their life and work.

This study aims to interview the young women in Nanning, because:

(1) Guangxi Province locates in three important economic circle, and it is bordering on Guangdong Province, Huanan Province, Guizhou Province and Yunnan Province. Guangxi occupy a very important place in the economic relationship between China and South Asia.

(1) China is pushing the economy development in Nanning and trying to make Nanning become an international metropolis. It is also the permanent place for ASEAN EXPO. Nanning is developing and catching up with Guangzhou, Beijing and Shanghai. Although the economic of Nanning cannot as strong as Beijing, Shanghai and Guangzhou, Nanning is still trying hard to develop itself. China also provides some specific policies for Nanning. In 2014, China's President Xi said, he will

construct Nanning to the second Hong Kong. Economy is an important issue for people. The living standard of Nanning is rising (Anonymous, 2014). Nanning is as capital city of Guangxi Province, the most important city in Guangxi Beibu Gulf and the friendly city of ASEAN. China put a lot effort in Nanning for improving the economic in Guangxi Beibu Gulf and increasing the relationship with ASEAN countries. For develop Nanning, China allow Nanning to have four privileges. The first one is right of diplomacy. The mayor of Nanning can negotiate with the head of State of ASEAN. The second one is land usage right. Nanning is planning to build up a new downtown, ASEAN ten countries can build up their business area and embassy. The third one is right of policy making. Nanning can formulate it own policy, as long as do not have conflicts with Chinese legislations. The fourth is right of financial innovation. Nanning is the experimental city for Chinese reform of the financial system.

Table 1.3: Nanning Statistical Bulletins for National Economic and Social Development

Year	GDP (unit: billion ¥)	Growth Ratio (unit: %)	Per Capital National Income (unit: thousand ¥)	Growth Ratio (unit: %)
2014	314.830	8.5	43.303	11.05
2013	280.354	10.3	38.994	10.97
2012	250.355	12.3	35.138	12.72

(Continued)

Table 1.3 (Continued): Nanning Statistical Bulletins for National Economic and
Social Development

2011	221.151	13.5	31.173	21.66
2010	180.043	14.2	25.624	19.30
2009	149.238	15.0	21.479	12.21
2008	131.621	14.5	19.142	22.04
2007	106.299	17.1	15.685	21.15
2006	86.194	15.1	12.947	17.20
2005	72.266	13.2	11.047	11.62

From the above form, the researcher found that the economic of Nanning is increasing year by year. The living standard of Nanning people is getting better. People's consumption ability is also improving.

(2) With the rapid development of the fashion industry in Nanning. In recent years, Nanning is becoming a fashion metropolis in China. Fashion is becoming another city card of Nanning. "Although the fashion industry in Nanning has started late, however Nanning has unique geographical advantages, the potential consumer market, the high degree of cultural integration provide a solid soil to the development of Nanning fashion industry" (Zhong, 2012).

(3) Numerous studies research the fashion magazines in other cities of China. For example, Liu (2010) study the fashion magazines in the lives of Shanghai's female college student by using uses and gratifications theory. Meng (2012) also took

Shanghai as sample city to study the communication model of women's fashion magazine in contemporary China. Rosenberg (2013) examined the tactics and effects on Women by analyze China's magazines advertisements. This researcher took people in Nanjing as sample. Sun and Guo (2014) researched the media exposure and fashion involvement in China especially the fashion magazines, and they took Guangzhou as a sample.

1.2 Objectives of Study

1.2.1 To examine what concepts the female fashion magazine (Rayli) brings to Chinese young women.

1.2.2 To explore the influence of the portrayal of female fashion magazines (Rayli) to Chinese young women's attitude toward their lifestyle and work.

1.2.3 To explore the influence of the portrayal of female fashion magazines (Rayli) to Chinese young women's behavior toward their lifestyle and work.

1.3 Scope of Study

This research focuses on studying the influence of Chinese young women's attitude and behavior change toward lifestyle and work by portrayal of female fashion magazines. Chinese female fashion magazines – Rayli will be chosen as a sample. This study uses a qualitative research method and launches a semi-structural interview to Chinese young women in Nanning. Fifteen women on age 18-30 who live in

Nanning of China will be interviewed one by one. This study aims to explain and elaborate how Chinese young women think about themselves after reading Rayli magazine.

1.4 Research Questions

- (1) What concepts the female fashion magazine (Rayli) bring to Chinese young women?
- (2) Do Chinese young women change their attitude toward lifestyle and work after reading female fashion magazine (Rayli)?
- (3) Do Chinese young women change their behavior toward lifestyle and work after reading female fashion magazines (Rayli)?

1.5 Significant of the Study

This study is significant to female fashion magazine industry and the readers who are Chinese young women as follow:

1.5.1 This study will be significant to female fashion magazine industry.

Look at the history and the quantity of sales, fashion magazines play an important role in fashion industry. This research wants to attract fashion industry's attention, and hope more people can focus more on printed female fashion magazine industry. This study will figure out what kind of information that the readers like and this can be a guide for female fashion magazines to improve their content. If the

female fashion magazines can meet readers' need, which may attract more people to read female fashion magazines. The more people choose reading printed female fashion magazines, the more loyal readers they can get.

1.5.2 This study will be significant to the readers who are Chinese young women to improve themselves specialty toward lifestyle and work.

The reason why women are willing to read female fashion magazines is they want to enhance themselves from inside and outside. Female fashion magazines give them an opportunity to face their beauty directly. Sometimes, women want to find out their missing part from the female fashion magazines, such as their confident, their ability to become beautiful, their goals of life, even a positive way to see through themselves. Female fashion magazines provide comprehensive information to women. Like Rayli, it has the story of struggle from successful celebrities, the make-up information about how to have a better look, and Rayli also teaches young ladies how to dress in your own style and provide the most popular costumes in that season. What is more, Rayli also provide the healthy and latest information from eating, exercising, travelling and music.

1.6 Terms of Definition

1.6.1 Portrayal means to represent or describe someone or something in a artistic work (Moeran, 2009). In this study, portrayal means describe feminine beauty in textual and photographs, which contains the style of presentation, the contents, and

the advertisements of Rayli magazine.

1.6.2 Female fashion magazines means “ A kind of magazine that provide a potent formula for steering attitudes, behavior and buying along culturally defined paths of masculinity or femininity” (Moeran, 2009). In this study female fashion magazine refers to Rayli magazines with the Chinese young women target audiences.

1.6.3 Sino-Japanese cooperation in this study means Chinese and Japanese female fashion magazine publishing company cooperate with each other.

1.6.4 Attitude means “the general and enduring evaluative perception of some person, object, or issue” (Cacippo, Petty & Crites, 1994). And “Attitude is a feeling, belief, or opinion of approval or disapproval towards something” (Martin, 2010) . In this study, attitude means the feelings or opinion of Chinese young women toward Rayli will get after reading Rayli magazine.

1.6.5 Attitudinal Change means the change of the respondents’ attitude after reading Rayli magazine.

1.6.6 Behavior means an action or reaction that occurs in response to an event or internal stimuli (Martin, 2010). In this study, behavior means after reading Rayli magazine, Chinese young women will buy the products that or follow the advice showed in Rayli magazine.

1.6.7 Behavioral Change means the change of the respondents’ behavior after reading Rayli magazine.

CHAPTER 2

LITERATURE REVIEW

Chapter 2 aims to comprehend the past studies on the portrayal of female fashion magazine, portrayal of Rayli magazine, attitudinal change and behavioral change, the related theory and the conceptual framework. This chapter summarized the following content:

2.1. Related Literature and Previous Study

2.1.1 The Influence of Female Fashion Magazine

2.1.2 The Role of Chinese Female Fashion Magazine

2.2 Portrayal of Female Fashion Magazine

2.2.1 Portrayal of Rayli Magazine

2.3 Attitudinal Change

2.4 Behavioral Change

2.5 Related Theory

2.5.1 Uses and Gratification Theory (UGT)

2.6 Conceptual Framework

2.1 Related Literature and Previous Study

Some of previous researchers focused on describing the success of fashion magazines (Wang, 2006), or the portrayal of beauty in fashion magazine

advertisement (Kara and Yolanda, 2012), whereas some of them studied the relationship between Chinese women's self concept and their purchasing behavior (Liu, 2006). However they rarely studied the relationship between portrayal of beauty in fashion magazines and Chinese young women's attitudinal and behavioral changes. As a developing country, China is paid attention by the world due to its specific social background. More and more Chinese young women care about their appearance and inner character. They will seek fashion information from different ways to meet their needs. This research aims to study portrayal of beauty in fashion magazines and Chinese young women's attitudinal and behavioral changes.

Numerous studies had focused on the relationship between the advertisements and the female fashion magazines or talked about the influence of fashion magazines to Chinese women's purchasing behavior. Other researchers studied the women's attitudinal and behavioral changes in the business area. Few of them have been combined the female fashion magazines and the Chinese young women's attitude and behaviors together. Furthermore, numerous studies talked about the portrayal beauty of advertisements in female fashion magazines, but a few researchers will research the portrayal of female fashion magazines, especially focus on Rayli magazines. This study would like to fill the gap in the literature.

