

Linguistic and Content Analysis of British Teenage Magazines for Girls

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Analýza vzhledu a grafických prvků vybraných časopisů

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ABSTRAKT

Tato bakalářská práce se zabývá problematikou britských dívčích časopisů a jejím cílem je analyzovat specifický jazyk a obsah těchto periodik.

Teoretická část uvádí všeobecnou charakteristiku časopisů a rozděluje je do několika kategorií podle jejich obsahu. Konkrétněji se zabývá popisem dívčích časopisů, především pak jejich funkcí a rolí v životě čtenářek. Další část charakterizuje typické rysy těchto časopisů, zejména prvky týkající se vzhledu, obsahu a jazyka. Závěr teoretické části představuje nejoblíbenější dívčí časopisy na britském trhu.

Praktická část popisuje jednotlivá periodika, která byla použita k analýze. Lingvistická analýza charakterizuje užívaný jazyk z hlediska lexikálního, stylistického a syntaktického. Obsahová analýza zpracovává hlavní témata a rubriky dívčích časopisů, zabývá se četností výskytu reklam a grafických prostředků.

Klíčová slova: dívčí časopisy, lingvistická analýza, obsahová analýza, grafické prostředky, reklamy.

ABSTRACT

The present bachelor thesis deals with the topic of teenage magazines and its aim is to analyze a specific language and content used in these periodicals.

The theoretical part characterises magazines in general and divides them into categories according to their content. It deals with teenage magazines in more detail, particularly with their functions and a role in female readers' lives. The next part describes the typical features of these magazines, especially the attributes of appearance, content and language. The conclusion of the theoretical part contains the most popular teenage magazines' for girls on the British market.

The practical part consists of the description of the magazines used in this analysis. The linguistic analysis characterises the language from the lexical, stylistic and syntactic points of view. The content analysis focuses on the main topics and columns of teenage magazines and deals with the frequency of advertisements and non-linguistic means.

Keywords: girls' magazines, linguistic analysis, content analysis, graphical means, advertisements.

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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 12, 2009

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INTRODUCTION

I chose the topic of teenage magazines because this kind of medium appears in everyday lives of the majority of teenage girls and I aimed to find out how these periodicals influence them. The main objective of this bachelor thesis is to describe what teenage magazines say (content) and how they say it (language).

The main objective of the theoretical part is to introduce teenage magazines. The first part is going to describe the magazines in general and the second part is going to pay attention to special content and the language of teenage magazines which differs from broadsheets a lot.

The practical part consists of the analysis of selected British teenage magazines. The first part is going to characterise the language of teenage magazines and the main objective is to find out if this language influences girls' vocabulary. The second part is going to process their content – to describe what the most frequent topics are and compare the frequency of these topics among the individual teenage magazines. The content analysis contains the characteristics of graphical means used in teenage magazines and deals with the amount and topics of advertisements as well. This bachelor thesis contains a CD on which the examples of analyzed articles can be found.

I. THEORY

1 CHARACTERISTICS OF MAGAZINES IN GENERAL

A magazine is generally considered to be a kind of literature which provides its readers with information, knowledge and entertainment. Linda McLoughlin (McLoughlin 2000, 2) introduces a magazine definition which originally comes from The Collins Concise Dictionary. This dictionary describes a magazine as “a periodic paperback publication containing articles, fiction, photographs, etc.” McLoughlin works with this definition and tries to specify it more properly. She clarifies the frequency with which these magazines are issued – it may be weekly, monthly or quarterly. The term *paperback* is also discussed because she points out that this expression is much more common for a book rather than a magazine nowadays. The last part of the definition above deals with the content of magazines. McLoughlin (McLoughlin 2000, 3) defines articles, fiction, photographs as “a composition of unrelated parts,” which is one of the magazines characteristics.

Concerning the magazines for teenagers the mixture of fiction and photographs which creates the photostory was very popular in the past but nowadays it is not common or even old-fashioned. She concludes it that with magazines development the size has changed but the three elements (articles, fiction and photographs) will always be an inseparable part of every magazine.

McLoughlin also describes material which is used in a magazine production and its close relationship to the perception of the text. She argues that a quality of the paper used for magazine editing depends on the time interval in which the magazine is published. A magazine with a longer interval between two issues (published monthly or quarterly) is usually made of glossy paper while a magazine with a shorter frequency of publishing is made of cheaper quality paper. Higher quality of paper is generally associated with luxury and attraction. In McLoughlin’s opinion these high quality magazines are the ones “which are likely to be found adorning coffee tables, the type that people like to show off” (McLoughlin 2000, 2).

1.1 Types of Magazines

Today’s market offers a wide range of magazines of any kind which must satisfy each member of population. Magazines’ supply has been increasing and still more various types of magazines appear. It is probable that at the same time the number of consumers is rising up otherwise the huge number of magazines would not exist. Nowadays magazines are very

popular and have become a part of entertainment and education of people of all ages and nationalities.

The British server Magforum.com (Magforum.com, UK magazines) deals with magazines division. According to this source 8,000 titles published in the UK can be classified into seven categories: consumer magazines, business magazines, customer publishing, staff magazines, newspaper supplements, part works and academic journals. The server Magforum.com provides its readers with definitions of these types of magazines.

1) Consumer Magazines

Consumer magazines create one of the biggest categories of magazines published not only in the UK but also all over the world and this group consists of two huge subcategories - general titles and consumer specialist titles. The former are magazines such as *Elle*, *Radio Times* or *Loaded* which should provide their readers with some information and entertainment. The latter deal with a specific hobby or interest – *PcPhoto*, *Car*, *Gardeners' World* etc. According to Magforum.com, 2,800 consumer magazines can be found on the British market and 90% are sold indirectly through supermarkets and newsagents'. A subscription is not as popular in the UK as in the rest of Europe or in the USA.

2) Business Magazines

This type of magazines is also known as B2B magazines and its target readers are employed people. According to Magforum.com there are about 5,100 titles from different industries such as veterinary, energy or aeronautics on the British market. Examples of the business magazines are: *Investment Week*, *Insurance Age*, *Search Engine Strategies*.

3) Customer Magazines

Customer magazines are sometimes called 'contract' or 'custom' magazines and the first title was published in the 1980s. They can be considered as promotional materials because they are usually distributed free of charge to consumers. An example of the customer magazine is *Sky the Magazine* which is distributed to satellite channel subscribers.

4) Staff Magazines

Staff magazines are periodicals produced by company's internal communication team or a publishing agency. These magazines are distributed to the employees in order to inform

them about all the activities connected with the company. Staff magazines are issued by e.g. IKEA or Microsoft.

5) Newspaper Supplements

Newspaper supplements can be found inside a daily or Sunday newspaper. They have become a regular part of the most of the British newspapers and even some of them produce more than one supplement each week. Examples of the British newspapers publishing newspaper supplements are *Sun*, *The Times*, *Daily Mail*.

6) Partworks

Partwork is a special type of periodical which differs from the most of the magazines mentioned in this division. It has a planned number of issues and when all the issues are published, the reader gets an encyclopedia dealing with a specific topic. The most famous representative of a partwork is the magazine *The Unexplained: Mysteries of Mind, Space & Time* which contained the multi-volume *Illustrated Science and Invention Encyclopedia*.

7) Academic Journals

Academic journal is a magazine published to evoke discussion on a scientific topic. Authors of the articles are not paid and the topics are controlled by an academic board. The best known academic journal is *Nature*.

2 MAGAZINES FOR TEENAGERS

The term ‘magazines for teenagers’ is generally used for girls’ magazines. Willemsen (Willemsen 1998), who compares teenage magazines for girls and boys, argues that there are a very few general interest magazines for teenage boys on the market. Titles which are intended for boys of this age mainly focus on their hobbies or activities they are interested in.

A closer definition of magazines for teenagers is provided by Free online dictionary: “Teen magazines are magazines aimed at teenage readers. They usually consist of gossip, news, fashion tips and interviews and may include posters, stickers, small samples of cosmetics or other products and inserts” (Free online dictionary).

