A Comparative Analysis of the British and the Czech Version of the Magazine Cosmopolitan

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ABSTRAKT
Cílem mé bakalářské práce je srovnání jazykových prostředků české a britské verze časopisu Cosmopolitan.
V teoretické části se zabývám časopisy všeobecně, dále se zaměřuji na časopisy pro ženy a poté zkoumám jazyk časopisů.
Praktická část popisuje postavení obou verzí na příslušném trhu, dále se věnuje strukturu obou časopisů a srovnává je a v poslední části analyzuje vybrané články a srovnává výsledky obou verzí.

Klíčová slova:
časopis, časopis pro ženy, Cosmopolitan, charakteristika časopisů, struktura časopisů, český trh, Britský trh, stylistická analýza, lexikální analýza

ABSTRACT
The aim of my bachelor thesis is to compare the Czech and the UK versions of the magazine Cosmopolitan from the language point of view.
In the theoretical part I deal with magazines in general, then I exclusively focus on women’s magazines and in the last part I examine the language of magazines.
The practical part firstly describes the position of Cosmopolitan on the Czech and the British market, then it deals with the structure of the magazine in comparison and lastly a linguistic analysis of chosen articles from both versions is made and the results are compared.

Keywords:
magazine, women’s magazine, Cosmopolitan, magazine features, structure of magazines, Czech market, UK market, stylistic analysis, lexical analysis
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DECLARATION OF ORIGINALITY

I hereby declare that the work presented in this thesis is my own and certify that any secondary material used has been acknowledged in the text and listed in the bibliography.

May 13, 2009

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INTRODUCTION
I have chosen the topic dealing with the comparison of the English and the Czech language in a magazine because I am interested in these two languages. For the analysis I have chosen the magazine Cosmopolitan because it is one of the women’s magazines that is usually placed on the first positions in both countries, the United Kingdom and the Czech Republic.

Cosmopolitan belongs to the group of “exclusive magazines” predominantly dealing with fashion, beauty, cosmetics and trends in these categories.

The aim of my work is to make a stylistic and lexical analysis of some articles from the magazine Cosmopolitan and to find similarities and differences between the languages.

In the theoretical part I concentrate on magazines in general, I try to present some noticeable events from the history of magazines and explain what types of magazines exist and what their most common features are. In the second chapter I deal with women’s magazines. This is the most widespread category of magazines and I look for reasons why they are so popular and how they contribute to the life of a common woman. The last part of the theory tries to introduce some important features of magazines from stylistic and lexical point of view.

The practical part of my work begins with a description of the position of Cosmopolitan on the market; I try to compare the situation on the UK market with the situation on the Czech market. In the next part I compare the UK and the Czech version of the magazine regarding their content and structure. The last part of my work focuses on the stylistic and lexical analysis of chosen articles and comparing the languages and visual aspects of both versions.

Cosmopolitan does not try to educate its readers; it is rather a magazine for relaxing. That is why I assume that the language is not very difficult to read and it does not contain any terms.
I. THEORY
1 MAGAZINES

There are many different definitions of what a magazine is. But generally they say the same thing. According to Longman Dictionary of Contemporary English (2003) a magazine is

“a large thin book with a paper cover that contains news, stories, articles, photographs etc, and is sold weekly or monthly”.

According to Macmillan English Dictionary (2002) a magazine is:

“a large thin book with a paper cover, containing reports, photographs, stories etc, usually published once a month or once a week”.

BBC English Dictionary (1992) the word magazine explains as:

“a weekly or monthly publication which contains articles, stories, photographs, and advertisements”.

Oxford Advanced Learner’s Dictionary of Current English (2005) says:

“a type of large thin book with a paper cover that you can buy every week or month containing articles, photographs etc, often on a particular topic”.

1.1 History of Magazines

The history of magazines is not very long. There are some notes about magazines in the 16th century, for example the first fashion magazine The Gynasceum or Theatre of Women, issued in the Latin language, in which the female costumes of all the nations of Europe are reproduced by engraving (Magforum.com). In the 17th century The Ladies Mercury was published by John Dunton. This magazine was something that is called a women’s magazine today but the word “magazine” was not used for magazines, although their characteristics and content were very similar to the ones of today’s magazines. It dealt with “love, marriage, behaviour, dress and humour in the female sex, whether virgins, wives or widows”. It also carried an 'Answers to Correspondents' section (Magforum.com).
The term “magazine” appeared during the 18th century when Edward Cave began publishing *Gentleman’s Magazine*. According to McKay (McKay, 2006) the word comes from a French word “magasin” which means “a shop” in English.

The aim of the *Gentleman’s magazine* was “to entertain with stories of crime and romance” (Magforum.com). The magazine became very popular and its “sister” *Lady’s Magazine* was introduced later. The magazine boom began. A lot of magazines concerning many different topic and interests started to influence people’s opinions and positions. During the 18th and the 19th century many today’s worldwide magazines were launched. For example Cosmopolitan, Women’s World, Vogue, Woman’s Weekly, Harper’s Bazaar, Reader’s Digest, or National Geographic can be mentioned.

The history of magazines is closely connected with the history of some inventions and events that contributed to the development of magazines themselves. In 1796 lithography was introduced. It helped to print magazines in a higher number than book printing and today it is still a widespread technique of printing. This method helped to print much better pictures in magazines.

The transport of magazines was complicated till 1842. As soon as UK national rail network boosts distribution was established, magazines could be distributed more quickly (Magforum.com). In 1852 wood pulp for paper making for newspaper and magazine printing started to be produced in Germany. This helped magazines to be printed on better paper (Magforum.com). The year 1855 meant the first use of colour in magazines and a few years later the first coloured photography appeared. A very important point was the year 1870. In that year Queen Victoria established compulsory learning to read and write in United Kingdom. Magazines and newspapers gained a big popularity since more people were literate. Press became a common part of everyday lives of ordinary people. That is why advertisements began to appear in magazines. In 1898 New York State passed a law against misleading advertising (Magforum.com).

In 1911 the rotogravure was invented. It is a method of printing that has been used up to now. It aided magazine production of pictures, especially photos. (Kietzman) The number of magazines grew up because of these innovations. In 1914 *Rainbow* as the first British comics for children was launched. In 1931 the first colour photo was printed in a British newspaper – *The Times*.

In 1972 *Cosmopolitan* became the first international magazine that was published in the United Kingdom.
During the 1980s the first computers appeared and they became the most important element in creating a new issue and its publishing. During the 1990s a great change was the appearance of the World Wide Web and the Internet (Magforum.com). At the beginning the publishers were worried about the future existence of paper magazines and newspapers. It seemed to be very popular to make everything in the digital form and the question was whether people would buy newspapers if the digital news were directly sent to their computers. Nothing has happened yet. On the contrary, using computers brought new possibilities in publishing - in 1992 magazines and newspapers archives were firstly published on a CD-ROM and in 1994 first banner advertising appeared on the Internet, for *Wired* magazine.

Today most magazines have their own web pages where additional materials are published and via various forums publishers together with readers can discuss the appearance and content of a certain magazine.

Magazines have changed much throughout the history. There are many types of them; today’s paper magazine market together with their digital versions can easily satisfy the public demand.

### 1.2 Classification of Magazines

Nowadays the market offers a wide range of magazines. They are classified from a few points of view. According to McKay (McKay, 2006), magazines are divided into two groups - consumer publications and business-to-business (or trade, or professional) press.

On the other hand, Epand (Epand, 2008) distinguishes 3 types of magazines. They are general interest magazines, scholarly magazines, and sensational magazines. McLoughlin (McLoughlin, 2000) considers frequency as an important point while classifying magazines. She distinguishes magazines issued weekly, in a 14-day frequency, monthly or quarterly.

On the other hand, Magazines.com divides magazines into groups according to their subject matter.

More detailed information is provided below.

#### 1.2.1 Consumer and Business-to-Business Publications

McKay (McKay, 2006) offers two groups of magazines. Consumer magazines are addressed to readers who look for information, advice and entertainment in one. People
usually read such magazines in their leisure time to relax. All titles related to hobbies and special interests are a part of this group. For example:

- Cars – *Classic Cars, AutoTrader, Auto TIP*
- Boats – *Paddles*
- Fish – *Koi Carp*
- Riding – *Horse and Hound*
- Pets – *Cat World*
- Sport – *Shoot Monthly, Cycling Weekly, Golf*
- Embroidery – *Cross Stitcher*

Business-to-business press is aimed at people who have something to do with business. Such magazines provide news in a limited field to a tightly targeted audience. The titles are not very known to general public, usually only people working in the specific sphere know the concrete titles. Their main function is to inform. For example *Press Gazette* belongs to this group.

1.2.2 General Interest, Scholarly and Sensational Magazines

Epand (Epand, 2008) divides magazines into three groups. Most magazines are considered as general interest magazines. These are concentrated on different topics, which are understandable by general public. They are full of articles, stories, a lot of pictures and photos are added. Generally, they are read for fun but also useful information can be found there. *Cosmopolitan, PC Today, Esquire, Time, Rolling Stone* are only a few examples from this big group.

Scholarly magazines are more professional in comparison with general interest magazines. The articles deal with very deep information on a certain topic. Pictures are not very common, more graphs, figures, and maps appear there. The magazines are directed to a specific group of readers with more than basic knowledge of the topic. They are not read for fun, their first intention is to inform and educate. As an example *Comparative Economic Studies, Ecological Applications, Middle East Policy,* or *Oceania* can be mentioned.

Sensational magazines are also called tabloids. Their aim is to deliver information about famous people and celebrities. They are based on pictures and photos, articles are not long. The journalists working for such magazines (known as paparazzi) try to take photos
of celebrities in as piquant position as possible. The tabloids are focused on the brilliant stories “from backstage” of their lives. Surprisingly, readers are interested in what their heroes do in their personal lives. Sensational magazines are easily recognized according to the huge photos and eye-catching headlines (Epand, 2008). Examples of sensational magazines are: *Globe, National Enquirer, or Star*.

### 1.2.3 Magazines According to Frequency of Publishing

McLoughlin (McLoughlin, 2000) distinguishes magazines according to the frequency of publishing.

Weekly published magazines (weeklies) – such magazines are not thick, and they contain recent information. They are not printed on high-quality paper. (*Business Week, Life*)

Magazines published in a 14-day frequency (fortnights) – since there is a 14-day long period for preparation of a new issue, the magazines are usually thicker and contain more articles (comparing to weeklies). They are more expensive and also paper is better (*PC Magazine, National Review*).