2.1.1 The Influence of Female Fashion Magazine

“Fashion magazines give people a lot of what we crave, a sense of what we

could have, what we could look like and how much we can "improve" ourselves through our clothing" (Anonymous, 2006). Many of us want to show our identity and increase our appearance by changing the dress style, the way we communicate with others. Our clothing presented who we are to society. Except the dress style, fashion magazines also affect people from other aspects. Turner (1997) examined that the exposure to fashion magazines will have an influence on women's body image satisfaction. Women concerned that fashion magazines preferred to weigh loss, were less satisfied with their bodies. Liu (2010) explored that the effect of psychological and sociological motives on the use of fashion magazines among female college student in Shanghai. Yang (2001) studied the negative influence of fashion magazines on Chinese female stereotype image.

Female fashion magazines try to arouse female's attention to improve their appearance and inner heart (Xing, 2011). Female fashion magazines occupy an important place in appealing to the feminist on freedom (Liu, 2008). Women should have their own thoughts and they need beautiful clothes, cosmetics, new attitude toward their life and work. After reading the fashion magazines, Chinese young women may change the way they thought and the way they live. These changes may make Chinese young women become more unique and special.

China started to cooperate with the foreign female fashion magazines in 1980s. Chinese women could expose to a lot of new knowledge of fashion from female fashion magazines during their adolescences. A lot of female fashion magazines

appealed to women should be present modern, unique, confident, and individualistic (Liu, 2006). After reading female fashion magazine, Chinese women gained self-confidence. They believe that women can be as strong as men, they can manage things well by themselves, and they dress up beautifully only for their own pleasant instead of pleasing the men (Ye et al., 2003).

The above opinions are the good aspects for women, but on the other hand, the contents of these magazines do not show that feminist ideals very clearly (Liu, 2006). These magazines teach women how to makeup, how to take care of their skin, how to dress according to personality. Some studies showed that the magazines did not have a very clear feminist concept for women, they uses attractive advertisements, beautiful models, gorgeous designs to persuade women to buy their products. These products are introduced in an exaggerated way. Women are attracted by those good functions, and they spend too much time concerning the product rather than improving themselves. These magazines seem to only focus on the external qualification of women, instead of the internal (Liu, 2006; Yuan, 2004; Yang, 2001). What is more, numerous studies have focused on the relationship between the advertisements and the fashion magazines or talked about the influence of fashion magazines to Chinese women's purchasing behavior.

2.1.2 The Role of Chinese Female Fashion Magazine

Women love fashion, and fashion magazine is one of the ways they get fashion

information. Yang (2001) stated that fashion magazines teach women dressing in fashion, gain confidence and become beautiful, giving women new attitudes toward living and working. These magazines also provide personal case information on hair, facial and body care from experts. Different fashion magazines portray beauty in different ways.

In the earlier nineteen nineties of China, female fashion magazines showed a vigorous development trend and reached the peak in twenty-first century. Female fashion magazines disseminated the culture, fashion trend, dress collocation, make-up, fitness and health, and enlightened the female dependent consciousness. Meanwhile female fashion magazines also guided the fashion life style and life conception. It had a tremendous influence to Chinese young women's cognition, emotion and behaviors (Pan, 2012).

With the increasing fashion magazines, Chinese young women can re-examine themselves. Thirty years ago, China did not have a high level of economic development. Since a grave shortage of supply, there were not too many colors for clothing or fashion design. People all wore the grey or blue suit. Thus China was called the Kingdom of blue at that time (Lofficiel, 2009). In April 1980, China had its own fashion magazine called Shi Zhuang which was the origin of Chinese fashion magazines. Chinese can see more colors and fashion designs in Shi Zhuang magazine. This difference woke up Chinese's fashion gene inside their body. After the establishment of Shi Zhuang fashion magazine, in 1988, ELLE magazine came into

China and provided Chinese with an option of ELLE magazine; Fashion magazine and Rayli magazine were respectively created in 1993 and 1995; Vogue China was established in 2005 (Zhang, 2006). By 2012, China has more than fifty brands of female fashion magazines. These magazines create fashion culture, sculpture and display the richness female image, cultivate aesthetic consciousness of women and improve Chinese women's lifestyle. Female fashion magazines always keep in touch with the needs of Chinese women and take good care about Chinese women's internal and external requirement (Pan, 2012).

2.2 Portrayal of Female Fashion Magazine

A female fashion magazine contains a lot of elements. Such as cover, fashion trend, fashion design, clothing, dress skill, makeup skill, cosmetics, skincare, health information, fitness, weight loss, celebrity, cover story, interview, constellation information, and advertisement and so on. Some researchers portrayed the female fashion magazine by studied one or two elements of it.

Hackney (2014) took Vogue as an example to explore the effective fashion magazine covers. And she determined what cover design elements will play a critical role in the successful of Vogue magazine. Vasilyeva (2015) researched the stereotypical effects on the women in Russian federation by the portrayal of female fashion magazines. A study showed that some older women choose to abandon their sexuality because the magazines always using the young and thin models or

celebrities as the cover girl. (Pappas, 2011). Dixon, Dobbinson, Wakefield, Jansen and Mcleod (2007) explored the tanning, clothing and shade use in Australia women's magazines. They used content analysis to analyze "4949 full-color images of Caucasian women were coded for depth of tan, extent of clothing cover, use of shade and setting" (Dixon, et al, 2007). And the researcher's study aimed to look for the effect by the model in female fashion magazine on the real women. Previous research from Kara and Yolanda (2012) analyzed a systematic random sample of 215 advertisements from a popular lifestyle magazine in Hong Kong which resulted two thirds of the advertisements adopted classic feminine beauty type. Over half of the samples portrayed females in decorative roles and thirty percent portrayed females as celebrities. Recreational roles and professional roles were featured less frequently. These magazines use different types of pictures to study the women beauty in female fashion magazine. Meanwhile, Moeran (2010) explored the ways in which international fashion magazines such as Elle, Vogue, and Marie Claire portray female image in textual and advertising matter and how their readers react to such portrayals. Fashion magazines use spectacular or unbelievable beauty pictures and content to attract women to focus on the information that they portrayal. Weng and Ding (2011) stated that ads in Malay fashion magazines portrayed women beauty as ideal yet artificial state of perfect facial beauty, passive and as a precious belonging to men, young with the characteristics of intelligence, cheer and beauty, being absolutely slim in all conditions, and having high confidence even in their worst periods of the month.

Though amount of previous researchers studied the portrayal of female fashion magazine in positive aspects, there are still some of them criticized the portrayal of women in fashion magazine. Lindner (2004) and Blaha (2006) examined the images of women in general interest and fashion magazine advertisement which focuses primarily on the subtle and underlying clues in the picture content of advertisements that contain messages in terms of (stereotypical) gender roles, it compared the general interest magazine like Time with fashion magazine like Vogue in portraying women. Moreover, Yang (2001) showed that fashion magazines focus on the concerns of women's appearance, ignoring the inner needs of women. The purpose of women ultimately emerged with the portrayal in female fashion magazine is gender identity. Popular visual culture respected what the female fashion magazine want to express to the audiences, but it did not help the women to get higher position in society. Female fashion magazines are still submissive, weak, and the same as traditional roles, fashion magazines only can help the women to change their appearance instead of their inner character.

2.2.1 Portrayal of Rayli Magazine

Rayli magazine is mainly about the costume and cosmetic. It provides comprehensive, stylish and most popular fashion information to its audiences. Rayli magazine has such successful business because Rayli has an accurate market positioning. The audiences are fond of Rayli's common touch style. Lan (2012)

researched the communication strategy in Rayli Magazine. In this research which pointed out Rayli always use Asia models or Asia celebrities as their spokesperson. The whole style of Rayli magazine is elegant and kindness. Li (2008) also stated that Rayli portray beauty major in three aspects. The first one is oriental style which used Asia female images to cater to the Chinese culture and Chinese women's taste. The second one is female perspective. Rayli published the content that Chinese young women are interested, such as costume, accessory, cosmetic, healthy and sports, social etiquette, and popular topics and so on. Rayli also help its audience to solve their emotional problems and caring concern for women. The third one is practical orientation. Rayli promoted a quality life which can be reaching by hard working. Rayli provide the most practical and fashion information to Chinese women and help them to develop confidence and reshape personal image. These are the things that Chinese women pursuing in their life. Further more, Rayli also used balance color, active and positive text description and attractive images to encourage women to become a better woman than before. Rayli believed that women can be as strong as men in their hearts. Rayli magazines knew how to cater to its audiences. It told the readers to choose a lifestyle they like. Chinese women need to enjoy their life and their career and seek self-actualization (Meng, 2010). Li (2003) showed that Rayli is devoting to keep close to Chinese women's life and design beautiful stuff and positive lifestyle for Chinese women. Li (2003) stated that it is easy to change someone's appearance. Women only need to decorate them with beautifully costume and

sophisticated make-up, but they should not stop here. Appearance can reflect women's heart, while heart can also reflect their appearance. Hence, Rayli aims to change women from outside look to inner needs. To help Chinese women build their own lifestyle. To make people know what is the concept of female fashion magazines (Li, 2003). Rayli magazine not only want to affect Chinese women's outside look, but also their connotation, the way they look at themselves, the way they live and the way they work.

2.3 Attitudinal Change

Holmberg and Öhnfeldt (2010) investigated the female consumer behavior with reference to clothes shopping. They stated that attitude is commonly viewed as one of the important variables that intervene between the marketing mix and consumer behavior. Attitudes exist because they serve some function for the individual. These two researchers believe that attitude is affected by what a person thinks or knows about something. So we can say that attitude change is based on the things you keep in touch. If a woman read a female fashion magazine frequently, more or less, her attitude will be affected by female fashion magazine.