2.1 Teenage Magazines Categorization

Girls’ magazines are very often considered to be a subcategory of women’s magazines. Bignell (Bignell 1997, 56) divides women’s magazines into six categories while one of these categories is called “magazines aimed at pre-teens and adolescents”. Kadlecová (Kadlecová 2007, 11), who researched teenage magazines, argues that both girls’ and women’s magazines often interdigitate with each other. Some of her female respondents participated in the survey said that they read the articles together with their mothers (or cut the articles out for them) and vice versa that they sometimes read women’s magazines. The topics of girls’ and women’s magazines are very similar and it is probable that girls’ magazines readers will continue with reading women’s magazines in their adulthood.

2.2 The Readers Specification

Before making a deeper research of girls’ magazines a fundamental question, who the reader of these magazines is, should be answered. Davies (Davies 2002), who deals with the semiotic codes of the front covers of teenage magazines, says that “the average teenage reader will be a heterosexual girl seeking a boyfriend (or seeking the way to gratify the needs of her boyfriend), enjoying shopping, fashion, and popular culture and needing plenty of advice on sex and love”. Kadlecová (Kadlecová 2007, 13) analyzed several teenage magazines and she came to a conclusion that girls’ magazines are suitable for girls and young women at the age from 11 to 22. Jonathan Bignell (Bignell 1997, 57-58), who

analyzed media in general, presents a division of readers from publishers' and advertisers' point of view. The first type of a magazine reader is an active buyer who purchases every single copy in a shop or at a newsagent's while the second type is a magazine subscriber. The former is more important for publishers because he actively buys the issue with the intention to read it while the latter receives the magazine but he does not have to be interested in that issue. On the other hand a subscriber is important for advertisers because information about subscribers may be reflected in the profile of the regular reader, which helps the advertisers to select advertisements which are interesting and attractive to magazines' target readers.

Davies (Davies 2002) points out that teen magazines have also male readers such as brothers or boyfriends of the female readers but he also adds that a boy does not understand the message in the same way as a girl does. Boys are not so interested in cosmetics and beauty and Davies also presents the difference in women images interpretation. A boy sees the cover girl as a sex object but a girl considers the same image to be an example of perfection and ideal. On the contrary Kadlecová (Kadlecová 2007, 44) argues that teen magazines have no or a very few male readers, which is caused not only by the topics and prejudice that these magazines are intended for girls but also by the fact that the language is not acceptable for them. Male coevals of girls' readers read magazines about computer games, technical hobbies, motor or sport titles.

2.3 Functions of Teenage Magazines

Teenage magazines have as well as any kind of literature functions which influence their readers. According to Bignell (Bignell 1997, 66) the fundamental function of teen magazines is "to provide readers with a sense of community, comfort, and pride in this mythic feminine identity".

Kadlecová (Kadlecová 2000, 21) indirectly outlines three of the main functions which may be summarised into the following points. The first function of girls' magazines is giving advice. The magazine is mostly made by the readers' letters. The female correspondents often write about their problems with partners or they even tell the other readers their contretemps in order to be given a piece of advice which will solve their problem. The second characteristic feature is providing information. This information is not intellectually

valuable because it predominantly deals with celebrity or fashion news. Another important and probably the most obvious function is the substitution of parents' and friends' roles.

The functions mentioned above can be summarized by Davies (Davies 2002) who argues that "a magazine becomes a familiar friend for the female – it advises her, and provides entertainment, amusement and escapism for the reader and speaks to her in a language she understands". That is a clear explanation of the fact that the girls' magazines are so popular nowadays.

To conclude this subchapter, an idea of Kadlecová (Kadlecová 2007, 142) must be expressed. She points out that girls' magazines do not fulfil either the educational or cultural function and that these titles cannot be considered 'belles-lettres' as well. According to her their primary function is to entertain not to cultivate.

2.4 Role of Teenage Magazines in Girls' Lives

Teenage magazines keep girls company every day and therefore they must influence their social lives in many ways. Stokes (Stokes 1999, 209-217) deals with a question of sex, sexuality and sexual health in magazines for girls and its impact on girls' behaviour. She says that teenage magazines are criticised for "contributing to a perceived increase in promiscuity and a real increase in unplanned pregnancies among British teenagers." Stokes made a content analysis of teenage magazines whose results disproved the statement above. Her research revealed a very small percentage of sexual content in teenage girls' magazines and she destroyed a presumption that girls' magazines encourage the idea that all young girls should have sex. This conclusion means that teen titles discuss sexual topics but not as much as it was expected. A majority of information discussing sexual topics can be found in the readers' letters and on the pages dealing with readers' problems. These columns provide readers with a piece of advice how to have safe sex or they recommend people or organisations where readers can turn for help.

Debra Merskin (Merskin 2001), the associate professor of the School of Journalism and Communication at the University of Oregon, argues that girls' magazines play a very important role in the creation of young woman's personality. Girls' titles teach female readers how to look and behave in order to catch boys' attention. According to a survey, conducted by Teenage Research Unlimited in 2003, girls' magazines readers want the magazines content to reflect their own lives (Kaiser Family Foundation). Girls follow

magazines' advice and recommendations regarding fashion, make-up, relationships and even girls' behaviour because they want to approach an ideal presented in their favourite magazine.

Teenage magazines influence girls not only positively by giving advice or information but also negatively. According to the article written by Mark Macaskill (Macaskill 2005) and published in *The Sunday Times* in 2005, teenage magazines are blamed for an increase in a number of girls' suicide. He argues that a problem is caused by growing pressure on girls to correspond to perfect photos published in girls' magazines. This article introduces a research discussing the satisfaction of girls' bodies. The survey shows that 70% out of 2,000 responding teenage girls do not like their faces and only 8% are satisfied with their bodies. Most of the respondents say that they felt frustrated by their bodies when they looked at the images of perfect celebrities. This problem cannot be solved by any restriction but teenage magazines should teach young girls how to love their bodies and believe in themselves instead of frustrating them and making them envy.

3 APPEARANCE OF GIRLS' MAGAZINES

Girls' magazines are published in the A4 or A5 format. Nowadays more usual size is the smaller one, so-called 'schoolbag' size. A characteristic attribute distinguishing them from other magazines is their colourfulness. A typical example of this feature is the front cover.

3.1 Front Cover

A front cover plays a significant role in a magazine promotion, which reflects in its merchantability because the aim of every magazine is to attract the buyer's attention and persuade him or her that it offers everything the reader needs to know. A front cover of every magazine consists of three dominant parts – a title, a cover girl and cover-lines.

The title is very important element which must be perfectly thought out because it characterises the magazine and it is not possible to change it with every new issue. It is always located on the top of the magazine written in large letters. McLoughlin (McLoughlin 2000, 6) argues that the magazine title is crucial because it forms the reader's expectation. David Crystal (Crystal 1998, 215) completes the McLoughlin's definition saying that "magazine covers destroy any simple definition of sentences in terms of initial capital letters and final full stops".

The second important segment on the cover is represented by cover-lines. Their role is to tell readers what the content of the current issue is but in a peculiar way. Its glossy language is specific in its syntax as well as vocabulary which should serve to a special purpose – to attract the reader's attention. According to Havráňková (Havráňková 2005), the meaning of cover-lines is emphasized not only by their size and colourfulness but also by frequent usage of exclamation and question marks.

The last indispensable component of the front cover is 'cover girl'. It is a photo of a beautiful girl or a young woman smiling and having no problem. Occasionally some famous people appear on the cover. The fact that only young beautiful girls occur on the cover is in itself very interesting. Bignell (Bignell 1997, 69) argues that the photos of young girls on the covers are "iconic signs which represent the better self which every woman desires to become". A female reader may come to a conclusion that if she continues reading she will become more beautiful and smiling, like the girl on the cover. Davies (Davies 2002) compares girls' magazines covers to the male ones. He says that a girl image on a male

magazine cover is considered to be a sexual object while the same girl on a women magazine cover would represent an ideal of beauty which every woman looks for.