Monthly published magazines (monthlies) – especially international magazines are published monthly. They are usually about 150 pages thick and contain a lot of advertisements. Their paper is of high-quality. (*Cosmopolitan, The Musical Times*).

Quarterly published magazines – not many magazines are issued quarterly (*Spectrum, Disney Magazine*).

### 1.2.4 Magazines according to Their Topic

The server Magazines.com distinguishes a wide range of categories of magazines, divided according to their topic. Among the most popular categories are included (Magazines.com):

**Business & Finance** – these magazines contain more text and less pictures and photos, very often there are graphs or charts. The texts are educational and inform about news, trends and tendencies on markets. They are addressed to businesspeople, economists, financiers or people who are interested in economic topics. (*Money, The Economist*)

**Children** – magazines for children do not differentiate girls and boys (unlike teens magazines). They consist of various tasks that should develop children’s characters. Colouring, puzzles, matching, fairy tales and easy numbers and letters are the most often
content. Magazines are full of big pictures, usually cartoons. (*Disney’s Princess, Boy’s Life*)

**Cooking & Food** – magazines about cooking and food are for people who would like to be inspired with culinary tips and healthy preparation of food. They are full of recipes and recommendations about food, ingredients and procedures. Many photos are included so that the reader wants to cook certain meals. Very often the recipes (at least some of them) are readers’ contributions. (*Everyday Food, Tea Time*)

**Entertainment & TV** – these magazines provide a reader with creating films, music, books, popular culture and celebrity news. (*Entertainment Weekly, Reader’s Digest*)

**Fashion** – fashion magazines are full of photos where especially women can find inspiration for their own wardrobe. They also contain reports from fashion shows all over the world, interviews with world-famous fashion designers talking about fashion trends. An important part is promotion of clothes and accessories and information about beauty and lifestyle in general. (*InStyle, Glamour*)

**Health & Fitness** – articles concentrated on health consist of recommendations and advice how to eat and live healthily. Articles about reducing the weight and preventing illnesses are the most common. Advertisements mostly concentrate on accessible health preparations. (*Prevention, Eating Well*)

**Home & Gardening** – such magazines offer information about space in a house and a flat and how to arrange a garden. These magazines are addressed to people who are changing their flats or houses, wish to modernize them or who are looking for inspiration and advice. (*Log Home Living, Country Gardens*)

**Men’s** – articles in such magazine are predominantly concentrated on men’s lifestyles. The main topic is “women”, other articles are about cars, fashion and cosmetics for men, sport, politics, sex, careers and men´s lifestyles in general. Hard-core magazines are also considered as men’s magazines. (*Men’s Health, King*)

**Sports** – magazines about sport consist of articles about sport equipment, different kinds of sport (also very unusual ones), recommendations how, where and when to practice sport, and interviews with famous sportsmen. They address anybody who is interested in sports and also who practices sports. There are also magazines concentrated on one sport only. (*Sports Illustrated, Bicycling*)

**Teen** – magazines for teenagers mostly address either girls or boys and their content differs much. Magazines for boys contain technical articles about means of transport,
comics, science experiments, computer games. Girl magazines are very similar to women’s magazines. They concentrate on fashion, cosmetics, boys, and relationships with family, boys, or friends. A magazine for adults often has a version for teens. (*Seventeen, Ultimate Spiderman, National Geographic Kids*)

**Women's** – Women’s magazines are one of the largest groups of magazines according to their topics. Such magazines are full of fashion, cosmetics, and relationships (like girl magazines). Additionally they concentrate on problems in families (from a position of a mother or a wife); many pages contain articles about love and sex. Also recommendations how to be successful in the personal as well as career lives are very common. (*Cosmopolitan, First for Women*)

A magazine can be included in more that one category (for example *Men’s Health* is a magazine for men as well as a health magazine). All these categories can be classified as general interest magazines. Such magazines only differ in topics and vocabulary but generally they are readable for everybody. There is no special knowledge needed to understand. They can vary in the number of pictures and photos. For example, there are more pictures in a fashion magazine than a business magazine. On the other hand, a business or financial magazine contains more specific vocabulary and rather graphs than pictures.

### 1.3 Magazine Features

Exact content of a magazine depends on each publisher, but there are some features that no magazine should omit. The front cover, the content, horoscopes, reader’s letters, the problem page and reader’s true stories are the ones proposed by McLouglin (McLouglin, 2000). On the other hand, McKay (McKay, 2006) recognizes fiction, horoscopes, listings, reviews, quizzes, photography, opinion columns, interviews or profiles, human interest stories, essays and advice pages as the most common features of magazines. The suggested features are predominantly the content of general interest magazines. The most significant features are described below.

#### 1.3.1 Front Cover

According to McLouglin (McLouglin, 2000), the magazine front cover is the most important feature. Its intention is to catch potential reader’s eye. “A magazine’s front-cover
image and cover lines are persuasive selling tools. They motivate readers – confronted with shelves of front covers competing for their attention – to buy our magazine rather than another. “ (McLoughlin, 2000, 5). The front cover is used to shape a potential reader’s expectation about the magazine. The front cover itself has a few important features: a magazine title, visual images and cover lines.

1.3.1.1 Magazine Title
A magazine title helps to shape a reader’s expectation greatly. It is written in big letters with violent colours. It is the first part of the magazine that will be remembered by the reader.

Each magazine title has its history and was created so as to attract people. Its form is not random. From the linguistic point of view a magazine title can be a word (or a group of words) that says what the magazine is about (for example Woman – it is a magazine about women). A magazine title can be also an acronym (for example “FHM” – for him magazine), or a compound noun (Cosmopolitan – The Greek Kosmos (a universe) and polites (citizen)).

Magazine titles are usually accompanied by slogans. For example “Smart girls get more!” (the magazine More!). A slogan is here to develop and support the main idea of the title.

1.3.1.2 Visual Images
Another important feature of the front cover is a picture. It also has its important role as well as the title. It is interesting to look for signs behind the picture. If there is a photo of a woman or a man, their expression, gesture, or posture are purposeful. For example, in case of a cover of Men’s Health there is often a man showing his muscles. This shows a reader how he (she) can look like when reading this magazine (and follow the advice in the magazine). A magazine about cooking can have a picture of mouth-watering meal on the cover etc.

1.3.2 The Contents Page
One of the first pages is usually the content. The content is a kind of a list of articles and other features that are in the issue together with the relevant page number. Articles are ordered upwardly for faster orientation in the magazine. That allows the reader to skip (for
him or her) unimportant articles and to find his or her favourites easily. Many magazines have their own structure of articles that are followed in each issue.

1.3.3 Reader’s Letters
This is a page that allows readers to express their opinions. Readers are supposed to send their ideas, opinions or acknowledgements to publishers and there is a chance that their letter will be published in an issue. Very often the readers are offered an award in order to express their opinions.

1.3.4 Horoscopes
Horoscopes are included in so-called popular entertainment. There are “predictions of people’s future based on the zodiac for the time of their birth” (McLoughlin, 2000). They appear in different forms in magazines, accompanied by pictures of signs and dates.

1.3.5 Interview or Profile
An interview or a profile is a very common feature in magazines. Such articles are usually connected with celebrities or people who have contributed to the society in a certain way (scientists, managers, successful people, people with an unusual life or job etc).

1.3.6 “How to”
This feature is one of the most common in all periodicals. Each magazine offers its readers how to deal with various difficulties in life. The advice can be in a form of an article (e.g. How to Have Sex like a Man – Cosmopolitan, November 2008) or a problem page (e.g. Dr Linda’s Life Skills – Cosmopolitan, all issues). A problem page encourages readers to send their life problems and a responsible person, usually an expert, (in case of Cosmopolitan a Dr Linda) tries to give them some advice.

    There are also “how to” articles and problem pages in other magazines – questions about finance can be found in a finance magazine, magazines about living are full of “how to” articles etc.
2 WOMEN’S MAGAZINES

Women’s magazines are the biggest group considering their number on the market. They are directly addressed to women (but it does not mean they are always of a same content). A half of such magazines are titles dealing with simple women’s subject-matters, e.g. fashion, cosmetics, household, family, children, beauty, men etc (e.g. *Cosmopolitan, Elle, More* etc). The rest are magazines focusing on more concrete topics, there are magazines about fashion only, about health, fitness, cooking addressed to women with specific interests (e.g. *Cooking Light, Modern Bride, Mailbox News* (a magazine about cake-decorating), *and Fit Pregnancy* etc).

Tracy Seneca (Seneca, 2007) distinguishes three main features in women’s magazines. They are virtual communities, sources of education and trade journals.

2.1 Magazine as a Virtual Community

A magazine creates a virtual community between editors and readers. Unlike books or other magazines women’s magazines allow two-way communication. According to Rheingold (Rheingold, 1993), a virtual community is created when “enough people carry on public discussions long enough, and with enough human feeling, to form webs of personal relationships.” Looking at women’s magazines it is obvious that between editors and readers there are some secret bonds that help to understand each other. This feature is visible via pages with editor’s letters, reader’s letters or problem pages. One participant asks, another answers. Readers are encouraged to participate in creating “their” magazine.

Edward Bok, one of the earliest editors of *Ladies Home Journal* began to stimulate readers offering them awards for answers. Today, it is a common element.

Such virtual communities are huge. Since many magazines are international today, there are no geographic or national limits for readers to join. Communities are based on common interests of all participants.

Another distinguishable phenomenon is talking about women as “we” within the articles (“*Blázní mi prsa*” in *Cosmopolitan*, November 2008 – “mi” refers to a woman) while talking about men as “they” (“*On a jeho kamarádky*” in *Cosmopolitan*, October 2008). Such addressing increases differences between participants of the community and “the others”.
2.2 Magazine as a Source of Education
A brief look into any women’s magazine is enough to find out much advice on anything. Another task of a magazine is to deliver some knowledge. This can be gained via problem pages where readers can ask exactly what they are interested in or via articles that are conceived as pieces of advice. As an example the article “How do I …… prep my pins?” (Cosmopolitan, June 2008) can be mentioned. This article gives advice about cosmetics that helps to treat the legs after winter. In women’s magazines the advice concentrates on fashion, beauty, health, care of the body, food, relationships, career, lifestyle etc.