In the study of Cacippo, Petty and Crites (1994), they pointed out attitude change means "Modification of an individual's general evaluative perception of a stimulus or set of stimuli." Someone realize that he or she needs to change because this person stimulate by the external environment or something he or she focus on. Babu, Wilson

and Prvathy (2013) examined the attitude change of youth on fashion, they said that fashion has the magic power to make people change their attitude. And another researcher Christiansen (2010) said that “A fashion magazine is understood as magazines which have a primary editorial interest in fashion.” Which means fashion is close related to female fashion magazines. Therefore, if someone is reading a female fashion magazine, the elements in this magazine may make this person change his or her attitude. Except the female fashion magazine, Botta (1999) studied another media which the television images and will affect adolescent girl’s body image attitudes. Most of the media show the body image were with thin ideal and most of the adolescent girls will think they should be thinner and they were not satisfy with their body images. The attitude toward their body image changed. On the other hand, Zhang and Kim (2013) studied what kind of factors that affect Chinese consumers’ attitude toward purchasing luxury goods and purchase intent, they said that “In addition, Chinese consumers’ purchasing intention for luxury fashion goods was affected by their attitude towards buying luxury fashion goods.”

2.4 Behavioral Change

In the study of Hart (2009), this declared that behavior reflects nervous system activity and is dependent on multiple factors including external stimuli, past experience, neuronal structure and changes in the internal milieu of the animal. That means behavior can be affected the above elements. If someone read female fashion

magazines, the contents of the magazines may stimuli this person, and then his or her behavior may be changed. Such as buy the products that showed on the magazine, followed the suggestion that magazine came out. In some degree, as external stimuli, female fashion magazines have the ability to change people's behavior.

Martin (2010) said that "Behavior is an action or reaction that occurs in response to an event or internal stimuli." Button (1973) stated that there was not to imply the existence of a simple cause – effect relationship between behavioral and attitudinal change, but sufficient evidence suggested that changing attitudes by changing behavior may be more effective than vice versa. Furthermore, Cherry (2015) said that "We tend to assume that people behave in accordance with their attitudes. However, social psychologists have found that attitudes and actual behavior are not always perfectly aligned." Stice and Shaw (1994) studied the adverse effects of the media portrayal thin-ideal on women and linkages to bulimic symptomatology. They wanted to figure out how women think about the thin girls on the media. Most of them had negative effect on it. Some people had drastic behavioral change. These people stop eating food for being as thinner as the media portrayed. At the end, most of them still cannot be as thin as the model in magazine, and some of them even got sick. These researchers talk about the negative impact of media to people's behavioral changes. Hargreaves and Tiggemann (2002) studied how television commercials affect people's mood and body dissatisfaction. And women may be decreased their confidence to the viewing nonappearance commercials. Some of them will take negative action to their

body. The researcher also found that most of the previous papers studied behavior on consumer aspect. Lerkpollakam and Khemarangsana (2010) aimed to reveal real behavior of consumers in fashion clothing according to physical, identity, lifestyle and store environment and find out main factors which one will impact them the most before make buying-decision. People may change their buying behavior by the stimuli of physical, identity, lifestyle and store environment. And this study also showed that women will tend to follow the fashion trend from celebrities and magazines which are affected to the buying behavior towards fashion clothing.

There were few researches will specifically talk about the attitudinal change and behavioral change toward lifestyle and work. This study will try to fill the gap in the literatures.

2.5 Related Theory

2.5.1 Uses and Gratification Theory (UGT)

“Uses and Gratifications Theory proposes that users/media consumers are actively choosing specific media content according to their needs. If there are any effects, these are consciously or at least actionably intended” (Matei, 2010). Uses and Gratification Theory is usually used to analyze and explain the use of mass media. It has a long tradition on media effects research area. UGT focuses on explaining why audiences will use particular media to meet their needs. (Dainton, & Zelle, 2010; Hu, & Wang, 2009). UGT claims that human beings have the options and freedom to

make specific decisions about use what kind of media and when will use it. People make the decisions based on their needs and values (Katz, Blumler, & Gurevitch, 1973). Female fashion magazines can be seemed as one of the media that fulfill the needs of readership. Liu (2012) studied the impact of psychological and social motives for the use of fashion magazines among female college students in Shanghai by using Uses and Gratification theory. This researcher stated that Uses and Gratification theory answered the need for more audience-centered theoretical frameworks by scholars who aim to understand what motivates the media consumption habits of specific audience group. The motivation of UGT was separated into four categories. First one is people can use media for entertainment purpose. For example, Chinese young women can read fashion magazines for relaxing, escape from daily problems, pass time or enjoy the information they are interested. Second one is get information from the media that people were selected. Finding out the latest fashion costumes and make-up, to fulfill the audiences needs. The third one is to reflect, reinforce or contrast audiences' personal identity. People can read Rayli magazine to know the dressing and life stylish, or watching the product information that the magazines bring to them. The fourth one is people choose media for personal relationship and social interaction. Read female fashion magazine for talking to your friends about the latest fashion (McQuail1, 1987; as cited in Dainton & Zelle, 2010). Chinese young women choose female fashion magazines depend on their needs and social status. Rayli magazine has the highest market share and the biggest fan club in

China, Rayli fulfills Chinese women's needs, and it has different sub publications for Chinese women in different ages. Their gratifications are satisfied by reading female fashion magazines (Liu, 2010).

2.6 Conceptual Framework

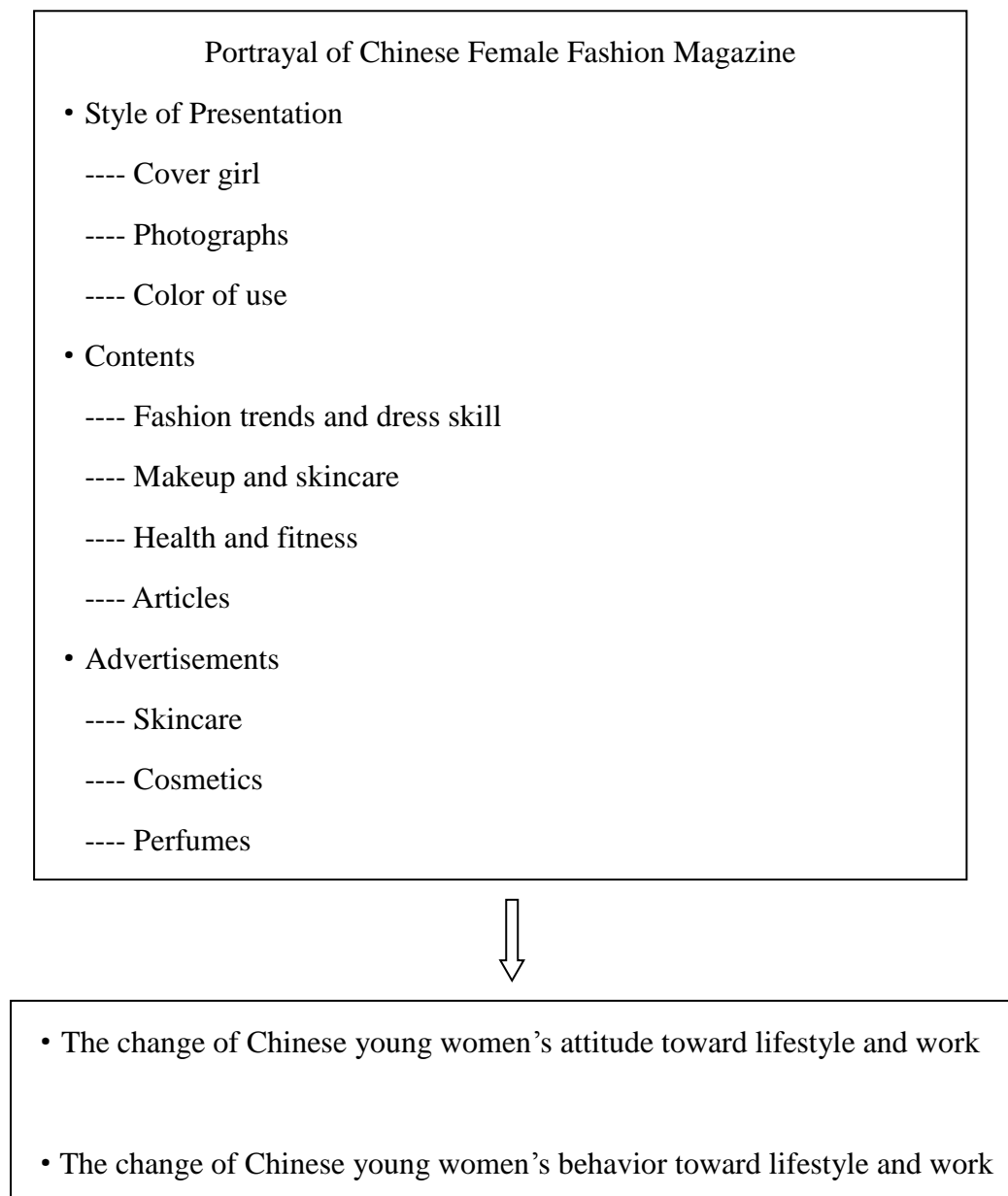


Figure 1.1: Conceptual Framework

CHAPTER 3

METHODOLOGY

This chapter includes the research methodology and the specific contents as following:

3.1 Research Design

3.2 Population and Sample Selection

3.3 Research Instrument

3.4 Instrument Pretest

3.5 Data Analysis

3.6 Data Collection Procedure

3.7 Demographic Data of the Sample

3.1 Research Design

This research aims to exam whether the fashion magazines will be positively effect Chinese young women's attitude and behavior toward lifestyle and work. In some researches, qualitative methods were used to find out the perceptions of respondents and measure the effects of proposed subject based on the interpretation of the data collected (Moeran, 2006). Qualitative method can also be useful to conceptualize research as the process of reducing our uncertainty about important phenomena or questions (Sofaer, 1999). Semi-structural interview will be chose as the qualitative method of this research. Semi-structural interview is a qualitative

research method that conducts individual interviews with a small number of respondents to find out their perceptions on particular cases. Semi-structured interviewing is best used when the researcher won't get more than one chance to interview someone. The semi-structured interview guide provides a clear set of instructions for interviewers and can provide reliable, comparable qualitative data. Semi-structured interviews are often preceded by observation, informal and unstructured interviewing in order to allow the researchers to develop a keen understanding of the topic of interest necessary for developing relevant and meaningful semi-structured questions. The inclusion of open-ended questions and training of interviewers to follow relevant topics that may stray from the interview guide does, however, still provide the opportunity for identifying new ways of seeing and understanding the topic at hand.

Semi-structural interview can provide more detailed information from the respondents than the other data collection methods, like survey (Boyce & Neale, 2006). This research tries to elaborate on the details of the relationship between portrayal beauty of fashion magazines and Chinese women's attitude and behavior toward lifestyle and work. Semi-structural interview will be the first choice in qualitative methods.

3.2 Population and Sample Selection

Semi-structural interview is a qualitative method that collecting individual

interviews that contains a small number of respondents. This research technique aims to explore and exam the respondents' perspective on a particular idea, program, or situation (Chonpathompikunlert, 2009). Due to the goal of this research and based on the target group of Rayli magazine. The researcher will target 15 Chinese young women on age 18 to 30 who live in Nanning over two years. To be selected into the research, the respondents should be the periodic readers of Rayli magazine. They will be recruited by the snowball method, and the former respondents will introduce the next respondents. The researcher devotes to find respondents in different careers and see whether there is difference about their opinions to Rayli magazine.

3.3 Research Instrument

Research instrument is the tool for data collection which includes interview, questionnaire, observation and reading. Whatever which instrument that the researcher used, it should be made sure that its validity and reliability (Annum, 2015). In this research, the researcher considers interview will be a good way to interact with the readers of Chinese fashion magazines. During the interview, the researcher should notice to identify the potential value of the information and all the question should tightly related to the topic that the research is studying. In most of time, face to face interview will be the best way for both interviewer and interviewee to do the semi-structural interview, but in some special situation, such as the interviewee does not have time to meet face to face. Hence, apart from face to face interviews, the

researcher can also be considered using the phone or the video conferencing technology (Annum, 2015). In this research, three functions of the above will be conducted to use. For the type of interview, the researcher goes to use unstructured interview which may be less formal in which although the questions still be used. The respondents may feel more relax and casual under this atmosphere, it is easier to ask and answer the questions and moving on to the next questions.

3.4 Instrument Pretest

Before starting the semi-structural interview, the researcher selected randomly 5 respondents for the instrument pretest. According to the result of this instrument pretest, these five randomly selected respondents are all living in Nanning over two years. And they are the loyal readers (read and buy Rayli frequently, at least buy a issue per month) of Rayli magazine. Most of them began to read Rayli in their middle school and they are all educated women which mean they have the ability to answer the questions asking by the researcher. Base on the pretest result, the researcher will adjust the interview questions and make them more specific and closer to the purpose of this study.

3.5 Data Analysis

A thematic analysis will be used in this study to identify the reactions through focusing on respondents' opinions (Moeran, 2010). Thematic analysis requires a lot

more involvement and interpretation from the researcher. This analysis focuses on identify and describe both implicit and explicit ideas within the data, that is themes (Guest, MacQueen & Namey, 2012). Researcher will review the collecting data, make notes to group them into categories. “Thematic analysis helps researchers move their analysis from a broad reading of the data towards discovering patterns and developing themes” (Boyatzis, 1998). Braun and Clarke (2006) stated that thematic analysis is the foundational method for qualitative analysis and it’s more flexible than the other analysis methods. In this research, the data which collect from the semi-structural interview will be analyzed by thematic analysis.

3.6 Data Collection Procedure

Data will be gathered by semi-structural interview. Before the researcher interviews the respondents, the questions will be listed first. And the researcher will change the relative questions flexibly according to the actual situation. The atmosphere of the interview should be very relax and easy. In order to interview smoothly and get as much information as possible, the respondents will be interviewed in Chinese. Before each interview, the researcher will get the permission from the respondents to tape record the interview. During the interview, the researcher will crosscheck the interpretations with the interviewee and make sure that the interviewee will fully understand the questions. After getting all the information, the researcher will translate it into English which is convenient for completing the

findings. The researcher will make an appointment with the interviewees before having the interview respondents. The whole interview will be lasting in average 20 minutes to 30 minutes per person.

3.7 Demographic Data of the Sample

This part will focus on the demographic situation of 15 respondents who live in Nanning which were answering the questions: location, age, occupation, income per month and the level of education attained. This table is for providing some basic information of respondents.

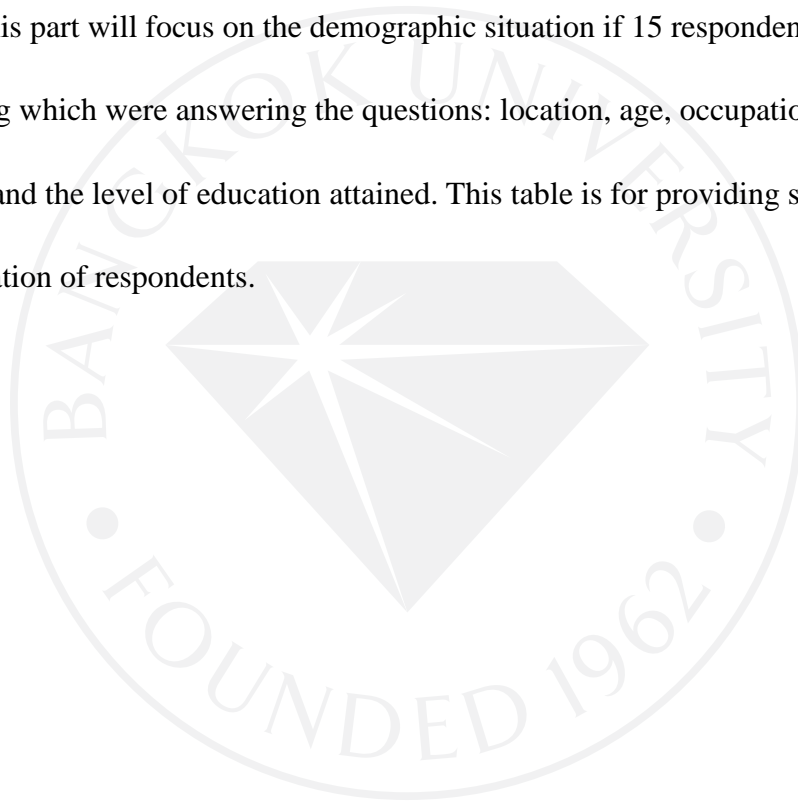


Table 3.1: Respondents Demographic

Name	Age	Occupation	Income per month (RMB)	High level of education attained
Respondent 1	23	Hotel and food service industry	3000-5000	Bachelor Degree
Respondent 2	20	Undergraduate Student	1000-3000	Bachelor Degree
Respondent 3	20	Undergraduate Student	1000-3000	Bachelor Degree
Respondent 4	26	Freelance work	3000-5000	Master Degree
Respondent 5	25	Teacher	3000-5000	Master Degree
Respondent 6	24	Graduate Student	1000-3000	Master Degree
Respondent 7	25	Graduate Student	3000-5000	Master Degree
Respondent 8	21	Undergraduate Student	1000-3000	Bachelor Degree
Respondent 9	26	Teacher	5000-7000	Master Degree
Respondent 10	19	News Reporter	1000-3000	Bachelor Degree
Respondent 11	25	Undergraduate Student	1000-3000	Bachelor Degree
Respondent 12	25	Graduate Student	1000-3000	Master Degree
Respondent 13	22	Teacher	5000-7000	Bachelor Degree
Respondent 14	27	Graduate Student	1000-3000	Master Degree
Respondent 15	24	Graduate Student	1000-3000	Master Degree

CHAPTER 4

FINDINGS AND ANALYSIS

This chapter shows the results of the qualitative thematic analysis. The findings based on answering the research questions which are presented the conclusions. This chapter can be divided into two main sections as follow:

4.1 Introduction of Findings of the Study

4.2 Research Findings

4.2.1 Theme 1: “Gentleness and Femininity”.

4.2.2 Theme 2: “Asian Orientation”.

4.2.3 Theme 3: “Practicality”.

4.2.4 Theme 4: “Confidence and Positive Attitude”.

4.2.5 Theme 5: “Healthy and Exquisite Lifestyle.”

4.2.6 Theme 6: “Ordinary to Extraordinary.”

4.1 Introduction of Findings of the Study

This chapter is all about the analysis and interpretation of the data collection from the semi-structural interview. These findings aim to answer three research questions about Chinese young women’s attitude and behavior changes toward lifestyle and work which are affected by the portrayal of female fashion magazine (Rayli). The semi-structural interview was performed with 15 respondents from Nanning. All interview contents were recording. The three research questions were

answered based on the recording and the results of the qualitative semi-structural interview.