As it was outlined at the beginning of this subchapter, the visual as well as contextual aspect of the magazine front cover is very important for its success on the market. This fact was proved by the research of the covers' importance to buyers commissioned by Comag (the magazines distributor) in 1990. Morrish (Morrish 1996, 167) comments on this study which revealed that readers prefer an interesting cover to a boring one and that they don't care about the connection of the picture with the topic. But on the other hand he mentions the second group of readers who buy their magazines without taking a cover into consideration. This may be the case of specialist titles or in general all magazines which are subscribed by readers.

4 CONTENT OF GIRLS' MAGAZINES

The teen magazines topics are not too imaginative or inventive. Macurová (Macurová 2005, 243) argues that popular magazines do not make great demands on their readers and that they do not want to strain them. She also warns against the book reading decline because the occasional readers recently tend to read magazines instead of books. A research made by Teen Read Week, SmartGirl and Young Adult Library Services Association in 1999 revealed that 66% of teenagers read teen magazines and they regarded them as their favourite non-book reading material. In 2001 the same survey reported that only 31.3 % of teen readers considered teenage magazines to be their favourite non-book reading material (Kaiser Family Foundation). The question is if we are not witnesses of magazines rather than books reading decline.

Every teenage magazine is composed of two main parts - articles and pictures (photos). A typical feature of a teen magazine is its colourfulness which nearly borders on eccentricity. McLoughlin (McLoughlin 2000, 28) specifies the usual composition of pages. She says that an article is very often accompanied by a visual image and these two components always work together. The articles occurring in the magazine may differ in length and it is possible that more articles of various genres are published on the same page.

4.1 Topics of the Articles

The topics mostly deal with the themes concerning love, boys, appearance and celebrities. The most important theme of a current issue can be found on the cover in order to catch the reader's attention. What could not be found in girls' magazines are articles discussing motherhood, marriage, money savings, or in general topics dealing with maturity (Kadlecová 2007, 20 - 21).

Articles in teen magazines can be basically divided into three main categories: readers' letters, articles written by journalists and advertisements. Notes made by Kadlecová are used as a primary source and they are completed by my own remarks.

1) Readers' Letters

Readers' letters are articles very popular within the readers. The readers themselves write about their happiness or problems which create one of the magazine's biggest parts. There are three simple reasons why they do it. Firstly the readers want to tell someone their

secrets and this is the right place because the teen magazine is a girl's friend. The contributors do not have to be shy because the letter is published only with the first name and age and thus it is almost impossible to identify the contributor. Secondly the magazines also provide their readers (usually but not only female readers) with a piece of good advice they expect. The third reason of writing and publishing the letters is to entertain other readers by telling their contretemps and other ludicrous stories. Teenage magazines contain a lot of readers' letters with absolutely different topics. Here are four examples:

- Readers' sad stories. They are usually connected with anorexia, bulimia, drugs and with sexual or physical abuse. These stories serve also as a deterrent case.
- Readers' letters and narrations with humorous stories which happened to the contributors. Their only reason is to entertain the readers.
- Readers' letters containing a problem or an unpleasant situation, asking for a piece of advice.
- Articles not written by reader's hand but in which the reader is personally involved – e.g. change of reader's appearance.

2) Articles Written by Journalists

These articles occur in all types of magazines and their function is purely informative or they provide the readers with amusement. Examples of the articles written by editors are the following:

- News from celebrities' lives. These articles are abundantly accompanied by pictures and photos concerning fashion and style and provide the readers with the latest gossip.
- Materials dealing with girls' appearance and its improvement. These articles discussing fashion, cosmetics, hair, etc. are usually connected with hidden advertisement.
- Interviews with famous people.
- Quizzes.
- Horoscopes.
- Cultural information referring to new singles, albums, games, movies, etc.

3) Advertisements

Texts offering a product have become an inseparable part of every magazine but the number of advertisements occurring in teen magazines is extremely high in comparison with broadsheets. Hájková (Hájková 2006), who wrote an essay dealing with girls' magazines, studied advertisements and classified them into three categories.

- Ordinary (so called extratextual) advertisements focusing on cosmetics, fashion, perfumes, etc.
- Promotion of products. These advertisements are included within the text (so called intratextual) discussing a change of appearance and they indirectly offer a product.
- Self-advertisements. This kind of advertisement persuades the readers to purchase the next issue. They lure girls by next issue's content, its front cover or they offer advantageous subscription.

4.2 Genres Used in Teenage Magazines

One of the typical features of articles in teen magazines is their length. In comparison with the adults' magazines or newspaper, the columns are very short. Kadlecová (Kadlecová 2007, 23) points out that one long article never follows another long text. She argues that this fact is caused by the inability of girls' readers to pay their attention to longer texts. That is the reason why a travel reportage or a long interview is hard to find in these periodicals. Characteristic genres offered by editors are reports, reviews, short stories or even poems.

5 LANGUAGE OF GIRLS' MAGAZINES

One of the typical features of teenage magazines which makes them completely different from e.g. technical or scientific magazines is their language. This language is specific in its form as well as structure and vocabulary.

5.1 Girls' Magazines from the Stylistic Point of View

At the beginning of this subchapter the idea of Hoffmanová should be mentioned. She argues that the girls' magazines are generally more aggressive and rougher in comparison with women's magazines and Čmejrková adds that this trend is going to be intensified in the future (Hron 2006).

Girls' magazines use colloquial language a lot because it creates 'friendly' atmosphere which supports an impression that a female reader talks to her 'friend' (Kadlecová 2007, 44).

Čmejrková (Čmejrková 1996, 201) partly deals with a question concerning the style of the language in teenage magazines' articles. She introduces four significant features which are frequently used. The first typical feature addressing the masses is called synthetic personalization. This term means that the author talks to the mass of readers but at the same time it makes an impression that this mass is considered as an individual to whom the author talks. This is also connected with the question if editors know the readers of their magazines. They do not and they have to imagine them. That is the reason why addressing of an imaginary reader, which is the second feature, was created.

While reading an article from a teenage magazine a huge frequency of the personal pronoun *you* and of the possessive pronoun *your* may be noticed. Usage of the 2nd person singular plays a fundamental role in this kind of texts. It is just *you* who should read this article and *you* need this piece of advice because it is *you* who have this kind of a problem. The author speaks directly to a female reader trying to attract her attention and it also has a persuasive function. This way of writing increases the ability of the text to appeal to the readers. Čmejrková equates this language with the language of advertisements.

The last feature presented by Čmejrková is the fact that the text is very often written in a form of a dialogue. It contains questions which expect a reader's answer, choice from several options or an agreement. These articles may have a hidden meaning which is represented by advertising or goods offer.

5.2 Girls' Magazines from the Lexicological Point of View

The uniqueness of teenage magazines vocabulary is caused by selection of words which resemble spoken rather than written form of English. Jan Hron (Hron 2006) analyzed teen magazines and he argues that their language adapts to the target group of readers which are girls in the pubertal age. The vocabulary used in teenage magazines was also analyzed by Willemsen (Willemsen 1998), Kadlecová (Kadlecová 2007, 52), Hron (Hron 2006), McLoughlin (McLoughlin 2000, 23) and Havránková (Havránková 2005) whose results make a complete list of the typical features of teen magazines' vocabulary. The features are:

- 1) Words expressing emotions. Willemsen's study comparing girls' and boys' magazines reveals that emotion words are used in girls' magazines very often while in periodicals intended for young men rather tough words and expressions can be found. According to Kadlecová, words expressing emotions are frequently used in an authentic language of teenagers which occurs in readers' letters and celebrities interviews. The main subcategories of emotion words are the following:
 - a) Euphemisms. This term represents polite words which substitute the unpleasant ones in order to make the message neutral. These words are often used in teenage magazines while talking about family members' or pets' death.
 - b) Dysphemisms, cacophemisms and vulgarisms. All these terms are antonyms of euphemisms. In girls' magazines they are very often used as negatively intended expressions but they may also appear in humorous or ironic sense.
 - c) Diminutives. Their aim is to make the relationship between things and readers more intimate. It is argued that these words are particularly used for expressions which are in a neutral form unflattering and deal with a girl's body. A huge number of these words can be found in the section discussing cosmetics.
 - d) Frequent usage of superlatives. According to Hron the aim of these words is to attract the readers' attention. This category includes also extreme words which carry the meaning of superlatives. Hron equates this feature of girls' language with the language of advertisements.