2.3 Magazine as a Trade Journal
Since women’s magazines are read by a huge number of women, they are a good place for promotions and advertisements. Not only advertisements offer various products, some articles do as well. Promotions could also be a part of some advice. Such promotion can be found e.g. in Cosmopolitan (February 2009), which is called “Date Fever” and offers clothes suitable for dating.

2.4 UK and Czech Top Women’s Magazines
A high number of women’s magazines is published and each woman likes something different. According to research made by Top-ten-10.com in 2004 ten the most sold women’s magazines in UK were Glamour, Cosmopolitan, Good Housekeeping, Marie Claire, New Woman (closed in 2008), Woman & Home, House Beautiful, She, Elle UK.

Companies GfK Praha and Median did research called Média Projekt in 2007 and it showed the most read women’s magazines in the Czech Republic – Glanc, Joy, Cosmopolitan, Elle, Marianne, Yellow, Juicy, Harper’s Bazaar, Style, Fashion Club.

Cosmopolitan – It is the largest-selling young women's magazine in the world. Cosmopolitan is famous for its upbeat style, focus on a young career woman and candid discussion of contemporary male/female relationships. Since its founding in 1886, Cosmopolitan has been reporting on modern social trends.

Elle – It is a worldwide magazine that focuses on women's fashion, beauty, health, and entertainment. It was founded by Pierre Lazareff and his wife Hélène Gordon in 1945. The title, in French, means "she".
*Fashion Club* – This magazine provides the complete information about fashion and cosmetics available in the Czech Republic. It addresses girls and women at the age of 15 – 35 living in cities.

*Glamour* – It is a women's magazine published by Condé Nast Publications. Founded in 1939 in the United States, it was originally called *Glamour of Hollywood*. It is now published in numerous countries, in most cases monthly. *Glamour* is a magazine about fashion and beauty.

*Glanc* – This magazine concentrates on lifestyles and the society. It addresses women at the age of 24 – 49 facing requirements at work, at home, in relationships. It is published fortnightly by Astrosat.

*Good Housekeeping* – It is devoted to contemporary women. Articles focus on food, fitness, beauty, and child care using the resources of The Good Housekeeping Institute.

*Harper's Bazaar* – It is a well-known American fashion magazine, first published in 1867. *Harper's Bazaar* considers itself to be a style resource for "the well-dressed woman and the well-dressed mind". It is aimed at members of the upper-middle and upper class.

*House Beautiful* – This magazine deals with advice and ideas how to improve the house and make living more comfortable.

*Joy* – It is a lifestyle magazine for women at the age of 19 – 39. It concentrates on fashion, beauty, celebrities, sex and love.

*Juicy* – It addresses women at the age of 20 – 35. It talks about shopping, real stories, fashion, cosmetics, having fun and home.

*Marianne* – A magazine addresses women older than 30. It focuses on fashion, beauty, career, lifestyle, relationships, and family.
Marie Claire - It is a monthly women's magazine conceived in France but also distributed in other countries with editions specific to them and in their languages. It focuses on women around the world and several worldwide issues, health, beauty, and fashion.

She – It is a magazine for women interested in health, beauty, fashion, and fitness. It is full of advice how to feel and look great.

Style – A magazine about relationships, fashion, style, and career addressed to middle-class women at the age of 25 – 45. It is originally American magazine published by Stratosfera in the Czech Republic.

Woman & Home – This magazine is known as fastest-growing title for women dealing with beauty, lifestyle food, and health. It addresses women over 35.

Yellow – It is a fortnightly for young women, dealing with fashion, beauty and style. It is published by Hachette Filipacchi 2000.
3 WOMEN’S MAGAZINES FROM LEXICAL AND STYLISTIC POINT OF VIEW

Women’s magazines are not magazines for a certain group of people. They address everybody, so the language should not be complicated. In addition, such magazines are supposed to be read while having a rest, so readers do not expect difficult or unintelligible vocabulary or complex sentences.

Since a number of sources for lexical and stylistic features that are typical for women’s magazines is very limited, the practical part of the work will help to determine some usual phenomena.

3.1 Vocabulary

Vocabulary of women’s magazines is simple, without generally unknown terms. It can contain various lexical and stylistic phenomena. The most significant are the following:

3.1.1 Word Formation

New words are created by means of word formation. According to Kolář (Kolář, 2006) compounds, derivation, acronyms, initialism, clipping, reduplication, conversion and back-formations are the most common types of word formation.

Compounds – Two or more words or their parts are put together. The most usual are two-base compounds. They are popular in science and journals because of their condensed character. (e.g. bedroom) (Kvetko, 2005)

Derivation – New words are built by means of affixes. (e.g. worker, midnight) (Kolář, 2006)

Acronyms – New words are created from the initial letters of compound terms. They are read as one word. (e.g. NATO) (Kvetko, 2005)

Initialisms – Similar to acronyms, but the letters of a new word are pronounced separately. (e.g. USA)

Clipping – New words are created by cutting of one or more syllables. (e.g. vet – veterinary surgeon) (Kvetko, 2005)

Reduplication – It is a type of compounding with a small change in spelling. (e.g. tip top) (Kolář, 2006)

Conversion – It is a change of a part of speech. (a chair x to chair) (Kolář, 2006)
Back-formation – It is the formation of a simpler word from a structurally complex one. (accreditation x to accredit) (Kvetko, 2005)

3.1.2 Figures of speech

Metaphor – It is based on the fact that an element used within a metaphor somehow resembles something different. The resemblance can be based on colour, shape, function, parts of body etc. (Kvetko, 2005)

Metonymy - It is based on different relationships between lexical and contextual meaning of a word. It is a process when a thing is not called by its usual name but a name of something similar is used.

Synecdoche - A part is used instead of the whole or the whole is used for a part.

Simile – It is an explicit comparison of two things.

Personification - A human acting or qualities are assigned to things so as to specify the meaning.

Hyperbole – A kind of exaggeration in order to explain better a certain situation.

Litotes – It is using of negation on the contrary

Irony - Irony is based on lexical and contextual meanings that are opposite to each other.

Ellipsis – It is an omitting implied by a previous clause.

Periphrasis - Periphrasis is a use of a phrase instead of the name of an object. The phrase usually contains a short description of the thing and it is used in order to approach some particular features and qualities.

Allusion - It is an indirect reference to a well-known fact either from history or everyday life. The basic feature is that the speaker does not use any sources of such reference.

3.1.3 Multi-word Expressions

It is a number of more or less fixed combinations of two or more words. Kolář (Kolář, 2006) includes collocations, proverbs, idioms, phrasal verbs, and prepositional verbs in multi-word expressions.

Collocation – It is a combination of words that regularly occur together, it has a relatively restricted combinatory range and transparent meaning. (Kvetko, 2005)

Proverb – It is a short saying expressing a general belief. (Kolář, 2006)
Idiom – It is unchangeable, fixed combination of words, which function as single lexical unit. (Kvetko, 2005)

Phrasal verb – It is a unit of a verb and adverb particle. (Kolář, 2006)

Prepositional verb – It consists of the base verb and the preposition. (Kolář, 2006)

3.1.4 Level of Formality
The same idea can be expressed in more than one way. It depends on a situation and a relationship between the participants. Kvetko (Kvetko, 2005) divides vocabulary into formal and informal.

Formal vocabulary - It is a more stable part of a language. It is used in formal situations and it is more common in the written than the spoken language. It contains technical terms (used in a particular branch), proper formal words or learned words (used in official meetings, speeches), literary and rhetorical words (used in poetry and older works) and archaic words (words that are not used any more in common language but only in poetry or official documents).

Informal vocabulary - This is a more dynamic part of vocabulary. It is more used in spoken language, everyday conversations or informal writing. Kvetko (Kvetko, 2005) divides informal vocabulary into a few groups: colloquialisms (“informal words used by educated people in everyday situations”), substandard words (words that are considered as incorrect by educated people), slang or jargon words (usually used by a certain social, age or professional group), dialectisms (words used locally), argot (words whose meaning is used for different things in order to secure something or somebody).

3.2 Style of Magazines
Style is a way of using language (The New Oxford Dictionary of English, 1998). According to Čechová (Čechová et al., 2003), articles in magazines are written in the publicistic style.

The aim of the publicistic style is predominantly to inform and to persuade, Miššíková (Miššíková, 1999) adds the brain-washing function (logical argumentation but through emotional appeal as well). That is why this style is very dynamic and other styles blend together according to what reaction of readers the author needs. Miššíková (Miššíková, 1999) talks about the belles-lettres style, the publicistic style, the newspaper style, the
scientific prose style, and the style of official documents. Čechová (Čechová et al., 2003) admits that all these styles can appear under publicistic style in magazines.

Kadlecová (Kadlecová, 2006) distinguishes different genres also appearing in women’s magazines: editorial, interview, informative article, analytical article, report, short essay. The style is also influenced by a genre of a particular article. Čechová (Čechová et al., 2003) distinguishes the interview style for interviews, the fictional style for short essays, the essayistic style for editorials etc.

The publicistic style is the most up-to-date function style. Most articles deal with recent events, for example the influence of a season is noticeable in women’s magazines (e.g. “What’s your Holiday Style” in Cosmopolitan, June 2008).

3.3 Woman in Magazines

It is obvious that the woman is number one in women’s magazines. McLoughlin (McLoughlin, 2000) talks about the ideal reader, which is created throughout magazines. Since it is impossible to know individual needs and opinions of each reader, editors try to write about such men and women that are generally seen as “perfect”.

A woman in women’s magazines is introduced as an idol with a perfect body, perfect fashion style, a perfect career and a perfect relationship. Deviations from this perfection are presented as “mistakes”.

II. ANALYSIS
4 POSITION OF THE MAGAZINE COSMOPOLITAN ON THE BRITISH AND CZECH MARKET

The magazine Cosmopolitan was launched in the United States in 1886. Today it is the world’s biggest magazine brand, with 59 international editions, published in 34 languages and distributed in more than 100 countries. It is a sector leader in 43 markets (Superbrands.uk.com, 2008).

Cosmopolitan is originally an American magazine, published by Hearst Magazines, and all other publishing countries need a permission to publish it. Each publisher is obliged to follow certain trends in the magazine that come from the United States. The magazine is addressed to women aged 18 – 40 in middle or upper middle class. It is a kind of a guide how to be successful in the field of beauty, career, relationships and family life. Publishers have to keep it in mind. One sample of each issue published in any country and any language has to be sent to New York where it is archived.