4.2 Research Findings

In this research, some interviewees provide similar answers while some of them have different opinions. The different interpretation will relate to the respondents' different career characteristic and life experience. At the very first beginning, the respondents all assured that they read Rayli magazine at least one year. All respondents will be asked four groups of questions based on the portrayal of Rayli magazine and the impact after they read Rayli magazine.

A thematic analysis will be used in this research for investigating portrayal of female fashion magazine (Rayli) and Chinese young women's attitudinal change and behavioral change. Themes will be identified by the common patterns which were summarized from the interviews (Moeran, 2010). The researcher asked the respondents to answer the questions which are related to this study. Six major themes came out through the coded data corresponded to the Rayli magazine. The first theme is gentle femininity. The second theme is Asian orientation. The third theme is practicality. The fourth theme is confidence and positive attitude. The fifth theme is healthy and exquisite lifestyle. The sixth theme is ordinary to extraordinary. These themes are used to answer the research questions about attitudinal and behavioral change toward lifestyle and work

4.2.1 Theme 1: “Gentleness and Femininity”

Findings: According to the interviews, some respondents stated that Rayli help them to know more about gentleness and femininity characters of Chinese women. In China, gentleness and femininity are two good virtues and excellent characters for Chinese women. Most of the time, respondents used Rayli as a fashion director to gather information about fashion trends and beauty products. Rayli magazine also presents gentleness and femininity characters to Chinese young women.

Respondent 3: Yeah, ha-ha, at the very first beginning, only for the pictures. But after I buy several issues of Rayli, I have a deeper understanding of it. I find I am truly falling in love with the whole magazine, not just for the photograph. I can learn a lot from Rayli magazine. Rayli brings me something that I never have it before. Rayli shows me what femininity is. And yeah, um, I want to become more feminine and gentleness, to be a woman, not just a little girl. That’s my goal now.

In this particular example, the respondent utilizes the photographs in Rayli, and collects them in a book. The photographs show the style she wants which is gentleness and femininity. The researcher wants to know more about the feelings from respondents after they read Rayli, respondent 8 explained as follow:

Respondent 8: I think female fashion magazines can give me a lot of information that I don’t know. But some female fashion magazines such as Vogue, Elle and other western female fashion magazines, their styles are too

exaggerated, and artistic which will not fit Chinese women's dress style. Rayli is different, and it shows more gentleness and femininity. Rayli shows me the women are feminine, charming, sweet and modern. I like their style very much, and I will try my best to become a woman like that.

This respondent showed that photographs in Rayli magazine will be the stimulus for change. Rayli gave her a good sample on styling. Rayli shows the Chinese women are gentle and feminine through the photographs. In the next example, the respondent 9 stated that Rayli makes her change:

Respondent 9: Rayli helps me to change the way that other people think about me. I think what Rayli attracts me is its unique style which is different from other famous fashion magazines. I also want to talk about the color that Rayli use. Every time I read Rayli I feel comfortable, because the colors it uses are very gentle. Most of the time, Rayli prefer to use white, yellow, light blue, green, pink and red to decorate the magazine. It is different from the western female fashion magazines. Rayli rarely used dark, golden or deep color to decorate the whole magazine. Rayli uses bright colors to highlight the characteristic of gentleness and femininity to our audiences.

Analysis: Gentleness and femininity are two specific characters of Chinese women. As a Chinese female fashion magazine, Rayli follows the characteristic of Chinese women and let gentleness and femininity integrated into Rayli's style. The photographs in Rayli are sophisticated and lively. The models wear colorful clothes

with big smile. An appropriate hair style and makeup enhance the gentleness and femininity that showed by the models. Most of the respondents show that they want to become the women in Rayli magazine. The gentleness and femininity that Rayli show did push the respondents to change themselves. One respondent said that she wants to be more feminine, the girls in Rayli looks are so charming. After she read Rayli, she starts to change her dress style. The respondents expressed that when they read Rayli, they can see the differences between western female fashion magazines and Rayli. They can feel more gentleness and femininity that Rayli wants to express through the photographs and the color of use. It can be concluded that gentleness and femininity are temperament or feelings of women. People can improve it through changing their appearance. When people start to change themselves, they will gradually feel more confidence than before.

4.2.2 Theme 2: “Asian Orientation”

Findings: As a Sino-Japanese cooperative magazine, Rayli magazine retains partial Japanese magazine’s style and creates a Chinese oriental style for its own that formed its own style. Asian orientation is one of the features of Rayli magazine. It is also the one of the ways that Rayli magazine can distinguish with Western female fashion magazines. Most respondents said that Rayli’s Asian style is one of the reasons to persuade them to buy Rayli.

Respondent 3: I feel the photographs in Rayli magazine are very Asian style

which is suitable to me. The models are beautiful and have a good body shape. I don't need to think too much on choosing the clothes. All the clothes that Rayli recommends are not too sexy, they are appropriate for any occasions. The models Rayli used are Asian, and their body shapes are as similar as the readers who are Chinese young women. If the models are similar to the readers, it can be helpful for Chinese young women to choose clothes. It is different from the western female fashion magazines that they usually used western girls as models. If the clothes look good on the western model, it doesn't mean that it looks good on Chinese young women as well. Therefore, I think Rayli magazine's Asian style is one of the important elements that attract Chinese young women like to read it.

Respondent 8: The Asian style will be more fit to Chinese women.

Sometimes I don't know how to match the clothes, and I am not a typical fashion girl, most of the time I don't know how to dress myself. After I read Rayli, I found the style of my own. I really love the Asian style that Rayli show to me. I think this style is also suitable to me. I will keep following the Rayli's style to dress myself.

Analysis: From the interviews, the researcher found that compare to other female fashion magazines, Rayli is more Asian style and this style is suitable for Chinese young women. Further more, Asian style can be easily accepted by Chinese young women, and Asian style magazine is more convincing than western style

magazine. According to Lan (2012) argument “the high level female fashion magazines in China can be divided into three factions: the European style, the Japanese style and the local style.” As a Sino-Japanese magazine, Rayli combine both Japanese style and local style. Most of respondents said they think Rayli shows good temperaments of Chinese young women. Almost all models in Rayli are Chinese, the clothes they present are suitable for Chinese young women. The clothes and the makeup in Rayli are easy to learn and follow. Compared with western female fashion magazines, Rayli’s characters are much easier to be accepted by most of Chinese women.

4.2.3 Theme 3: “Practicality”

Findings: One of the characteristics of Rayli is practicality. Rayli recommend a lot of products that are useful to Chinese young women. The clothes are everyday outfits, and people can wear these clothes to attend different occasions. The clothes are easy to match, the colors are young and lively that can show Chinese young women’s beauties. The makeup and the skincare skill can easily help Chinese young women to protect their skin and have a good makeup look for work or parties. The information of health can also give Chinese young women advice in keeping a good and healthy body.

Respondent 8: Well, to me, I think Rayli is really practical. Even the advertisements, the fashion clothing or the makeup are very useful. Compared

to other magazines, like Vogue and Harper's Bazaar, Rayli introduce less luxury goods and brands, on the contrary, um, I think Rayli will consider its audience and introduce some local brand, and we all can afford it.

Respondent 6: I will pay more attention to the information of health, such as some simple exercise for women, the healthy recipes. These useful tips can help my body being much healthier.

Respondent 9: I think the contents of Rayli involves in a wider range than other female fashion magazine. It is more useful and practical to me. Rayli will introduce different suits for different occasion. When I have no idea about what should I wear for today, I will read Rayli. The models in Rayli won't dress too sexy and I will wear the clothes that Rayli introduced to go to work. It's like everyday suits, but more colorful. Other female fashion magazine may have the similar contents, but compare to Rayli magazine, those magazines will not introduce the contents in detail. I think Rayli is a mature female fashion magazine in China.

Analysis: Based on the answers of respondents, the researcher find that all of the respondents are fond of practical magazines. They are willing to buy Rayli magazine because most of contents in Rayli are useful. People can accept the advice in Rayli easily. Dress skill, color matches, makeup skill, skincare tips and the information of health are the most practical contents of Rayli. People can learn a lot from these parts in Rayli magazine. One respondent said that she loved to collect skincare tips from

Rayli magazine, because these tips are very good for her skin and Rayli introduce some simple ways to promote her skin. Different respondents have different benefits after reading Rayli magazine. They said that Rayli not only teaches them what fashion is, but also teaches them many skills of clothes match, makeup and fitness etc. Overall, the respondents agree that Rayli is a practical female fashion magazine.

4.2.4 Theme 4: “Confidence and Positive Attitude”

Findings: As stated above, the respondents expressed Rayli magazine can help them to be more gentleness and more femininity, especially it can help them change their appearance. But in nowadays, more and more Chinese young women realize that confidence and positive attitude are also important to their life and working area.