- e) Emoticons (smileys). These symbols are used in “e-mails to show how someone is feeling. E.g. :-) is an emoticon showing happiness” (English Collins Dictionary). Emoticons can be found predominantly in readers’ letters.
- 2) Clippings. Long words become shorter, e.g. magazine – mag, celebrity – celeb. This sign is typical for the language of teenagers and McLoughlin argues that this process suggests a familiarity with the reader.
- 3) Tag questions. Kadlecová points out that the function of sentences ending with a question mark is rarely interrogative. They may serve as thought-provoking and paying attention means.
- 4) Rhetoric questions. They are made by authors without the expectation to be answered. Havránková argues that rhetoric questions and their answers fall into category of figures of speech whose aim is to make contact with female readers.

5.3 Girls’ Magazines from the Syntactic Point of View

The language of teen magazines is not boring. The editors use various tools to make the magazine headlines, slogans and cover-lines attractive and interesting but on the other hand also short and apt. The language is specific in its content and in the choice of vocabulary which should serve to its primary aim – to catch the reader’s attention. Teenage magazines inform and entertain their readers through tricky language, which is one of the characteristic features of teenage magazines.

McLoughlin (McLoughlin 2000, 21-23) introduces six tools which occur in magazine headlines, cover-lines and even in the articles themselves in order to increase their attraction and to entertain. Some of these features can be found only in special type of literature - in poetry. She also provides explanation and examples. The tools are:

- 1) Rhyme. This term represents “a short poem, often for children, that has lines ending in the same sound” (Macmillan dictionary). The example of a rhyme provided by McLoughlin is: “*Catch him, snatch him, make him yours.*”
- 2) Alliteration. This phenomenon means a repetition of the initial consonant, e.g. “*Six simple secrets to keep you looking fabulous.*”

- 3) Assonance. This stands for a repetition of the same vowel sound, e.g. “*Fake mates.*”
- 4) Pun. It is “a humorous use of a word that has two meanings, or of words with the same sound but different meanings.” (Macmillan dictionary) This word play uses homophones, homographs, homonyms and polysemies that cause ambiguity, which is the core of this language tool. E.g. “*Cheque mate.*”
- 5) Intertextuality. This tool means “a complex interrelationship between a text and other texts taken as a basis to the creation or interpretation of the text“ (Merriam-Webster online dictionary). McLoughlin introduces two examples of intertextuality: “*Boys are us!*” and “*Curl Power!*” The first one refers to the popular toyshop, “Toys R Us” and “*Girl Power*” is a modern teenage slogan. These examples of the intertextuality are based on the phonological similarity between the words boys/toys and curl/girl.
- 6) Nominalisation. This is a process where a verb becomes a noun, e.g. the sentence “*Police shoot demonstrators*” can be transformed into “*Demonstrators die in shooting.*”

6 BRITISH TEENAGE MAGAZINES

More than 10 various teenage magazines can be found on the UK market. Basically they can be divided into three categories: comics, entertainment and lifestyle (Magforum.com, Teen magazines). Some of the magazines occurring on the British market are not originally published in the UK. For example British newsagents distribute an American version of CosmoGirl! because production of the British version ended in 2007. The most popular British girl's magazines are: *Sugar*, *Bliss*, *Top of the Pops*, *Mizz*, *Kiss*, etc. The Table 1 shows the most popular British teenage magazines. The title of each magazine is completed by information about its price, its publisher and frequency of its publishing. It can be seen that the most usual frequency of publishing is one month and the average price of a teenage magazine is £2.35. *Sugar*, *Bliss* and *Top of the Pops* are going to be analyzed in the practical part of this work.

Title	Publisher	Frequency	Price
Sugar	HFUK	monthly	£2.30
Bliss	Panini	monthly	£2.30
Top of the Pops	BBC Magazines	monthly	£2.25
Mizz	Panini	fortnightly	£2.10
Kiss	Minjara Ltd	monthly	€2.80

Table 1: Top British Teenage Magazines (ABC)

II. ANALYSIS

7 ANALYSIS INTRODUCTION

The practical part of this bachelor thesis is going to deal with three popular British teen magazines – *Bliss*, *Sugar* and *Top of the Pops*. I will analyze the contents and language of all these magazines and compare them with each other. The main objective of this analysis is to answer the question which problems these magazines focus on and whether they are suitable for young teenage girls. This analysis is going to find out if these magazines enlarge and develop knowledge and language of teenage girls or if they are only a mixture of materials trying to sell as many goods as possible.

8 CHARACTERISTICS OF MAGAZINES ANALYZED

Before searching the British market of teenage magazines, my intention had been to choose at least one teenage magazine intended for boys in order to compare it with girls' magazines in this analysis. But I did not find any boys' title which would belong to the category of consumers' magazines having the same entertainment function as the girls' ones.

I have chosen three very popular teenage magazines occurring on the British market with the purpose to make their content and linguistic analysis - *Bliss*, *Sugar* and *Top of the Pops*. *Bliss* and *Sugar* are titles which are considered as market leaders and they are the biggest competitors. *Top of the Pops* differs from the two previous titles by its special orientation because, as the title suggests, it focuses on pop music.

Bliss magazine has existed on the British market for 19 years and it is published every month by Panini publisher. It was launched as a response to *Sugar*. *Bliss* is intended for young girls at the age from 12 to 16 (Magforum.com, Teen magazines). All the analyzed issues were bought in Great Britain and their price was £2.50, which makes *Bliss* the most expensive title from all the analyzed magazines.

Sugar magazine has been published by Hachette Filipacchi UK (previously by Attic Futura) since October 1994. Young girls at the age from 13 to 19 are considered to be the target readers of *Sugar*. In 2006 *Sugar* slumped from the first place of the best-selling girls' magazine and it was overtaken by *Bliss* (Magforum.com, Teen magazines). All the issues of *Sugar* used in this analysis were provided for free by Mr. Tamimi, the magazine's features assistant. *Sugar* magazine offers an additional eighteen-page magazine called *Sugar LadMag* which is written by boys or men and it is intended for both female and male readers. I decided to analyze *Sugar LadMag* as a separate magazine because it exists independently of *Sugar*, except for the fact that they are sold together.

Top of the Pops is a magazine published monthly since 1995 by BBC Worldwide. It was created according to the world's music show of the same name broadcast weekly on BBC. The target readers are girls at the age from 12 to 18 (Magforum.com, Teen magazines). Both analyzed issues were bought on the British electronic auction for £2.25 each.

All the analyzed magazines belong to the category of consumers' magazines which use a specific language to express the specific content. The following analysis is going to reveal if the presented titles enrich both knowledge and language of British teenage girls. Table 2

introduces detailed information about the titles used in this analysis. Except the magazines' prices mentioned above, table 2 contains information about the magazines' formats as well as the average number of pages or gifts.

Title	Analyzed Issues	Format	Price	Average Number of Pages	Gift Included
Bliss	July 08	A4, A5	£2.50	108	A pair of sandals
	December 08				
Sugar + Sugar LadMag	January 09	A5 + A4	£2.30	114 + 18	-----
	February 09				
	March 09				
Top of the Pops	June 08	A4	£2.25	48	Eyeshadows, stickers
	October 08				

Table 2: Presentation of Magazines Analyzed (self-created)

9 LINGUISTIC ANALYSIS

Teenage language used in teenage magazines is special in many ways and thus it is going to be analyzed from three points of view in this chapter. This analysis is going to focus on the vocabulary, style and syntax of teenage magazines.

9.1 Lexicology

Choice of words used in teenage magazines is closely connected with the unique style of teenage magazines. As it was outlined in the theoretical part, teenage magazines are written in informal style hence the vocabulary used in these magazines is colloquial, closely resembling spoken form of language.