On the other hand, there are many differences among preferences of women all over the world. Each “mutation” of Cosmopolitan adapts certain habits typical for an individual country. A magazine must be made for its readers.

In most countries Cosmopolitan is available in two formats. One is the older format of 200 x 270 mm, the other is not so old, it is called travel-size format of 230 x 170 mm. This version is intended for handbags and it does not contain any presents that are from time to time added to the bigger format although the price is the same.

The title “Cosmopolitan” is always accompanied by a slogan that describes the magazine a little. The slogan in English (the original one) is “For Fun Fearless Female” (use of alliteration) and this thought is translated into other languages. In Czech it is “Nejčtenější časopis pro mladou ženu”. We can find the slogan on the spine of the magazine.

The magazine has also its web pages. These are in different languages according to the languages of the magazine in a country. British version of the web pages strictly follows the American, while Czech pages share the form of Stratosfera pages. Except direct web pages of the magazine, there are also web pages supporting the magazine and helping to keep Cosmopolitan virtual community that is felt while reading the magazine or looking at the web pages. In the United Kingdom there are web addresses such as Cosmomen.co.uk, Cosmofashion.co.uk, Cosmobeauty.co.uk, cosmoloveandsex.co.uk, cosmoyourlife.co.uk.
All these addresses lead to Cosmopolitan.co.uk but directly to the chosen sphere (e.g. men, fashion, beauty etc).

The Czech web pages are quite limited (Stratosfera does not follow the structure of Cosmopolitan.com), the Czech Cosmopolitan pages have the same form as all magazines that are published by Stratosfera.

4.1 Cosmopolitan on the British Market

The British version of the magazine was launched in 1972 and since that time it has been very successful. Immediately it became one of the leaders on the magazine market and it has been ranked among five top women’s magazines in United Kingdom until now. Cosmopolitan is published monthly by The National Magazine Company Limited that is also the publisher of Good Housekeeping, one of the rival magazines of Cosmopolitan.

![Top Five Women’s Monthlies](image)

Figure 1: Top Five Women’s Monthlies

Figure 1 shows us the position of Cosmopolitan in the period between June 2006 – June 2007. The axis X presents the five most sold women’s magazines in the United Kingdom and the axis Y presents the average number of sold issues in a half of year.

The British leader magazines were Glamour, Good Housekeeping, Cosmopolitan Marie Claire, and Woman & Home. Regarding the average monthly distribution, Cosmopolitan was on the second place in June 2006 with about 445,000 sold issues, in
December 2006 Cosmopolitan sold about 455,000 issues while the magazine Good Housekeeping sold about 460,000. That led to the fact that Cosmopolitan shifted to the third position. In June 2007 Good Housekeeping sold 440,000 issues and Cosmopolitan 450,000 and it became the second most read magazine again. It would be difficult for Cosmopolitan to reach the first place since the magazine Glamour sold more than 500,000 issues a month in the monitored area.

Today, the situation on the British market is very similar; all the presented magazines are still on the first places among readers.

Both formats of Cosmopolitan are available in the United Kingdom. On the cover of the travel-size format a slogan commenting its size appears – “All the Pages of Cosmo in a Handy Travel Size”. The slogan is visible on the top of the cover above the title.

The price is set regardless whether it is the bigger or the travel-size format. The price of the samples chosen for the analysis is variable but there are no obvious reasons according which the price changes.

- June 2008 - £3.20 (travel-size format)
- September 2008 - £3.40 (travel-size format)
- November 2008 - £3.40 (travel-size format)
- October 2008 - £3.40 (bigger format, a present was added – a small handbag)
- February 2009 - £3.30 (travel-size format)

The UK version of Cosmopolitan is also available in other countries (e.g. in Portugal where the presented UK Cosmopolitans were bought – the price was €4.95, which is comparable with the price in the UK).

### 4.2 Cosmopolitan on the Czech Market

The Czech version of Cosmopolitan is not as old as the British one. The first issue was published in 1997 by Stratosfera that has been publishing the magazine monthly up to now.

In the Czech Republic the magazine is considered as an exclusive magazine. The main features of an exclusive magazine are its price (higher than for so-called classic magazines), paper quality and the number of pages. This is aimed for the Czech version as well. Other exclusive magazines on the Czech market are CosmoGIRL!, Elle, Harper’s Bazaar, Marie Claire, Vogue, Yellow and so on.
Figure 2: Average Numbers of Sold Issues

Figure 2 shows the average numbers of sold issues of Cosmopolitan since 1999 when the company ABC ČR (Audit Bureau of Circulations) and later the company Ernst & Young have done researches about how many issues were sold. All figures stand for the average numbers during a certain year. The axis X presents the years when the research has been done. In 1999 the data are available only from the months August – December and in 2009 only January is counted into the average; no more data were available at the time of writing the thesis. The axis Y presents the average amount of sold issues.

It is apparent that the number of sold issues has been falling. In 1999 Cosmopolitan sold more than 70,000 issues. It got over 70,000 again only in 2002 and next years the sale decreased. In 2009 the number of sold issues was a bit more than 30,000 only. The reason is that more and more similar magazines have appeared on the market and the target reader has a wider choice.

The price of the Czech Cosmopolitan is more stable than the price of the UK version. Both formats are available, the price of the bigger format is CZK 99.90, the smaller one costs CZK 59.90. The Czech version is much cheaper than the UK version. The reason is that Cosmopolitan has to be competitive with other exclusive magazines on the Czech market, whose prices are similar.
5 STRUCTURE OF THE MAGAZINE, SIMILARITIES AND DIFFERENCES

As I mentioned before, the UK and Czech versions of the magazine belong to the same brand and according to the licence the publisher must follow certain directions. But the publisher also has to think about the readers of the magazine, after all, the magazine is made for its readers, and thus there are also some differences between individual versions. In this part of my analysis I would like to focus on the structure of Cosmopolitan and look for features that the UK and the Czech versions have in common and that are different.

5.1 Design of the Magazine

Both versions of Cosmopolitan are printed on very similar glossy paper, which is one of the conditions demanded by Hearst Magazines.

5.1.1 Cover

Each issue is presented by an attractive and successful young woman on the cover. These women are always slim, smiling, with the make-up and perfectly dressed hair. They are more or less known, usually models, singers or actresses. UK version presents famous women (sometimes accompanied by men – the issue of November 2008 presented the British TV presenter Tess Daly together with her husband, the presenter Vernon Kay), such as Cameron Diaz or Angelina Jolie (American actresses). Inside the magazine a reader can find the reference to the woman (man) on the cover – a name, age, clothes, accessories and make-up are mentioned. On the cover of Czech Cosmopolitan similar celebrities appear, but inside the magazine a cheaper version of the clothes available in the Czech Republic is offered.

Another significant part of the cover is the title “Cosmopolitan”. The colour of the title depends on the colour of the background. If the background is darker, the title is usually white. White or very light background leads to colourful title (e.g. pink, yellow, orange, golden etc). Some British issues have a note “UK edition” in the top right corner of the cover.

Cover lines mentioning the main articles within the issue are the last part of the cover, sometimes supported by the page number. They are usually short phrases, which help to sell the magazine.
The other elements on the cover are: a month and year when the issue was published, the price, bar code, and the web address.

5.1.2 Number of Pages
The UK version of the magazine has much more pages than the Czech version. The UK version contains about 240 – 280 pages, surprisingly, the issue of February 2009 has only 176 pages, which is more than 100 pages less than the issue in October 2008 with its 292 pages.

The Czech version usually has 146 pages, only one issue had 170 pages (May 2008).

5.2 Amount of Texts and Pictures
It is very common that there are texts together with pictures on pages. In some cases the pictures help to imagine things mentioned in texts, or they only illustrate the problematic topic. I have found only very few pages with no pictures in my samples.

The amount of pictures within texts depends on what part of a magazine we focus on. Sections about fashion or cosmetics have naturally more pictures, the most often they are pictures of recommended products (“What’s Hot What’s New” – UK, September 2008, “Má láska džínová” – Czech, May 2008). On the other hand, pages with stories contain only a few pictures (“Change Your Life in 4 Weeks” – UK, February 2009, “Odkdy svět miluje suši?” – Czech, June 2008). Most of the pictures are photos. Animated pictures hardly ever appear (“Stalo se v kabince” – Czech, October 2008).

5.3 Fixed Sections
Cosmopolitan, like other magazines, contains an amount of sections that appear repeatedly in all or some issues. Comparing with the American version of Cosmopolitan it is obvious that most fixed sections are ordered by the United States since they are very similar (in both UK and Czech version), while other parts are optional and follow habits of different countries. On the other hand the titles of the fixed sections are quite general so publishers can include many different projects.

Fixed sections are included frequently, but not all of them are in all issues.
5.3.1 UK Version

The British version of Cosmopolitan has more than three quarters of the editorial material fixed sections. Other projects occasionally appear and are focused on current topics. (e.g. “Naked Male Centrefolds”, June, 2008).

The fixed sections are:

- **On the Cover** – A reference to a person on the cover. Readers get to know their name, age, where to shop their make-up and clothes.
- **Editor’s Letter** – Editor Louise Court writes about her experiences, mentions main topics of the issue.
- **Cosmo News** – The section informing about news among celebrities, referring to current events, fashionable clothes and make-up. A part of the News is an interview and You & Him.
- **We’ve Got Mail** – A page where readers can demonstrate their opinions.
- **Cosmo Inspiration** – A story of a common successful woman.
- **Sex & the Single Girl** – A section dealing with sex, problems with love and sex, and being single
- **Woman We Love** – An interview with a famous woman (sometimes replaced by a man or a couple we love)
- **Cosmo Talks** – A section dealing with sex, happiness, friendship, relationships.
- **Cosmo Quiz** – A quiz for readers.
- **Sex Coach, Life Coach, Be the Best** – Three women give advice about sex, life and readers themselves. (Sex Therapy, Ask Irma, Dr Linda’s Life Skills)
- **Fashion & Beauty** – Almost one third of the magazine is focused on fashion and beauty topics.
- **Cosmo Living** – A slogan of this part is “Cosmo loves your… body, food, holidays, money, shopping, staying in, courage, travel, life”. Each page deals with one of these topics. A part of Cosmo Living is Cosmostrology (Cosmo loves your future).
- **Cosmo Commandments** – The very last page of the magazine containing “10 rules of…” It gives the reader 10 pieces of advice on a certain topic.
5.3.2 Czech Version

Similarly to the UK Cosmopolitan the content of the Czech version is preferably made from fixed sections and variable parts depend on the season or current topics (e.g. June 2008 presented bikini in the project called “Největší plavkové focení v Čechách!”).