Respondent 10 believed that Rayli can not only help her to change her appearance, but also the way she live and work:

Respondent 10: Um, I think Rayli to me is special, like eh, like my friend. I love to read Rayli, and I will buy almost every issue. Most of the time, I will read the articles in it, not only watch the pictures in Rayli. Especially a part called Editors’ Notes. I love this column very much. The editors help Rayli to collect fashion information for us. They know Chinese women very well. I always read their notes carefully. The editors will tell me how to be more confidence, and how to be a successful woman in my working area. I think the content of Editor’s Notes can always stimuli me to work harder and live

better, and push me to build up a positive attitude toward my life and work.

It this example, the respondent said that she got more confidence and power through reading the Editor Notes from Rayli magazine. Respondent 12 also had her opinion:

Respondent 12: I have to admit that Rayli changes me a lot in many different aspects. But the most influence one is the contents in Rayli encouraging me to earn a better life and work on my job. When I um, feel the job or my life is boring, I will buy a Rayli and read it carefully. I can see the celebrities still do exercises everyday even they are very busy, the successful business women are still working hard for another upcoming success, and even Rayli still goes and races against herself. I think I don't have any excuse to be lazy.

This respondent stated that Rayli did give her confidence to live better.

Respondent 11 has different opinions. She said that when she reads Rayli, she likes to read the fashion trends because it teaches her how to match the clothes, the makeup skill, and the skincare information:

Respondent 11: I love to collect different fashion tips, dress skill, the makeup skill, and the skincare information from Rayli. Of course I want to be outstanding, and I want to be more confidence than before. To me, a good looking appearance can increase my confidence and make me outstanding. Now I am a music major student in my university, and sometimes I have opportunities to have a show. I want my clothes and my makeup to be

appropriate for that show. Rayli can teach me a lot on how to makeup. I defiantly become more confident and get more praise after I follow Rayli's advice to dress up myself. Rayli helps me to find myself and teaches me how to build up confidence in my life.

From this example, the researcher found that although Rayli does not have a huge number of articles, they still can influence the readers. What Rayli published are the stories that exist in readers' heart. Respondent 9 shared her experience after she read Rayli. There is one aspect influencing her the most. It is the celebrity interview. She is not that kind of person who usually gets into hype over stars, but she will read the celebrity interviews in Rayli carefully:

Respondent 9: I want to change myself through learning things from Rayli. I remember an interview of a female celebrity. I admired her so much because she has a positive attitude in her life and work. Her interview gave inspiration in my work and life. To me, what I learn from her interview is I should keep a positive attitude to myself and to my friends surrounded me. If you keep complaining to your friends, they will become as negative as you are. And the celebrity told me that life is getting better and better, so are we. Therefore when I am in trouble, I will tell myself, "Try to be positive to everything."

This respondent said that she wants to change herself by reading Rayli, and it is the reason she buys Rayli. After she read Rayli, her taste of clothing style and the knowledge of make-up improved. She said, "These changes, of course, will increase

my confidence.”

Analysis: All respondents stated that Rayli helps them to build up confidence. One of the respondent said, “When I go to the university, when I have a job, I realize that dress in an appropriate way can increase my confidence and I can also leave a good impression to my classmates and teachers.” For knowing the latest fashion trends and the dress skill, Rayli helps them a lot. Most of the respondents said that they enjoy reading articles in Rayli magazine. Rayli never bring negative life attitude to her readers. Every time the respondents read Rayli, they can feel the positive power from Rayli is pushing them to be better. Every story in Rayli is teaching the readers how to build up a good lifestyle and a good attitude to their job. Another respondent said “I think Rayli change me in different aspect. No matter how hard the life the celebrities have, and how difficult or dangerous the work they face, they never give up and they won’t bring the negative thoughts to other people. I really admire them.” From the interviews, the researcher found that Rayli is passing the positive energy to every reader. Rayli is not just a female fashion magazine, but what Rayli give to its audience is more than fashion. Helping Chinese young women to increase their confidence and encouraging people to have a positive attitude is one of the meaningful things that Rayli does. As a result, all the respondents agreed that after reading Rayli magazine, they can get confidence and positive attitude from the contents in it, and confidence and positive attitude did influence their attitude and behavior toward lifestyle and work.

4.2.5 Theme 5: “Healthy and Exquisite Lifestyle”

Findings: Rayli magazine as a medium which can encourage people to make changes in their life and using media can motivate themselves. Confidence and positive attitude give power to the respondents and push them to be better. The respondents said when they have enough confidence that they will require more on their lifestyle. Healthy and exquisite lifestyle is a desired lifestyle to most of respondents.

Respondent 15: Well, I love to read Rayli because Rayli is a comprehensive magazine. Rayli gives me a good choice which I can read both fashion and health things. Rayli will recommend some easy and simple exercises. You can do it at home or at school. What’s important, Rayli provides some healthy food recipes which attract my attention, that food looks so good! Step by step, I follow the advice that Rayli gives to me, do more exercises and cook healthy food by myself. A healthy body can provide a lot more power to me. My work is more efficiency than before. I feel Rayli is providing me a healthy and exquisite lifestyle, not only the fashion.

From the answer of this respondent, Rayli disseminates a healthy and exquisite lifestyle to Chinese young women. It is not only about the fashion trends, makeup, but it is also an attitude to your life and work.

Respondent 7: I think except the dress skill and the makeup that Rayli teaches me, Rayli also teaches the attitude toward lifestyle which inspires me the most.

The information that Rayli delivers to me is if you can change yourself, then you can change your life. Only having a healthy lifestyle, you can get better. If you don't do exercise, you will not have a good body shape; if you lack of sleep every day, and eat a lot of junk food, you will not get a healthy body. We are not born with a very good looking appearance, we will be very ordinary, however, I think we can improve ourselves by changing our living habits and cultivating inside temperament. Rayli teaches me a lot and inspires me the most.

Analysis: Rayli is a practical and comprehensive female fashion magazine. Rayli provides different information to meet audiences' needs. Healthy and exquisite lifestyle is another important concept that Rayli gives to the audiences. One respondent said, "Rayli will introduce super models' healthy dinner to us. Most of the time I will follow the advice and cook some healthy food for myself." Rayli let Chinese young women notice that health is one of the most important things we should pay attention to. Without a healthy body, you cannot have a better life. Rayli also encourages Chinese young women to have an exquisite lifestyle. Through the interview and the celebrity that Rayli invite, we can see they all have a career, they are successful in their working area, they keep exercising every day, they have good living habits, and they manage themselves very well. These are actually what the audiences want and Rayli can be seemed as a tool to push us to get better. In conclusion, the contents in Rayli can lead the respondents to have a healthy and

exquisite lifestyle. Therefore, the healthy and exquisite lifestyle can influence respondents' attitude and behavior toward lifestyle and work.

4.4.6 Theme 6: “Ordinary to Extraordinary.”

Findings: Different female fashion magazines will disseminate different concepts of life. More or less, female fashion magazines are changing women's life. Rayli is one of the female fashion magazines that changes Chinese young women's clothes match, makeup skill, and lifestyle etc. When women decided to change themselves in a positive way, it will be process of changing from ordinary to extraordinary.

Respondent 10: I read Rayli for several years. I think Rayli influences Chinese young women's performance of clothes. People are no longer limited in a single pattern on clothing. We are more open to what we are wearing, and try different match style on clothing. For many years, I learn a lot from Rayli, which actually makes me feel more confidence. I am a beautiful woman, and I am scared to talk to the man I like. But after I start learning how to dress, how to makeup and do more exercises, I feel I totally change. My friends said I become more beautiful than before, and I feel my inner heart is stronger. I used to be a very ordinary girl, but Rayli brings me a lot of change. I believe that I can be much better than I used to.

In this example, the respondent stated that Rayli encourages her to change her

appearance. Her beautiful change is like to break a cocoon into the butterfly. She has a greater understanding of herself.

Respondent 7: I find that what Rayli impressed me the most is the public service activities. Rayli usually collaborates with celebrities and successful companies to promote public service activities such as caring mental disabled children. Rayli's staffs go to the special school to play with the children, draw with them and give a lot of stationary to the children. Rayli not only delivers beautiful concept and exquisite lifestyle to the audiences, but also spend time to pay attention to our society. I think everyone should learn from Rayli on this aspect, or when you help others, when you smile to strangers, the world is also embracing you. I am glad to have this chance to know more about Rayli and know more about our country. Um, I will try my best to help more people. For me, this can be another meaning of ordinary to extraordinary.

Rayli takes its responsibility to the society by responding to audiences' needs.

From the above examples, Rayli help them enhance their inside and outside, from the appearance to the spirit. Rayli influenced a lot of Chinese women.

Respondent 5: I think the influence of Rayli goes gradually. From the appearance, Rayli makes us feel we are beautiful. Being beautiful is not pleasing the men any more, it is for us. I think the lifestyle that Rayli is introducing have some changes of Chinese young women's lifestyle. Rayli is

encouraging Chinese young women to have a healthy lifestyle with good living habits. To enjoy what you have now. Rayli states that Chinese young women should be confident, strong and independent. Rayli also encourages Chinese women to have a job. We can support the payment by ourselves. No need to depend on the men. I think Rayli can help Chinese young women to abandon some stereotypical thoughts. For example, women should not go out for work or women are only the accessories of men. More or less, I think Rayli and other female fashion magazines can help eliminate these thoughts.