The lexical analysis is going to be presented from two points of view. The first one is going to analyze the teenage magazines' vocabulary according to its creation. The goal of this subchapter is to find out whether the teenage magazines use existing words or whether they invent their own vocabulary and this analysis is going to reveal how the neologisms are created. The second point of view is going to present a meaning of the particular vocabulary.

9.1.1 Lexicology from the Word Formation Point of View

The teenage magazines' language is typical for frequent usage of neologisms thought up by editors and for publishing of unique words not usually found in any kind of magazines. As it was outlined in the theoretical part, the teenage magazines are considered to be a subcategory of women's magazines. Comparing the language of these two types of periodicals, the language used in women's magazines is, in my opinion, more formal and sophisticated than the language of teenage magazines and it does not use as much imagination in word formation as teenage magazines do.

Blending is a process compounding two parts of different words. This type of word formation is frequently used in the creation of puns which are highly published in teenage magazines. The function of these words is to entertain, to increase attractiveness of the articles, to enlarge the readers' vocabulary because most of the words can be used in the real life and last but not least to save space because two words are substituted by one with the same meaning. *Sugar* magazine offers special space in each issue where it presents one

blended word with its explanation. For example the noun “*Bog*” which was created from the words *bad* and *snog* and *Sugar* provides its readers with an example of the sentence using this new word: “*He is fit, but I heard he’s a bog* (a boy who cannot snog).” The same example is the second word “*Fad*” which was created from the words *fit* and *lad* and it can be used in the sentence: “*Check out the fad* (a nice boy) *in History! Yum!*”.

Clipping is usually classified as a subcategory of blending. This process creates new words using a shorter form of long words. As it was outlined above, this form is typical for spoken language and cannot be found in articles written in formal language. The usage of these words creates more familiar atmosphere simulating a dialogue or speech of young teenage girls. Typical examples of clipping are the following words: “*mag*” (magazine), “*celeb*” (celebrity), “*prob*” (problem), “*pro*” (professional), “*girlf*” (girlfriend), “*mare*” (nightmare). All these words appeared in all analyzed magazines.

Initialisms stand for another group of words appearing in the teenage magazines as well. These words are abbreviations represented by the initial letters of a phrase which are not read as one word but their letters are spelled. They occur in the text very often because it is more comfortable to use contracted forms than to repeat still the same long phrase. It might be difficult for foreigners to understand these words but I believe that the British teenagers use these words in their real lives and they understand them easily. Examples of initialisms used in the teenage magazines’ language are the following: “*BFF*” = best friend forever (*Sugar* March 09), “*OMG*” = oh my god (*Bliss* January 09), “*HSM*” = High School Musical, which is the name of very popular movie in the UK (*Top of the Pops* June 08).

Compound words are created by putting two words together. Words created by this process and used in teenage magazines can be understood as puns. Their main function is to entertain but their smart structure saves space as well. Compound words do not need any explanation, their meaning is clearly expressed. Example of a compound word is “*matemergency*” (*Sugar* February 09) derived from words *mate* and *emergency* resulted in the ability to help friends immediately. Other examples of compound words are: “*hitlist*” (*Sugar* February 09), *superstar* (*Bliss* July 08), *overweight* (*Top of the Pops* June 08).”

Loanwords are words borrowed from other languages. English is a worldwide language mostly relying on its own vocabulary and does not borrow words from other languages in as large quantity as some languages do. I focused on this fact with the intention to find foreign words or sentences in teenage magazines. But the result of my research is the only one French word, “*chic*” (*Sugar* February 09), and one French statement “*J’adore Cutie Pie!*”

(*Bliss* July 08) in all the analyzed issues. Both these borrowed words are connected with fashion and thus it is no surprise that French words were used because France is considered to be a fashion cradle.

The vocabulary of teenage magazines uses a lot of processes to create and present a new vocabulary, which carries one important function - the development of teenage girls' vocabulary. This is performed by amusing and attractive way, encouraging the creativity and imagination in the use of language by teenage magazines' readers.

9.1.2 Lexicology from the Semantic Point of View

Each word carries a special meaning which can be understood differently depending on the current situation. The teenage magazines' language is characteristic for its specific vocabulary which can be hardly found in broadsheets written in Standard English.

Interjections create a typical part of teenage magazines' vocabulary. They evoke an impression that editors talk to readers personally, not through any medium. For the spoken form of language it is typical that the interjection "*Ouch!*" instead of the verb expressing pain is used. Interjections make the language dynamic, amusing, immediate and realistic. Examples of interjections used in teenage magazines are the following: "*Ehh. Yowch! Eww. Oops! Yum! Yay! Oh! Er. Ha! Woo! Aargh.*" These interjections are used in all the analyzed magazines.

Extreme words create a very important part of the teenage magazines' language. They usually make an important part of headlines or cover-lines because they contribute to the increase in attractiveness. These words usually exaggerate the real story and they make a narration vigorous and more dynamic. Extreme words are often represented by adjectives, such as "*bloodied*" (*Sugar* March 09), "*exclusive*" (*Bliss* December 09), "*desperate*" (*Sugar* February 09), "*ashamed*" (*Top of the Pops* October 09), "*super*" (*Sugar LadMag* February 09) and adverbs, such as "*totally*" (*Sugar LadMag* March 09), "*brutally*" (*Sugar LadMag* March 09), "*viciously*" (*Bliss* January 09), "*urgently*" (*Sugar* March 09). Representatives of the extreme nouns are the following: "*shame*" (*Top of the Pops* June 08), "*shock*" (*Bliss* January 09), "*violent*" (*Sugar LadMag* February 09), "*scandal*" (*Bliss* February 09), "*disaster*" (*Top of the Pops* June 08). Extreme verbs can be found as well: "*hate*" (*Bliss* July 08), "*detest*" (*Sugar* March 09), "*hurry*" (*Sugar* March 09). These

words create a hyperbole very often. An example of use of hyperbole in teenage magazines is the following sentence: “*I was eaten alive!*” (*Sugar* February 09).

Homophones have become an inseparable part of puns creation. Teenage magazines frequently use homophones in order to increase the level of amusement, which enriches the text a lot. A typical example of a homophone is the word “*cribtique*” published in *Sugar LadMag* (March 09). It sounds the same as the word *critique* but in the spelling there is one extra letter which makes the word totally different. The article in which this homophone is published deals with the appearance of girls’ rooms. To analyze the semantics of the word “*cribtique*”, the meaning of its first part *crib* must be explained. The word *crib* stands colloquially for a mess. I think that the meaning of the original and the created word is the same with the difference that the word “*cribtique*” carries one more meaning. In my opinion the word *cribtique* means critique of a crib in girls’ rooms. Other examples of homophones are: *art attack* = heart attack (*Sugar* March 09) or *buy-buy* = bye-bye (*Top of the Pops* June 08).

The teenage magazines’ vocabulary is very inventive. It contains a lot of words which carry a strong meaning especially in connection with pictures. A typical feature of these words is the expression of emotions which intensifies the message that they carry. The vocabulary is also based on the play with well-known words. It is typical for teenage magazines to use the language which is familiar not only in its structure and form but also in the choice of words.

9.2 Stylistics

Teenage magazines are written for wide audience of girls with mostly lower or medium level of education and thus any special knowledge presupposition is required.

The articles are written in colloquial English, often resembling spoken form of teenage language which may be proved by characteristic vocabulary. The editors use colloquial English in order to approach teenage girls’ style of communication. Examples of colloquial vocabulary are: “*havin*” (having), “*cause*” (because), “*gonna*” (going to), “*wanna*” (want to), “*fave*” (favorite), “*celeb*” (celebrity), “*prob*” (problem), “*mag*” (magazine), “*scopes*” (horoscopes), “*brekkie*” (breakfast). All these words became shorter in speech as a consequence of language development and they occur in all analyzed magazines.