The fixed sections are:

- **Úvodník šéfredaktorky** – “A letter” from the editor-in-chief Sabrina Karasová, mentioning her experiences and current topics.
- **Cosmo hvězdárna** – Focused on celebrities as well as common women, current events, clothes, make-up.
- **Cosmo hvězda** – An article about famous women (singers, actresses…)
- **Cosmo důvěrňě** – A section containing a page for reader’s letters, questions about relationships, and letters containing readers’ funny experiences.
- **Cosmo trendy** – A section dealing with fashion and beauty.
- **Sex & Láska** – Articles about sex and love, dealing with problems.
- **Vy, jen vy** – Articles giving advice how to feel comfortable in life.
- **Jaké je…** - Two or three stories of women who have experienced or are experiencing something unusual.
- **Vše o mužích** – Articles present us men as a different species. Writers refer to men as “he” or “they”, give us advice about relationships, and let us see into their minds.
- **Na scéně** – “What is happening in the current month”. Focusing on celebrities, events, music, films and books.
- **Cosmo & Tělo** – A section dealing with food, cooking, exercises, health.
- **Splníme Vám přání** – The magazine allows its readers to write and have a wish. The wish is fulfilled for one of them every month.
- **Cosmo věc** – This article describes the history of a certain product (hair-dye, sushi, etc.)
- **Ženy mění svět** – A profile of a woman famous for her job (a photographer, a politician, a writer, etc.)
- **Cosmo cesty** – An article about a country from all over the world.
- **Horoskop** – Signs of the zodiac and predictions for next month.
5.3.3 Sections That Appear in Both Versions

There is quite a big number of sections that are very similar or the same, even thought relevant articles deal with very different topics.

Editors letter – Úvodník šéfredaktorky (a letter from the editor-in-chief)
Cosmo News – Na scéně (news about celebrities, fashion, make-up, books, etc.)
We’ve Got a Mail – Cosmo důvěrně (letters from readers)
Sex and the single girl – Sex a láška (articles about sex, love, relationships)
Woman We Love – Cosmo hvězda (an interview or a profile of a famous woman)
Fashion and Beauty – Cosmo a Tělo (articles about fashion, beauty and care of the body)
Cosmo Living – Vy, jen vy (articles about living, career, food, practical advice)
Cosmostrology – Horoskop

5.4 Advertisement

Advertisements are an indivisible part of all exclusive magazines, they usually cover a big part of pages, in other words it is impossible to overlook them. For the analysis I divided advertisements into 5 parts – 2-page advertisements, 1-page advertisements, 1/2-page advertisements, hidden advertisements, and pages without any advertising. Hidden advertisements are a part of editorial work; articles dealing with a certain topic make reference to various products. A hidden advertisement is each text that describes a product and shows its price and place where it is possible to buy.

Czech Version

UK Version

![Pie chart for Czech Version](image)

![Pie chart for UK Version](image)

Figure 3: Share of Editor Text and Advertisement
From Figure 3 it is visible that advertisements are present in Cosmopolitan on many pages. Only 43% of the Czech pages is without any advertisements and 31% of the UK version. 1/2-page advertisements are presented by 6% in the Czech Cosmopolitan while the UK does not contain them at all. 1-page adverts are quite common, the Czech version has 26% them and the UK even 34%. 2-page advertisements are quite rare but still the Czech magazine contains 1% and the UK magazine contains 3% of pages. Hidden advertisements are very common, especially in articles about fashion and beauty; they cover 24% of pages in the Czech Cosmopolitan and 32% of pages in the UK version.
LEXICAL AND STYLISTIC ANALYSIS OF CHOOSEN SECTIONS

For my analysis I chose four articles from each version where always two articles were from the same section.

After reading the whole magazines I discovered that the language of the magazines is very simple, not difficult to understand and all texts (regardless of the authors) are of a very similar style and vocabulary. No individual style of the authors is visible.

The chosen articles are:

- Editor’s Letter (November 2008, p. 13)
- Úvodník šéfredaktorky (November 2008, p. 6)
- Meet Marvelyn. She’s Smart, Sexy – oh, and HIV Positive (October 2008, p. 41)
- Jaké je….žít s AIDS (October 2008, p. 72)
- Jennifer Aniston: What Really Matters to Me (February 2009, p. 31)
- Annie Leibovitzová, úhlavní fotografka (October 2008, p. 132)
- Boost Your Income! (November 2008, p. 256)
- Když vám práci zkříží mateřská (May 2008, p. 90)

All found phenomena are in the same form and ordered as they appear within texts.

6.1 Editor’s Letter vs. Úvodník šéfredaktorky

Both articles are at the beginning of the issues, both are written by editors-in-chief. Editor’s letter is a kind of introduction to the issue and it discusses the main points of the issue. The editor of the UK version (Louise Court) talks about “the battle of sexes” that all issue is focused on. The Czech editor (Sabrina Karasová) writes about her pregnancy and explains it as a change that is happening to her. The rest of the text deals with various changes and she advises to take them positively. The editor’s pregnancy is supported by a photo of her with her belly while in other issues a photo of her face only is taken (similarly to the UK version editor). Both articles focus on a very different topic, even though they are from the same sections.

6.1.1 Language and Style

In both articles I found features of the publicistic style. The editors present the new issues and advertise articles inside. On the other hand, the most considerable is the essayistic style. The whole articles are essays speculating about certain topics (in case of the UK
article it is a battle of women and men – the article offers a question “who is better?” In case of the Czech version – question of a change appears).

From the list of the lexical and stylistic phenomena I found the examples of:

**Compounds** – light-hearted, off-duty, stoprocentní, automobilového

**Derivation** – winner, vypadat, hyperintelektuálská, umělkyně, přesvědčit, poženšťování, proměně, prokletbaváním, vytasil, srovnat, nepovraždili, povýšili, přežití,

**Clipping** - Cosmo

**Metaphor** – zbraně hromadného přežití

**Simile** – vypadat, jako parašutista s batohem sbaleným na břiše; (vypadat) jako pravidelný návštěvník pivního Octoberfestu; usmívat se, jako měsíček na hnůj, přístup ke změně, která se (…) tváří jako průsvihi

**Litotes** – šťastně demenší období

**Personification** – (proměna) upoutala pozornost, (přístup ke změně,) která se tváří jako průsvihi

**Periphrasis** – klackovitých narcissů, steroidových kulturistů, metrosexuálů, (změnit v) starostlivé a v domácnosti použitelné bytosti (talking about men)

**Irony** – co se tento měsíc v redakci pro změnu nezměnilo …

**Ellipsis** – … and [a lot of our] off-duty time; plus [we’ve finally discovered] the essential qualities; [že budu jednou vypadat] jako pravidelný návštěvník pivního Octoberfestu…; že skutečně hovoří s mou čírou podstatou, nikoliv [že hovořím] s hormonální mlhou; stále tu totiž [téma o současné proměně českým mužů] visí ve vzduchu

**Terms** - male, female, repertoáru, hyperintelektuálská, retrospektivní, gynekoložky, metamorfozu, steroidových, kulturistů, metrosexuálů, chirurg, hypotézou,

**Informal Vocabulary** – vyrazili (vás ze školy), vytasil se (s další hypotézou), přeju

**Collocations** – battle lines, fair fight, key differences, (skrze) záchvaty smíchu, na první pohled

**Idioms** – to by mě ve snu nenapadlo, stále (to) visí ve vzduchu

**Phrasal verbs** – kick off, draw up

**Prepositional verbs** – fond of, figure out, looked into
6.2 Meet Marvelyne. She’s Smart, Sexy – oh, and HIV Positive vs. Jaké je….žít s AIDS

Both articles deal with a serious topic – AIDS. Two similar stories talk about two similar women that are HIV positive. The Czech version highlights the problem, it shows how easy it is to get ill and what problems it carries while the UK article is more positive, it highlights success of the woman in later life, how she has overcome the illness and lives quite contentedly now. These articles are the only ones which deal with a similar topic (comparing the Czech and the UK version).

6.2.1 Language and Style

The articles have a common topic – virus HIV. Both of them are narrated in the first person, a woman says her story connected with getting ill. Both articles are non-fictional but also the publicistic style appears – the aim of the texts is to inform, to persuade (to be interested in these problems) and to warn.

From time to time a dialogue or a monologue interrupts the narration. According to McLoughlin (McLoughlin, 2000) a monologue or a dialogue slows down the story and highlights characters, relationships or particular events.

The examples of the following lexical and stylistic phenomena appear in the texts:

**Compounds** - rundown, 19-year-old, full-blown, window-shopping, public-speaking, HIV-positive, HIV-awareness, safe-sex, pětadvacetiletá, pravděpodobnost

**Derivation** – condom-free, waitressing, nursery, cheeky, autopilot, ex-boyfriend, HIV-free, protective, illness, healthy, miraculously, ironically, thankfully, sexual, studentský, zamilovala, poprvé, vyzkoušela, zhroutila, pohádali, neznámým, vyhlášeným, vyšetření, nepříznivcům, podstoupila, naštěstí, nenávidět, sdělila, doporučil, zhoršení, antidepresiva, potlačení

**Clipping** – phoned, pills, paper (newspaper), ads, limos,

**Acronyms and Initialisms** – HIV (UK), Aids, MTV, AIDS, HIV (CZ)

**Conversion** – volunteered

**Metaphor** – I was bombarded (by questions), being my voice, I conquered my fear, stala jsem se terčem výsměchu a šikany

**Simile** – HIV is now more like a chronic illness; I felt like that once; I felt like we’d known each other; acting like I was dead; připadala jsem si jako princezna z pohádky,
**Personification** – HIV couldn’t touch me, the answer came, the local paper ran a feature on me, HIV taught me, naše láská se zhroutila, chřipka se vrátila