Analysis: In the above examples, after the respondents receive the information from Rayli, they explained that Rayli can help them to be extraordinary. When they read Rayli carefully, they can actually find variety of information they are interested in, and they can get a surprise from Rayli magazine. Just like one of the respondents said, “I never think that I can see public service activities from a female fashion magazine. These activities are not about fashion.” All of the people want to become an extraordinary one. They all want to be unique. Some respondents said that Rayli provides a platform to help them change. Extraordinary can include a lot of aspects. It can be a good looking appearance, a good body shape, to be a successful woman in your working area, a kind-hearted girl who always help others, etc. Rayli magazine helps Chinese young women to know about beauty, but also teach good attitude and behavior toward their lifestyle and work. As a result, Rayli did change the Chinese young women’s attitude and behavior toward their lifestyle and work.

CHAPTER 5

DISCUSSION

This chapter is about the discussion of this study. It can be divided into five parts:

5.1 Summary of Semi-Structural Interview Analysis

5.2 Discussion

5.3 Limitation of the Research

5.4 Recommendation for Further Application

5.5 Recommendation for Further Research

5.1 Summary of Semi-Structural Interview Analysis

Research Question 1 asked what concepts the female fashion magazine (Rayli) brings to Chinese young women. The findings of this research state that Rayli magazine disseminates six concepts to Chinese young women. These concepts are:

1. Gentleness and Femininity.

In China, gentleness and femininity are good characters of Chinese women. Rayli plays a role of guiding Chinese young women to enhance their gentle and feminine temperament.

2. Asian Orientation

Asian orientation is a characteristic of Rayli magazine. Most of readers are attracted by this style. Compare to western style, Asian style will be more suitable for

Chinese young women. Most of people can accept the style of Rayli easily.

3. Practicality

Practicality is another characteristic of Rayli magazine. Rayli aims to introduce useful information on dress skill, makeup, skincare, fitness tips to its audiences. To Chinese young women, the skills that Rayli teaches are easy to learn.

4. Confidence and Positive Attitude.

Rayli wants to deliver a positive attitude to its audiences to help women function better in today's working world.

5. Healthy and Exquisite Lifestyle.

Women are willing to pursuit a better life. This healthy and exquisite lifestyle would be the life-long pursuit of women.

6. Ordinary to Extraordinary.

Here extraordinary means unique, outstanding and special. When we were young, most of us were ordinary. Rayli helps Chinese young women to become more outstanding. Rayli also encourages Chinese young women to build up their own style. Rayli believes that Chinese young women can be very extraordinary if they change themselves conscientiously. A woman can be extraordinary by dressing up to make her appearance better, having a beautiful soul etc. Rayli wants Chinese young women to notice how special they can be.

Research Question 2 asked whether Chinese young women change their attitude toward lifestyle and work after reading female fashion magazine (Rayli). Since Rayli

is a Sino-Japanese female fashion magazine, what it wants to bring to Chinese young women is a sophisticated lifestyle, happy and positive power to the readers. The articles and the information of health can influence Chinese young women the most on changing their attitude. Compare with the Chinese women in old China. There were a lot of changes after female fashion magazines came into China. In the past, Chinese women were only the accessories of men. They cannot go outside to ask for a job, they only need to take care of their family. But female fashion magazines want to change the stereotypical thoughts of the society to Chinese women. And the magazines encourage Chinese women to change their mind on themselves, to live for themselves and work for themselves. The results of respondents said that the portrayal of Rayli did influence Chinese young women's attitude toward lifestyle and work.

Research Question 3 asked whether Chinese young women change their behavior toward lifestyle and work after reading female fashion magazines (Rayli). The same with the research question 2, compare with the old China, Chinese women's behavior on lifestyle and work have changed a lot. Chinese women stated to wear colorful clothes, wear makeup and focus more on themselves. However China was used to called the Kingdom of Blue. The appearance of female fashion magazines did provide a way to make Chinese women to change. According to the results, the respondents showed that there were several parts in Rayli magazine can influence their behavior. Rayli magazine persuade Chinese young women to pursuit a exquisite lifestyle, to live better and work successfully in their working area. The findings

show that the health and fitness information, the good looking models, dress skill, makeup skill and skincare information can mostly stimuli Chinese young women to change their behavior. The audiences are willing to do exercise and eat healthy food for a healthy and fit body. They will keep a good living habit for their life. They will work harder for clothes or cosmetics they want. Rayli magazine did push Chinese young women to change their behavior on lifestyle and work.

5.2 Discussion

Nowadays, fashion industry is springing up in China. Female fashion magazines will be regarded as one of the most important questions to be discussed nowadays. As a specific fashion text, female fashion magazines have an extensive influence on their readers' lifestyle and values through spreading popular information with dressing, healthy lifestyle, cosmetology, gastronomy, tourism, human relationship, etc. Female fashion magazines reflect the women's social status, living standard and the opinions from the society to women. Chen (2009) said that when the readers read female fashion magazines, they can see a lot of pictures and texts to show the beauty of women. These magazines will lead the female audiences to pay more attention to their body. Reading female fashion magazine is a good experience to examine the beauty of women. Female fashion magazines disseminate happiness and emotional arousal to women. As long as the readers read female fashion magazines, they will have the urge to pursuit the lifestyle that fashion magazines have shown to them. This pursuit will

push the respondents to change their attitude or behavior in their lifestyle and work.

This study used Chinese female fashion magazine - Rayli as an example, to figure out whether the portrayal of Rayli will influence Chinese young women's attitude and behavior toward lifestyle and work.

According to the previous studies, the audience creates some certain sets of perceptions based on information received from a variety of sources. Female fashion magazines is one of the most influence media channels in Chinese fashion field. The current research has examined Rayli magazine in China.

According to the conceptual framework, the portrayal of Rayli magazine was divided into three parts, combined with the results of finding. Photograph, color of use, dress skill, makeup and skincare, health and fitness, and articles are the aspects that influenced Chinese young women the most in attitudinal and behavioral change.

Based on the previous studies, women like to read female fashion magazines because they are not satisfied with their bodies and appearance, they believed that female fashion magazines can meet their needs. All respondents of this study talked about the dress style in Rayli magazine can help them a lot. This finding echoed the past study that talked about fashion magazines can give people a lot of what we crave, a sense of what we could have, what we could look like and how much we can "improve" ourselves through our clothing. Many of us can show identity and enhance temperament by changing the dress style. The findings also showed that the respondents wanted to abandon the stereotypical ideology that the society labeled to

Chinese women. In old China, the traditional concept was Chinese women no needed to go outside for a job, they only needed to take care of her family. Chinese women should pin their destiny to men. But female fashion magazine opened a new door for Chinese women that women can be as strong as men, and women can have their career. Just like Liu (2008) said female fashion magazine occupy an important place in appealing to the feminist on freedom. Female fashion magazine help Chinese women to release their nature. Chinese women gained confidence by reading female fashion magazine (Liu, 2006). Through the interviews, the respondents stated that Rayli showed to them an exquisite lifestyle with a satisfied job, having a lot of beautiful clothes and a healthy body. This is exactly what they want. Li (2008) said Rayli promote a quality lifestyle to Chinese women and help them to develop confidence and reshape their personal image. The respondents determined that they are willing to push themselves to work harder for building a better life. We can say female fashion magazine like Rayli is trying to influence Chinese young women's attitude and behavior step by step.

Based on the conceptual framework and the interviews, the respondents also talked about the cover of Rayli, and the advertisements in Rayli. However these aspects cannot influence Chinese young women's attitude and behavior as much as the aspects were mentioned at last paragraph. Some respondents stated that the cover of Rayli will sway over their decisions on buying behavior. But it cannot change deeply on their behavior toward lifestyle and work. Cover only can be seemed as an

element that attracts them to buy Rayli. Lan (2012) said the cover of female fashion magazine presented the style of a magazine, it is a tool for persuading consumer to buy a magazine. During the interviews, few of respondents talked about the advertisements in Rayli, most of time they just go through the advertisements, they said they rarely read it very carefully. Advertisements will attract their attention to buy a product such as a cream or a toner. However, just like Moeran (2009) said female fashion magazines are becoming a tool for advertising the products. The power of magazines will be coming from the variety of interest and needs that people have. As a result, we can conclude that advertisements have created a demand for magazines with different focuses. However, advertisements can mainly influence the buying behaviors and motivations among Chinese women. It cannot change Chinese women's attitude and behavior toward lifestyle and work deeply.

Uses and gratifications theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. Uses and gratifications theory is an audience-centered approach to understanding mass communication. Uses and gratifications theory focuses on what people do with media, instead of what media do to people. People choose to read female fashion magazine (Rayli) based on their needs and their social background. For Rayli's audiences, most of them are university students or female officers. People have the motivation to learn something that they will choose the particular media to use. In this research, the audiences of Rayli magazine want to learn fashion dress skill, makeup and other

useful information. Then, they are persuaded to buy Rayli magazine and pushed to change in their lifestyle and work. According to the study of Vasilyeva (2015), “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.” Therefore, female fashion magazine (Rayli), as one of the mass media, in highly possible persuades and changes public attitude and behavior towards lifestyle and work.