The typical feature of the teenage magazines' language is a direct contact with readers. The editors frequently use sentences expressing a very personal approach to every single reader, which increases the attraction of the article. This is achieved by the help of the possessive pronoun *your* and personal pronoun *you* and also by imperative and interrogative clauses. Examples are the following: "*Hot boys. For you. Who's your fave?*" (*Bliss* July 08). "*Are you on a relationship roundabout?*" (*Bliss* January 09). "*Your mystic month.*" (*Top of the Pops* June 08). "*Find your new season look!*" (*Bliss* January 09).

Another characteristic feature supporting the idea of direct addressing of readers is frequent usage of rhetoric questions. This type of questions makes the text more diversified and although the rhetoric questions are not expected to be answered, they force readers to think about the problem solved in the article. Examples of the rhetoric questions are the following: "*What would you do?*" (*Bliss* January 09). "*How do you persuade them?*" (*Bliss* January 09). "*What do you think?*" (*Sugar* March 09).

In the theoretical part (see page 26) it was said that the teenage magazines' language uses a lot of tag questions. During my research I found only few of them which appeared predominantly in readers' letters thus I do not consider tag questions to be one of the main stylistic features of teenage magazines.

The teenage magazines use a mixture of different styles. The most usual genre is a report whose aim is to mediate information dealing with social events, fashion news or it announces the future events, such as concert or a CD launch. The authors of this style are mainly editors. Another popular genre is an interview appearing in a form of a short dialogue in every issue of all analyzed magazines. This style provides teenage readers with information about their favourite celebrities' lives, hobbies and ambitions. The last genre occurring widely in teenage magazines is short stories. This category mainly includes readers' letters discussing their contretemps or lives stories.

Teenage magazines use one important linguistic tool which variegates their language a lot – puns. The main goal of the word play is to increase the level of amusement and to catch the readers' attention. Because of this function, puns are usually used in headlines, cover-lines and slogans. Puns can be created by a lot of different ways. Word plays published in teenage magazines are usually built on homophones, rhyme, alliteration and assonance. Example of a pun built on the sound similarity is the following: "*Fat or Fiction?*" (*Bliss* July 2008). In my opinion this is an example of intertextuality because this headline refers to the popular American serial *Beyond Belief* and its subtitle *Fact or Fiction*

became a model for this pun. The article introduced by this headline can be found situated in the health column discussing the effects of carbohydrates. This pun does not have to be classified as the homophone (*fat* and *fact*) word play necessarily because it shows signs of alliteration as well.

Alliteration creates the second type of puns. This phenomenon is typically used in poetry but it frequently appears in teenage magazines as well. Alliteration is based on the repetition of a consonant sound and it occurs mostly in headlines. Examples of alliteration are the following: “*Back to black*” (*Sugar* March 2009). “*Freaky fans*” (*Bliss* July 2008). “*Makeover ‘mares*” (*Sugar* February 09). “*Movie mania*” (*Top of the Pops* June 08). “*Style steals*” (*Sugar* February 09). “*Cool case*” (*Bliss* January 09). “*Book bonanza*” (*Bliss* January 09). “*Who will win your vote?*” (*Sugar* March 09).

Assonance is a similar phenomenon to alliteration with the difference in repeated sound because assonance means that the words contain the same vowel sound. The usage of assonance in teenage magazines is not as frequent as alliteration or homophones but some examples can be found: “*Festive fashion*” (*Sugar* February 09). “*Toy story*” (*Sugar* February 09). “*Think pink*” (*Bliss* January 09). “*Go for gold*” (*Bliss* January 09). “*Neat feet*” (*Bliss* January 09).

Rhyme is a tool occurring in teenage magazines in a large quantity and it is typical for the language of headlines and slogans. Its aim is again to entertain and to attract attention. The principle of a rhyme is based on the repetition of a similar sound in two or more words. Examples of the rhyme in the teenage magazines’ sentences are the following: “*Get it or regret it!*” (*Bliss* January 09). “*A trend isn’t always a celebrity’s friend...*” (*Sugar* March 09). “*Cool for school!*” (*Top of the Pops* June 08). “*Date, mate or slate?*” (*Sugar LadMag* March 09).

The linguistic means mentioned in this subchapter can mix together and thus two or more features may be found in one phrase or sentence.

The style of teenage magazines is in general quite simple and it does not make great demands on teenage readers. It uses a lot of means attracting and keeping readers’ attention. I’m speaking not only about verbal means outlined above but also about emotions visible in the non-verbal aspects of the text, such as the usage of a form, colour and size in the headlines or pictures creation (see chapter 10 Content Analysis).

9.3 Syntax

The syntactic features of the teenage magazines' language closely correspond to the lexicological and stylistic level because all these linguistic disciplines have one common characteristic – the colloquial language.

Sentences used in teenage magazines are not long, which makes articles more dynamic. They usually contain present simple or past tense, which depends on a content of an article. Any form of the future tense is hard to find.

One of the main characteristics of the teenage magazines' language from the syntactic point of view is a frequent usage of ellipsis. This phenomenon is typical for informal, spoken form of language. The editors or contributors usually omit one word or a short phrase which should be used in the sentence from the grammatical or semantic point of view. This omission results in a shorter sentence with a unique structure whose meaning is fully comprehensible. Example of ellipsis in the teenage magazines is the following: “*Feel like a treat?*” (*Bliss* December 08) instead of the grammatically correct question “*Do you feel like a treat?*” Another example is the sentence: “*Alesha Dixon talks boys, bitching and Beyoncé with Bliss.*” (*Bliss* December 2008) The verb *talk* should be followed by the preposition *about*.

The next important syntactic features of teenage magazines are definitely linguistic tools which were characterized in the previous chapters – puns, alliteration, assonance and homophones. As it was said they are used in headlines, cover-lines and slogans and they destroy the rules of traditional sentence structure because they usually lack a subject or a predicate.

Most of the sentences used in teenage magazines stick to the rules of typical English sentence structure. The exceptions to these rules are represented by linguistic means mentioned in the chapter 9.2 Stylistics (puns, alliteration, assonance, homophones). Thanks to these tools, the text is not boring and it is able to attract and amuse its readers. The authors of teenage magazines' articles show their readers how the language is inventive and ludic every day.

10 CONTENT ANALYSIS

This chapter, dealing with the content of teenage magazines, aims to reveal what the crucial topics of teenage magazines are and in which columns these topics are contained. It should also show what the proportion of commercial and non-commercial articles is and which topics these commercial materials focus on.

Basically, a content of every teenage magazine is made of two essential components – texts and pictures – which always work together. This content analysis is going to deal with both parts separately and thus it is divided into the content analysis of the textual and non-textual part of teenage magazines.

10.1 Content Analysis of the Textual Part of Teenage Magazines

Content analysis of the texts which are published in teenage magazines is going to characterise the main topics appearing in this kind of magazines and to describe their individual columns. It is very important for editors to know addressees of teenage magazines because the entire magazine is created according to their desire and need.

All the analyzed teenage magazines have a very similar structure. Immediately after opening the teenage magazine a reader will read about the latest gossip. This part is followed by an interview with a famous person and readers' contretemps. The middle parts of teenage magazines are usually different but the reading always finishes with horoscopes and girls' problems pages. The three most fundamental topics which create basis of every teenage magazine are celebrities, fashion and relationships matters. Except these three main issues, health and entertainment (miscellaneous) topics will be analyzed as well.

1) Topic of Celebrities

Celebrities' topic represents the most numerous group of all articles. This topic is highly popular within ordinary people because they are interested in every step or event happened to famous person they like or dislike even though the majority of information are rumours. The columns published in teenage magazines discussing celebrities are celebrities' gossip and an interview with a famous person.

Celebrities' gossip column is mainly built on compromising photos discussing fashion or relationships of celebrities. The function of the text in this column is only to describe the

picture, any story or narration cannot be expected. People who are spied on are movie stars or famous singers.