**Hyperbole** – two huge pills, inches from my bumper, opila do němoby, měsíc šíleného čekání

**Periphrasis** – a death sentence (HIV), walking bacteria, s tímhle ohleduplným a starostlivým mužem

**Allusion** – I won an Emmy

**Litotes** – not as you may think

**Ellipsis** – and [I was] fiddling with the radio; and [people called me] “walking bacteria”; and [I was] rubbing shoulders; but [he] accepted; I’m HIV positive – [it is a] big difference; nebo [když má volno] dovádím se svým jezzičkem; …že se jmenuje Dominik a [že] patří…; sestřičky mě utěšovaly, že se na vývoji léku pracuje a [sestřičky mě utěšovaly, že] I s AIDS se mohu dožít…; … a samozřejmě [jsme se musela spojit] také s člověkem…;

**Formal Vocabulary** - prezervativ

**Terms** - chronic illness, pneumonia, HIV positive, cancer, cure, Aids, immune system, vomiting, diarrhoea, diagnosis, paranoid, suicide, virus (UK), pregnancy, epidemic, management (CZ), premiantky, virus (CZ), AIDS, pozitivní, chřipce, diagnostiky virových onemocnění, kategorii, vlákniny, infekci, antidepresiva

**Informal Vocabulary** - tomboy, his place (his home), groggy, na záchodě

**Positive Vocabulary** – amazing,

**Negative Vocabulary** - horrendous, slut, nasty, disgusting, špína (a person)

**Collocations** – gave me the chance, falling in love, a big deal, blood tests, glimmer of surprise, immune system, side effect, I lost control, home town, colleague students, a deep breath, local paper, face prejudice, love life, sexual relationships, get married, podnikový management, na vysoké škole, studentský život, vážný vztah, do konce života, lamačům dívčích srdcí, sex na jednu noc, virových onemocnění, lékařskou zprávu, diskotékového lovce, denní režim, zdravotního stavu

**Idioms** – I held my head high, po uši jsem se zamilovala

**Phrasal verbs** – go ahead, kick in, gave up, try on, deal with, growing up, stood up, set up

**Prepositional verbs** – thanks to, felt like, come along, get out of bed, care about, dropped out of, spun across, heading towards, walked away, dwell on, scared of, proud of
6.3 Jennifer Aniston: What Really Matters to Me vs. Annie

Leibovitzová, úhlavní fotografka

These articles deal with famous people. While UK Cosmopolitan mostly uses interviews (in all my samples the reader can find five), Czech Cosmopolitan prefers profiles (two profiles and one short interview in an issue). That is why I have decided to compare the UK interview and the Czech profile.

6.3.1 Language and Style

Style of both articles differs because of the different genres. The UK article is an interview, so according to Čechová (Čechová et al., 2003) I distinguished the style of interviews in this article. At least two people have to participate - one asks the other answers. The Czech article is a profile of a photographer. It is a description of her whole life.

I found the examples of the following lexical and stylistic phenomena:

**Compounds** – grown-ups, caretaker, jednadvacet, šestadvacetiletá, devětapadesátliletá

**Derivation** – respectful, friendship, cleanly, honestly, funny, painful, beautiful, instinctual, caretaker, laziness, eventually, finally, bloomer, zaživa, fotografka, odhaleným, herečka, zakrývají, autorka, umělkyně, nejintimnější, zevnějšek, učitelkou, nadsázky, profesorkou, udělat, spřátelila, zamilovala, nebezpečných, nabourala se, nezdravé, zastřelil, nezajímalo, spisovatelka, oplodnění, zvěčnila, označení, objedná, nastrojila

**Clipping** – papers (newspapers)

**Metaphor** – road to happiness, read your mind, I was a disgrace to the Moscow theatre, I have a graveyard of sitcoms, had (my) eye on a prize, prolomila další tabu, ušla dlouhou cestu

**Simile** – byli jsme jako nomádi; jednala s ním jako rovná s rovným; polykali drogy jako vitaminové pilulky; nechovala se jako ženská; to zní, jako by nám bylo osmdesát

**Personification** – (tabloids) are stealing

**Hyperbole** – obrovské břicho, bleskově spřátelila

**Periphrasis** – úhlavní fotografka, legenda zaživa, umělkyně, nejvyhledávanější tvůrkyňě portrétů, dlouhovlasá dívka, ambiciózní mladé ženy, na talentované dívce, dlouhovlasá rebelka, věcná provokátérka, devětapadesátliletá ikona, tvůrkyňě, o výjimečné tvůrkyni (all are about Annie), rockovým bohům (Rolling Stones),

**Ellipsis** – [it is] really important [to have closure when a relationship ends]; or [who wants to capture my heart can get me some good] orchids; you need to say what you need, [you
need to say] what you want and [you need to say] what’s important to you; who told me
[that] I was a disgrace; I didn’t care if it was a hit or [if it was] not [a hit]; výsledek [je]?;
zajímá mě jejich duše, ne [zajímá mě jejich] zevnějšek; než začnu učit ostatní a [začnu]
dělat chytrou; cudné herečky kvůli ní ochotně odhazovaly oblečení, multimiliardáři si
[kvůli ní ochotně] nazí lehali do bahna, slavní zpěváci si [kvůli ní ochotně] nechávali
pomalovat kůži barvami;
Irony – jinde ho pro jistotu úplně stáhnou z prodeje; nějak zapomněla mít děti
Allusion – stala se z ní Aniina múza
Litotes – I wish him nothing but the best
Informal Vocabulary – bloomer, šňupala jsem (take drugs), vyrazila (na turné), pařila (at
night), mačkat spoušť (take photos), nezvěchnila (take photos)
Collocations – capture (my) heart, get a job, have a sense of, ztrácejí zábrany, výtvarného
umění, zakázku snů, platonicky zamilovala, císařským řezem
Idioms – in the end, each other
Phrasal verbs – splashed over, get through, worked out
Prepositional verbs – believe in, move into, take (good) care of, blame for, feel like, come
from

6.4  Boost Your Income! vs. Když vám práci zkříží mateřská

Both texts belong to the sections connected with life and career of readers. Usually, these
articles give advice how to be successful and content in both life and career fields. The UK
text deals with money and advice how to earn more of it. It looks for possibilities of part-
time jobs in the UK. The Czech article has a similar structure, but it deals with pregnancy
and future motherhood, how to behave at work, what are the rights of pregnant women
according to the Czech Law. Both articles present some labour regulations in the particular
country.

6.4.1 Language and Style

The style of both articles is predominantly publicistic; both texts deal with the current
topics (looking for a second job and problems at work connected with being pregnant). The
aim of the texts is to inform, to warn, to persuade. Within both texts monologues appear,
either specialists explain some unclear regulations or people describe their (usually
negative) experience.
Compounds - moonlighting, freelance, high-street, babysitting, downside, weekends, lie-in, boyfriend, jednadvacetiletá, pětadvacetteletá, osmadvacetteletá, čtyřadvacetteletá, třicetteletá, osmadvacet, notebook, chlebodářce

Derivation – clerical, social, occasionally, stylist, legally, tax-free, income, irritable, promotional, ambitious, super-hard, properly, mateřství, zaměstnavatelé, s odchodem, zdeptaly, šéfčce, personalistka, ředitelka, zafixováno, právnička, zlikvidují, nadbytečnost, dvouměsíční, fakturantka

Clipping - props manager, Cosmo, zkušebce, zlepšováku

Initialisms - UK, TV, PA, AM, DJing, DYI, www, cz

Reduplication - tiptop

Metaphor – české matky si musí jako ledoborce razit cestu místními zmrlými zákony; zaměstnavatelé patří k ohroženému druhu; které si už kokteil z mateřství a kariéry namíchaly; mě se ale dělá špatně už jenom při představě

Personification - the credit crunch is threatening to spoil your fun, a second job will push you, překážky na vás (...) čihají, v cestě nestály děrávě české zákony, aby miminko nerušily zářivky

Periphrasis – mrňavý člověk, mrňavému obyvateli svého břicha, o zárodku ve vašem břišě, (all are referring to “a baby”)

Litotes - it wasn’t the best paid job,

Allusion - to take a leaf out of Jordan’s book,

Irony - last thing you need; některé se s ní pro jistotu úplně přestaly bavit; jen proto, že jste si “dovolila” otěhotnět; s úsměvem mi oznámili že mi pracovní pom (…) prodloužen nebude

Ellipsis – [are you] short on cash these days?; and [I] got weekend work; says Claire Thrift, [she is] 30, [she is] a web editor; [do you] like DIY or [do you like] designing birthday cards?; vydavatel Cosmopolitanu se ke kojení a přebalování staví úžasně vstřícně a dokonce pro mimina [vydavatel Cosmopolitanu] zřídil dětský koutek; úskoky českých šéfů a [úskoky českých] personalistů; kolegyně Barboru za zády pomluvaly, některé [kolegyně] se s ní pro jistotu úplně přestaly bavit; potvrzuje třicetteletá personalistka [která se jmenuje] Jana; jenže on může [zkomplikovat odchod na mateřskou a následný návrat do práce]; asi deset tisíc [korun českých]

Informal Vocabulary – mrňavý (malý), zahlásíte (informujete), odeberete se (na mateřskou), vydělávání zlaťáků (peněz), džob, ukočírujete (zvládnete), koulely (zvládaly)
práci, těhotenství a mateřství, dostat padáka, s podražkou, (fyzicky a psychicky) se sypat, do rachoty, v papírech (ve smlouvě), perete se (bojujte), podškrábla (podepsala), těhule, ve zkušebce,

**Positive Vocabulary** - úžasně

**Negative Vocabulary** - zákeřní

**Collocations** – long hours, TV show, cash in hand, have children, the basic rate, love of your life, main job, mateřskou dovolenou, dětský koutek, pracovní smlouvu, ve zkušební době, přijde do jiného stavu, pracovní poměr

**Idioms** – at the end; držela pusu; dělat drahoty; byl to dar ze země; vyjde vstříc

**Phrasal verbs** – go for

**Prepositional verbs** – ban from, opt for, obliged to

### 6.5 Comparison

Two similar articles are always on the very similar topic, and their language is similar. All texts were written in the publicistic style but with some features of another style (essayistic fictional, non-fictional etc.). These other styles cause the variety of the chosen vocabulary. The editor’s letters were partly written in the essayistic style, we can recognize it from the number of rhetorical questions (Jak svůj pohled na změnu změněte?, Jak se to dá udělat?, Who’s the winner?) and statements (Změny se prostě dějí. We at Cosmo are very fond of men – but we’d never want to be one.)