5.3 Limitations of the Research

There are possible limitations for this study. The current research only focuses on one Chinese female fashion magazine and only studied the Rayli Costume and Cosmetic, not involved other issues of Rayli magazine. This leads to get only partial pictures of all female fashion magazines in China. The semi-structural interview covered only portrayal of Rayli magazine, not the portrayal of women’s beauty. And the portrayal of Rayli discusses only three main aspects which are style of presentation, contents and the advertisements. In semi-structural interview, the researcher only interviewed fifteen Chinese young women who live in Nanning. The information of the interview is relatively not sufficient. It cannot extend to other cities of China. The scope of interview is relatively narrow. In addition, the limitation of this research is the researcher cannot interview a larger group of respondents. Another limitation of this study is the researcher cannot interview the editors at female fashion

magazine. All of these elements leave questions about how exactly the portrayal of female fashion magazine (Rayli) can influence Chinese young women's attitude and behavior on lifestyle and work.

5.4 Recommendation for Further Application

The findings and conclusions of this study should be taken cautiously due to its limitations. This study presents insights into each element of Rayli magazine with a detailed description and readers' comments. According to the findings, there are six concepts that will influence Chinese young women's attitude and behavior toward lifestyle and work. If Rayli magazine or other female fashion magazines want to improve themselves or want to occupy an important position in female fashion magazine industry in China. This study can be seemed as a guideline to help female fashion magazines improving their contents.

5.5 Recommendation for Further Research

This research studies the portrayal of Rayli magazine and it influence on Chinese young women's attitude and behavior toward lifestyle and work. Since this study only focuses on Rayli magazine in China, the other researches can study different female fashion magazines such as Vogue, ELLE, Cosmopolitan or other female fashion magazines in different countries etc. These female fashion magazines can do a study about how they can influence women's attitude and behavior on different aspects.

This study used qualitative semi-structural interview. But the future researchers will explore the portrayal of female fashion magazine by using quantitative research.



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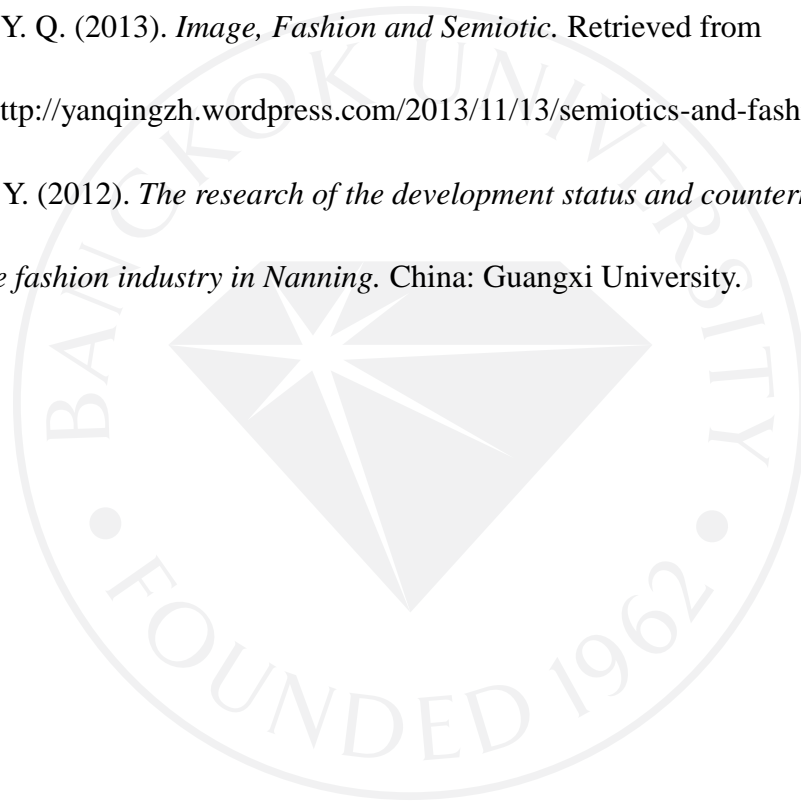
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APPENDIX

Semi-structural Interview Question List:

1. Basic information

1) Age 2) Occupation 3) Education Background

4) Income

a. 1000 - 3000 ¥ b. 3000 -5000 ¥ c. 5000 -7000 ¥ d. more than 7000 ¥

2. Related to female fashion magazines

1) Do you like reading female fashion magazines?

2) Which female fashion magazine you prefer to read?

3) Why do you read female fashion magazines?

3. Related to Rayli magazine

1) When do you start reading Rayli magazine?

2) How do you know Rayli magazine?

3) How often you read Rayli magazine?

4) What is your first expression of Rayli magazine?

5) What is the different between Rayli magazines and the other female fashion magazines?

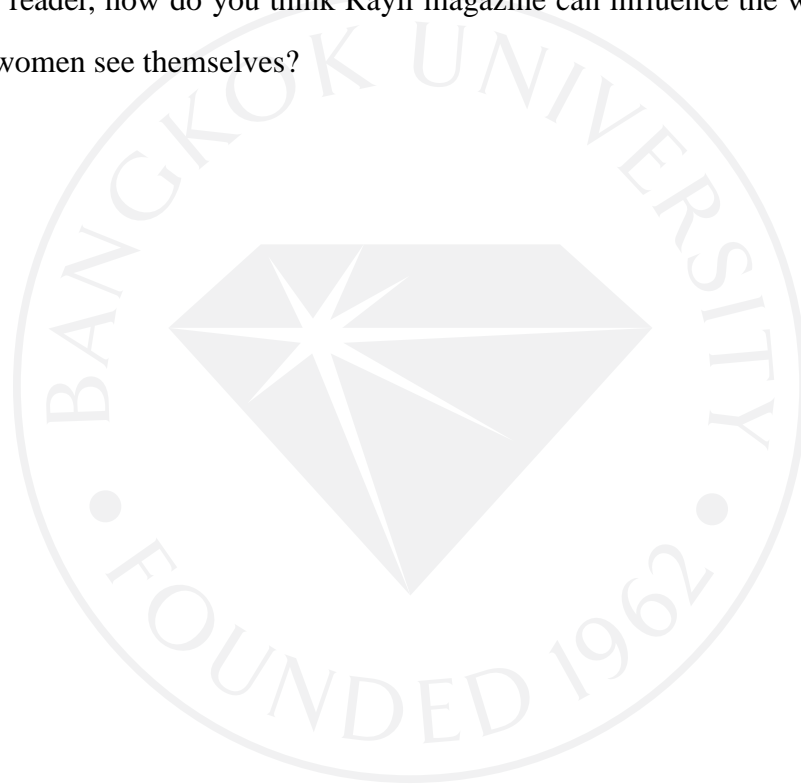
6) Which content of Rayli magazine you like most? Why?

7) After reading Rayli magazine, how do you feel?

4. Impact

1) Do you have any changes after you read Rayli magazine?

- 2) What contents in Rayli magazine inspire you or help you most? Why?
- 3) Which part you think that Rayli magazine should improve? Why is this part?
- 4) Will you continue to buy Rayli magazine? Why or why not?
- 5) As a reader, how do you think female fashion magazines can influence the way that Chinese young women see themselves?
- 6) As a reader, how do you think Rayli magazine can influence the way that Chinese young women see themselves?



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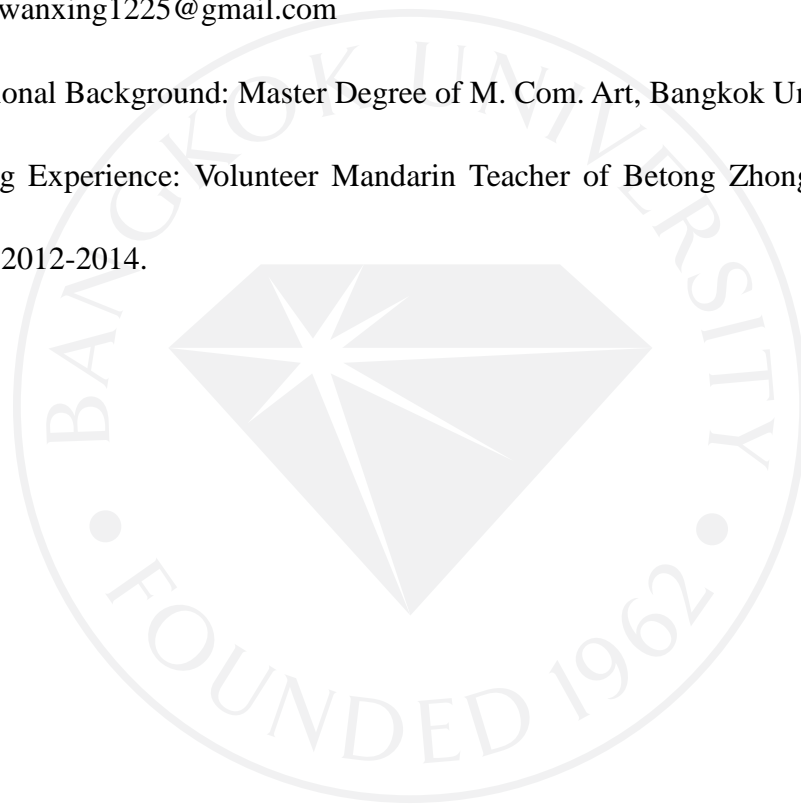
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