An interview with a famous person belongs to the fundamental topics of every teenage magazine. The aim of this column is to introduce the celebrity's hobbies, opinions, future ambitions, generally to present the celebrity's character to readers. In teenage magazines a reader will never find an interview with a politician, a scientist or an economist because the teenage readers are not interested in such intellectual topics. They want to learn something about their idols – movie stars or favourite singers – about their careers as well as private lives.

a) Celebrities' Columns in Magazines Analyzed

Both the columns mentioned above, celebrities' gossip and an interview with a famous person, are presented in all magazines analyzed but they differ in quantity, which depends on the magazine's orientation.

Bliss magazine's column dealing with celebrities is called *BlissStalker* and it fills 16 pages (14%) on average from the entire issue. *BlissStalker* includes columns of celebrities' gossip as well as an interview with a famous person. This column is very colourful because most of the space is devoted to photos or photomontage. An exception is an interview which is mainly made of the text and pictures serve as an illustration. The headlines are huge and in gaudy colours because they must contrast with the background. They are not colourful only in their appearance but also in their varied language and thus they can be considered to be one of the dominant features of teenage magazines.

Top of the Pops column discussing celebrities is called *Gossip2Go* and it provides its readers with 17.5 colourful pages (36.5%) on average offering the latest news from celebrities' lives per one issue. A famous person interviewed in the current issue is always presented on the cover to attract the readers. In comparison with *Bliss*, *Top of the Pops* uses more aggressive combination of colours which consequently make the text fussy. This is supported by the headlines' depiction because its size, colours and meaning contribute to typical teenage magazines' eccentricity.

Sugar magazine offers to its readers 22.5 pages (21%) on average describing celebrities' lives, contretemps or events where they participated in per one issue. This column is called *Insider* and in comparison with *Top of the Pops*, *Sugar's* column offers clearer and better arranged information. *Insider's* depiction is not as extreme as

Gossip2Go's one but it still corresponds to the main teenage magazines' characteristics – colours eccentricity.

Sugar LadMag is a unique magazine because as it was said all editors are men writing about male celebrities and publishing only male readers' letters. This magazine offers 6 pages (34%) on average per one issue discussing celebrities' gossip in the column with no title. The page is introduced only with the statement: "*This month celeb lads are mainly:*"... This is finished by the subtitle "*Dazed and confused*" (February 09) or "*Girlfriend grooming*" (March 09). The column dealing with a famous person interviewed is called *Cover story* and it is no longer than two pages. An interviewed star is always a man presented on the cover of the current issue.

To compare space devoted to celebrities' topics in all teenage magazines analyzed, *Top of the Pops* is the magazine writing about this topic the most frequently (36.5%), also offering a lot of celebrities' posters. The next positions are ranked by *Sugar LadMag* (34%) and *Sugar* (21%). The magazine offering the least amount of celebrities' topic is *Bliss* (14%) because it focuses on relationships rather than on celebrities. The content of all celebrities' columns is the same in the all magazines analyzed. A slight difference can be found only in their depiction.

2) Topic of Fashion and Beauty

One of the cornerstones of teenage magazines is the subject of fashion and beauty. This topic is very popular among the girls' readers because it is one of a few sources introducing fashion trends. Pages containing this topic are fully devoted to girls, boys' fashion news cannot be found even in *Sugar LadMag* focusing on boys' audience.

Teenage magazines' column dealing with fashion and beauty can be called *Fashion and beauty tips*. This column is predominantly made of pictures and photos, articles are hard to find. This part resembles a fashion and beauty catalogue because it presents goods, including their price and the shop where the reader can buy them. Hence this column can be classified as an advertisement as well.

The second fashion column appearing in teenage magazines is connected with celebrities' topic because the aim of this column is to evaluate celebrities' outfits. The evaluators are either professionals oriented in fashion trends or editors expressing their own opinion. This column shows the readers current trends, which consequently serve as models for them.

a) Fashion and Beauty Columns in Magazines Analyzed

The analyzed teenage magazines mainly contain a column discussing fashion and beauty tips, the evaluation of celebrities' outfits can be found only in *Sugar*.

Bliss's column dealing with the fashion and beauty tips is called *BlissStyle* and it offers to the readers a wide range of cosmetic products, clothes and accessories from perfumes through t-shirts to sunglasses. This column contains on average 25 pages (24%) per one issue. The content of this column is predominantly made of goods pictures, articles are missing. *Bliss* does not offer a column discussing celebrities' outfits so the only representative of fashion and beauty topic is the column *BlissStyle*.

Top of the Pops' fashion and beauty column contains 5.5 pages (11.5%) on average per one issue. The name of the column differs in each issue as well as the range of the goods offered. The former issue of *Top of the Pops* (June 08) presents summer dresses and the headline of this column is *Dress to impress!* The latter issue (September 09) offers jeans and the name is *Flares Fever!* It may be noticed that *Top of the Pops* adjusts the trends to seasons and it does not contain any column evaluating celebrities' outfits.

Sugar publishes the highest number of pages concerning fashion and beauty. The average amount of pages is 48 (41%) while 3 pages out of this evaluate the celebrities' accessories or outfits. The depiction of this column in *Sugar* is different than in the other magazines. The column is mainly made of articles and pictures of products serve as an illustration. Almost one half of the magazine contains fashion topic because this topic interferes in the ordinary articles. *Sugar* offers a catalogue form of products as well and this column is called *SugarStyle*.

Sugar LadMag is the title dealing with the topic of fashion in the lowest amount. As it was said above, this title is created by boys and intended mostly for boys and thus the fashion topic is not frequent. *Sugar LadMag* contains on average 5 pages (27.5%) of the fashion topic per one issue. These pages are represented by fashion trends evaluated by the male readers. This column is called *BoysGoGok* and is devoted to girls and it should express the male opinion on fashion trends.

The topic of fashion and beauty creates definitely an inevitable part of teenage magazines. The title dealing with this sort of information the most frequently is *Sugar* paying on average 41% of its attention to shopping tips. *Sugar*'s first position is followed by *Sugar LadMag* (27.5%) and *Bliss* (24%). On the contrary *Top of the Pops* provides its readers with the lowest percentage (16.6%) of fashion and beauty topic. The content of

these columns as well as their implementation is almost identical in all the teenage magazines used.

3) Topic of Relationships

Relationships topic creates a huge part of every teenage magazine. The main objective of this topic is to help the readers to solve their problem or to provide them with information mostly about people of the opposite sex, in the case of teenage magazines, information about boys. Concerning the relationships topic, this is a part of teenage magazine which substitutes parents or friends role. The authors of the articles about relationships are mainly readers themselves telling their stories and secrets. Teenage magazines contain three fundamental columns discussing relationships topics.

Stories from readers' real lives make a group highly participating in a magazine creation. Majority of the articles published in this column offer unhappy or even shocking stories. The readers describe their own life experience which has consequently a deterrent effect. The main topics this column writes about are bullying, self-harm, sexuality or family problems.

The second column is represented by problem pages which I classify into the category of relationships topic because they predominantly deal with girls' problems with boyfriends or family members. This column is very useful in my opinion because readers can practically anonymously ask for advice or information they are interested in. A lot of teenage girls are bashful to talk about intimate topics, such as sex, with their parents and thus this column is a good way how to advise and inform them. Problem pages always consist of a reader's short question and its answer made by editors or psychologists.

The third column concerning relationships is again created by readers' letters describing their contretemps. Their aim is to entertain the other readers but from the contributors' points of view the magazine serves as a friend to whom they tell their secrets. I included this column into relationships topic because the contretemps' content focuses on boys, friends or girls' family members. The question is if these articles are really written by readers or if they are fully or partly thought-out by editors.

a) Relationships Columns in Magazines Analyzed

It must be mentioned that not all the articles discussing relationships can be classified into the three columns described above but these columns are the most frequent and create one

of the fundamental parts of teenage magazines. All the three mentioned columns are presented in all titles analyzed, except *Sugar LadMag* which lacks the problem pages as well as column of contretemps.