Articles about HIV and Aids are narratives containing some dialogues. Both of them contain some terms referring to the illness and connected problems (HIV, Aids, HIV-positive, blood tests, the immune system, virus, odběr krve, denní režim, etc.). The UK story is much more positive than the Czech version. Both articles contain features of non-fictional style (narrative, dialogues).

Articles about famous women are predominantly different in the style. One is written as an interview, the other one is a profile. Since the profile is written in the third person, it contains many periphrases referring to the photographer as well as the informal vocabulary is common. Jennifer Aniston talks about herself in the first person in the interview.

Articles dealing with the career similarly contain terms from the labour topic (freelance, props manager, job, legally, tax-free, PA, mateřskou dovolenou, zaměstnavatelé, pracovní smlouvu, zkušební doba, etc.). On the other hand, the Czech
article is much more informal, the informal vocabulary is more common (mrňavý, dostat padáka, velitel s vámi vyrazí dveře, s podrazačkou, etc.)

6.6 Origin of Texts
I did not manage to find out whether the articles were written by editors of the particular version or they were copied from other languages. Sometimes a reference to another country or a person of another nationality appears (the Czech May, 2008, the article “10 kroků k hvězdné kariéře”: Od střední školy si nechávám říkat Cathie…. – not the Czech name, the UK version of October, 2008, the article “Meet Marvelyn. She’s Smart, Sexy – oh, and HIV Positive”: … that offered advice and counselling in my home town of Nashville, Tennessee. – Tennessee is a state of the United States, Marvelyn is obviously American.).

6.7 Visual Aspects
Visual aspects play as important role as text in Cosmopolitan. It was said before that the main role of an exclusive magazine is to inform and this happens not only via a text but photographs usually highlight the main idea of articles. No article is without pictures.

To analyze the amount of pictures in both UK and Czech versions of Cosmopolitan it is important to take into account different sections and their purpose. Usually we find only one picture in one article. These pictures are predominantly illustrative – they do not carry any specific information (unlike the text).

The situation is different in sections focusing on fashion and beauty. Pictures are very important here, mostly more important than (or as important as) the text. The text without the pictures would be irrelevant and just pictures carry the information. One promotion usually contains a few pictures on one page supplemented by a short description or a promotion is placed on more that one page (in this case pictures are usually of one-page size).

Advertising also contains a lot of pictures. The question of advertisement was discussed in the chapter 5 - Structure of the Magazine, Similarities and Differences; part 5.4 - Advertisement so let me focus on the pictures only. Advertisements are often of one-page size and this space is filled by a big picture supported by either a short slogan or a brand. Text hardly ever appears in advertisements.
The most common subject of pictures is a woman that satisfies the conditions of Cosmopolitan “perfectness”. Women in pictures are as old as readers (without any wrinkles), beautiful and slim, they wear a perfect make-up; they smile and are happy and completely satisfied with their lives. Especially women in advertisements present something that is an “icon” for Cosmopolitan readers and that is almost inaccessible. If a picture shows a different kind of woman, it is presented as something negative.

Pictures of men and things appear less; they are mostly pictures of cosmetic goods, clothes, men, not very often food. From pictures we can deduce that the woman is the most important thing in the magazine and all other things (men including) are here for her.

6.7.1 Pictures in the Discussed Articles

Both editor’s letters contain a picture of the editor. Both women have a very positive expression, they smile. The photos are the same in all issues (except the issue of November, 2008 (Czech) – the editor talks about her pregnancy).

The pictures in the articles about HIV express the same mood as the text itself. As I mentioned before, the UK article is rather positive, the success and the victory over the illness are highlighted by the pictures – Marvelyn is smiling in one picture, the other shows her speaking publicly about the illness, the last picture shows her taking the award. The only one picture in the Czech article shows a sad woman, a half of the picture is blurred to express the opinion of other people. The pictures of Marvelyn are real (she is in the pictures) while the Czech picture is just illustrative.

The UK interview contains a picture of Jennifer Aniston, she is smiling and expresses the satisfaction with her life. Annie Leibovitz is in the picture with her camera, smiling. The other three pictures are her works – two of them are her own photos, in the other picture there is a cover of Vanity Fair (Annie’s photo is on the cover).

The article Boost Your Income! contains only one illustrative picture showing a woman walking with a few dogs (one of the possibilities of a second job mentioned in the text). The article Když vám práci zkříží mateřská also contains an illustrative photo of a woman working in an office and having her baby there.

To conclude this, all articles contain pictures, mostly photographs. Where possible, they are not only illustrative but they highlight something mentioned in the text.
CONCLUSION

The aim of my bachelor thesis was to do a comparative analysis of the UK and the Czech version of the magazine Cosmopolitan. For the need of my analysis I began with the theoretical information about magazines. They are divided according different features. It was found out that the most widespread magazines are those for women. The reason is that most women read magazines and they usually remain faithful to one title. I found out that the magazine is a kind of a community for women where they can share their problems and search for solutions. The magazine is also a source of education (some articles could educate to a certain extent) and a source of trade journal (the magazine functions as an advertisement).

In the next part I tried to explore both markets and search for the most read women’s magazines. On both markets native magazines are the most popular together with international exclusive magazines (e.g. Cosmopolitan, Elle, Harper’s Bazaar, etc.).

The last theoretical part of my work focused on the using of stylistic and lexical phenomena in magazines. Since the theoretical sources were very limited I decided to make conclusions from the practical analysis.

The practical part focused on the position of Cosmopolitan on both markets. It was discovered that the magazine is quite successful in both countries. In the UK it belongs to the five most popular exclusive magazines and in the Czech Republic it is also read by a big number of readers but its sale has been falling since 1999 when the first research was done. A reason could be the competition on the market, new magazines are launched every year and the market is full of similar magazines.

The comparison of the structure of both versions was not surprising. Even though both versions are prepared by different people, their competences are not endless; they are limited by the character of the magazine that has to be followed. Quite many sections are the same or very similar although particular articles do not correspond at all. Only very few articles within two parallel issues were similar, but this probably happened by coincidence.

Advertisements appear similarly in both versions; from my research it is clear that the UK version of Cosmopolitan contains even more pages with advertisements.

The last part of the practical part is focused on the language. First of all, I tried to identify the function styles of the chosen articles. It was explained that the articles in Cosmopolitan were mostly written in the publicistic style, on the other hand, this style
includes many features of other styles (I recognized the fictional, the non-fictional, the essayistic style, etc.).

I also concentrated on the lexical and stylistic phenomena appearing within the articles. Cosmopolitan in English abounds with word formations – compounds, derivation and clipping are common, the Czech magazine contain compounds (that are mostly numbers) and derivations (the most common are derivations of feminine forms from masculine nouns). Acronyms and initialisms are also common, surprisingly many of them can are used in both languages (UK, TV, DJ, MTV, etc.). They are mostly used internationally (internationalisms). Figures of speech appear in a similar number in both languages, it usually depends on formality or informality of the text – the more informal an article is the more semantic changes appear). Phrasal verbs are typical only for English language, they help us to determine the level of formality of a text as well – the more phrasal verbs appear in a text, the more informal the text is. In Cosmopolitan they are quite common. From the frequent usage of the lexical and stylistic phenomena I deduce that texts in Cosmopolitan are rather informal and the level of informality is very similar.

Pictures were the last object of my analysis. Their usage is based on the same principle in both versions of the magazine. Each article was supported by at least one picture, where it was possible to put a picture representing a particular thing (or a person) mentioned in the article, it was used there. In other cases pictures were only illustrative – they were not need for good understanding the text.

In my opinion the analysis came up to my expectations. The language of Cosmopolitan is simple for understanding; lexical and stylistic phenomena make it amusing and attractive.
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LIST OF ABBREVIATIONS

E.g.   For example.
Etc    And so on.
P.      Page.
Vs.    Versus.
LIST OF FIGURES

Figure 1: Top Five Women’s Monthlies .................................................................................. 30
Figure 2: Average Numbers of Sold Issues ........................................................................... 32
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APPENDIX PI: EDITOR'S LETTER

COSMOPOLITAN
editor's letter

OK, you lot – keep it clean, we want this to be a fair fight. The battle of the sexes is about to begin. As you know, we at Cosmo are very fond of men – but we'd never want to be ones. We sound a lot of our working hours (and off-duty time as well) trying to understand what really makes them tick, enjoying the fact that they're so different from us and also figuring out it would be a pretty dull world without them.

So, in this issue, we've finally discovered some key differences, plus the essential qualities that women and men share (and, of course, they must be qualities the ladies have, them). We've asked one of the men's teams, Women's Wear Daily, to kick it off! Over the coming pages, they – along with nearly 3000 men and women – will have looked into all aspects of male and female behaviour, from sex to shopping.

Who's the winner? You decide. But before then, Elba tells the two captains to draw up some light-hearted battle lines...

Laurie
Louise Court, Editor

BEING A HUNTER-GATHERER
"It's my wonderful side coming out, but I am myself not the head of the family, the marriage remains toil and trouble, and who pays the bills? I'm 55. When does flash, never go, there? I like the role – it gives me a real sense of purpose."

BEING CHILLED OUT
"Women have lots of things to do, and you have to fit these into your day. We get done eventually, so why worry?"

SOOPE: SORRY, IT'S WOMEN WHO ROCK
"I can't tell you how much I love being made up – doing my hair, getting ready to go out. There's nothing quite like getting dressed up and feeling beautiful."

GETTING DRESSED UP
"I don't tell you how much I love getting ready to go out – doing my hair, getting dressed up. There's nothing quite like getting ready to go out and feeling beautiful."

NOT HAVING TO CARE ABOUT SPORT
"I'd love to see more women taking to being good at sports. It's always something you can do, and you never know what's going to come next."

BEING LOOKED AFTER
"I love myself as being a beautiful, successful woman. I've got to be good at something."

WE CAN WASH AND GO
"It's true! When you're washing your hair, it's true! When you're washing your hair, it takes up so much time."

NOT HAVING PERIODS
"I don't know what's going on in the ladies' lives, but I know when you're done with that, you can go out and do anything you want."

WE ARE SURPRISE
"Women have lots of things to do, and you have to fit these into your day. We get done eventually, so why worry?"
APPENDIX P II: ÚVODNÍK ŠÉFREDAKTORKY
Marlyn Brown, 24, reveals how HIV has changed her life - but not as you may think...

"You may have recently read that HIV is now more like a chronic disease than a death sentence, thanks to advances in medicine. This might not mean much to you if having no relationship to your life. I felt like that once - sure that HIV couldn't touch me, even wrong.

"Breaking up" was a sortBy to protect my.Job. Still, I wanted to do something special with my life, and in May 2000, I met the man who gave me the chance to do just that - even if it wasn't new to me anymore.

"Paul" came along when I was 18. I was studying college and was doing well in my uni and helped my family. I was in the park when I spotted him and his closest friend. I asked over and told him I liked him. You have beautiful eyes, he smiled when we got talking.

"Paul was 24 and, like me, into athletics. He invited me to his house that afternoon and I soon discovered we could talk about anything. It felt like we knew each other for years, and we started dating right away.

"One night, alone with Paul, Paul brought up being each other. For the next two months, we were about to have sex when we realized we were out of condoms. I won't tell you the goes ahead without a condom, he said. But I was falling in love and could see myself having babies with Paul. I didn't want a big deal to risk condom use once or twice.

"I was so busy seeing Paul, working and going to college. I wasn't worried when I fell in love with a few days later. But soon I was spotting to just get out of bed, and couldn't be bothered with my appearance - something I'd always cared about. Then, one day, I visited in hospital. I was told I had a disease. It was hard to accept the diagnosis. I was embarrassed and didn't know how I could have HIV. Paul and I were out of the room when she was diagnosed. I was shocked. As I read the letter, the message was clear. There was a 10% chance of getting HIV from Paul. When I called, he didn't show a glimmer of surprise. He was just, you've got to get used to it. Then the hospital, leaving me devastated. He knew he was HIV positive! And, if I didn't want to leave me, I wouldn't even find someone to love me.

"The doctors said that I was lucky to have been diagnosed so early and that I could stay healthy for years, but none of that mattered. I was >

 Meet Marlyn. She's smart, sexy - oh, and HIV positive

THE DOCTORS SAID I WAS LUCKY AND COULD STAY HEALTHY FOR YEARS.

"Marlyn campaigning to spread the message of safe sex"
APPENDIX P III: MEET MARVELYN. SHE’S SMART, SEXY – OH, AND HIV POSITIVE (2/2)

I'm proud of the work I've done and, at last, I'm proud of me too!

The important thing was getting the message across, not being recognized. That's why I set up a company, Marivene, which provides people with better understanding of HIV and AIDS by spreading a safer sex message. And that message is simple: if you don't want to be infected, use condoms. When someone hears the story of how I got HIV, they often ask: "Why didn't you use condoms?" And I say: "I did, but I didn't know I was infected."

For me, the message is: if you don't want to be infected, use condoms. And that's what I did. I didn't know I was infected, and so I didn't use condoms. But I wasn't infected."
APPENDIX P IV: JAKÉ JE...ŽÍT S AIDS (1/2)

Ev býste se mohla bát – kdyby se rozšířila váš ohrožení. Chce se ale rušit sousedy na život, který ji zbyvá. Svoji příběh svěřila Ivaně Benešové.

Jaké je... žít s AIDS

Eva je příznakem více než jedné člověka. Hledá se po měsíce, jsou jen několik tisíc lidí, kteří je vzal. Její příběh se nevztahuje jen k ní. Je to příběh tisíc lidí, kteří v hledáci vidí trpaslíka.
APPENDIX P IV: JAKÉ JE....ŽÍT S AIDS (2/2)

Můžu se spoleště

Pro rozvoj mům pra

Zabiju se sama!

Musíte vědět o AIDS

Virus HIV nesmí být léčivý, a nikdy! Ten, kdo o něm hovoří, může narazit na AIDS.

Nabijte více HIV a můžete krvi

Pozor! Může se stát situace, kdy se nemůžete léčit.
JENNIFER ANISTON: WHAT REALLY MATTERS TO ME

Jennifer Aniston, 39, reveals why her tough times have made her stronger

Your love life has been published all over the papers for years – how has that happened with Brad made you cynical about love?

"Not believe me, I'm still a romantic! I still believe in love. Our split was in the end, anticlimactic and respectful. We both grew up and I wish him nothing but the best in his life."

How important is it for you to have closure when a relationship ends?

"Really important. You need closure when a relationship ends, from a romantic relationship to a friendship. You should always have a sense of clarity about it – you need to know why it happened and why it ended. Otherwise you can't move on into your next phase."

What life lessons have you learnt from the last 10 years?

"Honestly? I've learned that you can get through things that hurt. I've learned that life can be funny, painful, dramatic and beautiful, and we have to embrace it. The pain is real but people are resilient and we can find our own road to happiness. Also, I'm important to take care of yourself — you, me, we all are."

What kind of things exercising for you as a single lady?

"Well, I don't do chocolate, but I do love flowers. [Laughs] Anyone who wants to capture my heart can get me some good roses or orchids. So, like I told both your parents too."

Do you think women do all the work in relationships?

"Oh, yeah. It's just instinctual as a woman to be the caretaker of your home, isn't it? Women complain that men don't do enough or put in their own effort. We can do to do nothing. You can't blame someone for not knowing what she or he contributes if you don't ask for it straight off the bat."

What do you think is the secret of a great relationship?

"People always talk about compromise, but that sounds so... compromising. I think a good relationship is all about collaboration. You just need to talk to each other. You need to say what you need, what you want and what's important to you. That way it's not all threatening. You can't expect your mate to read your mind."

Do you want to have kids? The tabloids say you're pregnant every week!

"I know... they're stealing my thunder, but when I eventually tell [laughs] I swear it many times - I am going to have children! I just know I'd be a great parent."

For now, your career is going strong, with two huge films coming out. Where does your drive come from?

"I had a Russian acting coach when I was at the New York High School of Performing Arts who told me I was a disgrace to the Moscow Theatre. Ever since then I've wanted to prove him wrong. I've never really had my eye on a prize, though – I've just wanted to enjoy the passage of time."

"You must have thought you'd suck with men..."

I have a greenway of clowns I did before. I've always been a bit of a clown, but not many people know about it. I've been happy, I just didn't care if it was a cost of not."

Did you have a Plan B?

"Sure. I always thought I would be a fun to own a restaurant. My sassy is almost as good as many of these one-stars and coffee shops. I made a much better salad with my grandmother's recipe so, yeah..."

"I thought that could have worked out for me!"

Finally, how are you feeling about turning 40 this month?

"I don't feel 40. I feel 20 plus 15. Maybe you could say that I'm a bit younger and the best is to come."

Catch Jen in 'He's Just Not That Into You', in cinemas on 8 February, and 'Marley And Me', which is out on 13 March.
ANNIE LEIBOVITZOVÁ, úhlní fotografka!

a druhou se podlejí obrovské tvůrčí. Prvým je první dílník návštěvy v New Yorku, který je podle autorky „velmi vtipný a hezký“. V druhém se objeví fotoaparát, který užívá Annie Leibovitsová a který je označen za „nejlepší“. Autora tvrdí, že fotografování v New Yorku je pro ni „velmi ráda“. 

Závěr článku se týká tvorby. Autora tvrdí, že fotografování v New Yorku je pro ni „velmi ráda“. 

APPENDIX P VI: ANNE LEIBOVITZOVÁ, ÚHLAVNÍ FOTOGRAFKA (1/2)
APPENDIX P VI: ANNIE LEIBOVITZOVÁ, ÚHLAVNÍ FOTOGRAFKA

(2/2)
APPENDIX P VII: BOOST YOUR INCOME!

**living**

**BOOST your income!**

Short on cash these days? A second job might just be the answer...

Do I have to tell my boss?

“Your boss!” says Corinne Crouse, career coach at www.flyinghigh.com. “This way, you’re not working 48 hours a week with both jobs combined (unemployment) or can’t stop you. The small print in your contract first though - many companies hire stuff from working for competitions, or from working freelance at home. The last thing you need is to be sacked for breach of contract.

What job should I go for?

Lively is the word of the day. If you spend all day at a desk, combine with shifts at your favourite high-street shop or restaurant. Living a mix of intermittent social skills will leave you happy and balanced instead of recharged says Corinne. “If you already work long hours, opt for freelancing occasionally instead of taking a second job.”

Tv ad working as a public relations on a ‘TV show last year, although I worked long hours, even in the beds and I got paid £500 a week for a few hours.”

Will I have to pay tax?

You can accredit cash in hand for informal jobs like babysitting, but you legally obliged to declare it at the end of the financial year if you’re single and don’t have children, you can earn a total of £2,500 per year tax free (this includes earnings from babysitting), Corrine says. Anything more is taxed at the basic rate of 20% if you earn more than £40,000, the tax at the top rate of 40%. If a second job will push you into the higher rate, you may be better off claiming home working tax relief.

What’s the downside?

“I once supplemented my income in the PA with working at a sandwich shop and then a weekend job at a restaurant,” says Claire Trill, 20, week-ender from Hertfordshire. “What a big mistake. First to open up shop at 10am, so never got a lie-in, and was inflexible when I took the time to ease my new boyfriend, who was getting through it but wasn’t great. The good news, though, is that a second job doesn’t mean putting jobs...

“Some jobs, like PR and promotional work, offer a great way to earn money, meet people and still enjoy your weekends!” says Corinne. “You could consider the love of your life career in a style or writing about life at work if you’re interested - you work in the clothes and write about the clothes!”

www.cosmopolitan.co.uk
Když vám PRÁCI ZKŘÍŽÍ mateřská

České matky si musí jako
ledoborce řádit cestu
místními zamýšlenými zákony.
Michaella Klevisová
pátrala, jaké překážky na
vás na této cestě čekají
a jak je nejlepší rozřešit.

A z více vůči těmto méně
často významným dětem,
jejichž cesta je
mírně jednodušší,
je většinou
zástupkyně.

Přesto je třeba
většinou
zustávat
ohledně
mírně
rozšířených
zátěží.

Tím je
často
většinou
našla
a
nejlépe
rozřešit.
APPENDIX P VIII: KDYŽ VÁM RÁCI ZKŘÍŽI MATEŘSKÁ (2/3)
APPENDIX P VIII: KDYŽ VÁM PRÁCI ZKRÍŽÍ MATEŘSKÁ (3/3)


Na co MÁTE nárok?

Teď fářka si zapíše do hlavy, budou se vám hodit.

1. **MATEŘSKÁ sestra** tráví 24 hodiny týdně ze 30 léta jídla, kde má už zdravotníků, ale nemá žádné příznaky. Její statečnost je však velmi rozšířená.