Bliss contains on average 35 pages (33%) dealing with relationships topic per one issue. It has different names for each column mentioned above. The column concerning readers' life stories is called *BlissRealLife* and it usually offers two one-page long stories per issue. Out of nine analyzed magazines *Bliss* (January 09) published only one article with a positive content. This article is called "I kissed a girl" and it contains the story about a nineteen-year old girl realising she is a lesbian. The article is optimistic and I believe it will encourage other girls struggling with their sexuality to accept themselves. In *Bliss* the column dealing with girls' problems is called *Surgery* and it is divided into four sections (boys, bare, body and bothers). The fact that advisers are doctors and psychologists increases trustworthiness of the entire column. The column of contretemps is called *OMG* and it is one page long containing on average eight short stories and one big picture illustrating the most shameful story.

Top of the Pops provides its readers with 6.5 pages (14.5%) of relationship topics on average per one issue. The real stories column is very similar to the *Bliss*' one. It is called *Real life* and it includes one story accompanied by a photo. The column discussing readers' problems is called *Your probs sorted!* and *Top of the Pops* provides its readers with the smallest space for their problems which are solved by two male editors. The column *Your probs sorted!* is one page long and it contains only three short letters compared to *Bliss* column which deals with ten texts. The last huge column dealing with relationships is called *Your oops!* and as the headline suggests the content focuses on the readers' embarrassing experiences. The length as well as the depiction of this column is the same as in *Bliss*.

Sugar magazine publishes relationships topic on 20 pages (17.5%) and it contains all three crucial columns mentioned above. *Sugar* offers three double-paged real stories in the column called *Sugar Best for Real Lives*. In comparison with other analyzed magazines, *Sugar* dedicates the largest space to real stories' column. *Your problems sorted!* is the column dealing with readers' problems. It offers the same space as *Bliss* with the difference that it does not divide the column into further sections and the advisors are not educated experts but only editors of the magazine. The last crucial column mainly dealing with relationships is called *Shameful confessions* and it introduces on average twelve different

letters. This column is accompanied by pictures which illustrate some of the contretemps mentioned.

Sugar LadMag contains the only column discussing relationships which is called *Real Life*. This article is presented on 3 pages (16%) in one issue. The article always publishes a boy's or a man's story introduced by a huge headline and picture.

To conclude this category of relationships topic it must be mentioned that the title focusing on relationships columns the most frequently is *Bliss* (33%) which is followed by *Sugar* (17.5%) and *Sugar LadMag* (16%). *Top of the Pops* (14.5%) offers only one column and thus it ranks the last position. All the magazines publishing a column of readers' problems offer contacts (telephone numbers and web sites) of organizations dealing with drugs, bullying or eating disorders where readers can ask for professional help.

4) Topic of Health

Before I started to work on this analysis, I had classified topics which I expected to read about in teenage magazines. All the topics I assumed are described in this analysis except the one whose a mere mention disappointed me – a topic of health. I consider this topic to be very important for teenage girls because they should be taught how to care of their bodies and health since their early age. As a reader of a teenage magazine, I would miss information about healthy food, sports and hobbies.

Bliss is the only title offering one page (1%) to the health topic in every issue. This column is called *BlissPromo* and it discusses the problem of health food. It consists of five short articles informing about eating habits illustrated by food pictures on an average.

5) Miscellaneous

This category contains columns which cannot be classified into any of the previous topics. It includes horoscopes, teasers, quizzes, competitions and promotions of concerts and record albums. All these columns are not crowd-pullers but they make the magazine more varied. The main objective of these columns is to entertain and some of them provide an opportunity to win a prize. All the analyzed titles offer at least two of the columns mentioned above – horoscopes and quizzes.

Horoscope's column in teenage magazines varies from broadsheets in the content as well as in visual depiction. Predictions are written for pubescent girls so the main topics

solved in this column deal with boys, friends and relationships in general. These short articles lack topics connected with responsibility, such as school or money matters.

Quizzes represent the second column of entertainment. The topic of this column is related to relationships as well. Quizzes can be considered as surveys into a reader's personality and they reveal for example the suitable character of a reader's partner to go together.

a) Miscellaneous in Magazines Analyzed

The depiction of the columns belonging to the miscellaneous category is very different in all the analyzed titles. Some of them create these columns in a typical colourfulness, others use restrained colours and almost no pictures. On the other hand the content of these columns is very similar and it fulfils the main function – to entertain.

Bliss offers 19 pages (17%) on average to columns of entertainment, such as horoscopes, quizzes and competitions per one issue. This title does not contain any teasers. *Bliss*' horoscope column is called *BlissDestiny* and it is intended for girls' and boys' readers because *Bliss* publishes a horoscope for boys' audience as well. The girls' horoscope offers twelve short articles including the date of a 'good' and 'bad day', 'star buy' and 'flirt alert'. In this column there are practically no pictures. The boys' horoscope column is called *Himsopes* and it is the one page long article usually containing two sentences estimating the boys' future. The horoscopes' section is followed by quizzes revealing a reader's style or personality.

Top of the Pops columns of entertainment can be found on 11 pages (22%) on average. The column is called *Your mystic month!* and predictions are made by famous people such as David Beckham, Cameron Diaz or Keira Knightly and thus they are probably the least reliable but the funniest ones. These horoscopes are intended only for girls because the most frequent topic appearing in the text are relationships with boys. *Top of the Pops* offers the widest range of teasers from all the analyzed magazines. Crosswords and wordsearches attract readers by the opportunity to win mobile phones, mp3 players or DVD players.

Sugar provides its readers with on average 15 pages (13%) of entertainment topics per each issue. Horoscopes column published in *Sugar* is called *Your day-by-day destiny* and it is the most detailed one from all the analyzed magazines because it offers to readers their everyday schedule telling them what will happen or what girls should do in the future 30 days. *Sugar* deals with boys' horoscopes as well as *Bliss* does with the difference that

Sugar's horoscope for boys is usually inserted to the girls' one. *Sugar* offers few quizzes and competitions referring to its webpage.

Sugar LadMag contains only 3 pages (16%) on average discussing entertainment topics. It lacks horoscopes because boys' horoscopes are included in *Sugar*. It offers only few quizzes highly accompanied by pictures.

Even though the columns of entertainment such as horoscopes, quizzes, teasers and various competitions are not the reason why readers buy teenage magazines, they participate in a magazine creation in a quite high percentage. The highest percentage of entertainment columns per one issue can be found in *Top of the Pops* (22%) which is followed by *Bliss* (17%) and *Sugar LadMag* (16%). *Sugar* devotes only 13% from its content to horoscopes or teasers, on the other hand it provides its readers with a boys' horoscope which can be found only in *Bliss*.

6) Advertisements

Advertisements were classified into three categories (extratextual, intratextual advertisements and self-advertisements) in the theoretical part of this work. In the analysis of advertisements I am not going to deal with the intratextual advertisements because this form of promotional material appears in almost every article.

a) Advertisements in Magazines Analyzed

Advertisements have become an inseparable part of all magazines. Their content differs according to the target readers. In teenage magazines various topics of advertisements can be classified – fashion, cosmetics, hobbies, fun, self-ads and help category which mainly promotes organizations for escaped or abused girls. The implementation of advertisements in all the analyzed magazines is the same. The advertisement is composed of a full-page picture of a product and a short slogan. The language of slogans is sometimes very interesting because it uses a wide range of linguistic means, such as rhyme or alliteration. The example of alliteration in the advertisement's slogan is the following: "*Lipcote. Lipstick's lost without it*" (*Bliss* December 08).

Bliss provides on average 12 full pages (11%) of the magazine's content to advertisers. The most usual topic of advertisements presented in *Bliss* is cosmetics. This category is represented by advertisements promoting perfumes, hairsprays or eyeshadows. Fashion is

the advertisement's topic which can be found only in *Bliss*. In the other magazines fashion promotion occurs only in the articles (intratextual advertisements).

Every issue of *Top of the Pops* contains on average 7.5 pages (16.5%) of materials published by advertisers. This percentage is the highest from all the analyzed magazines. The *Top of the Pops*' advertisements mainly focuses on hobbies, which means that they promote especially computer games, DVD movies and CD albums.

Sugar magazine includes on average 8.5 pages (7.5%) whose aim is to promote products, especially cosmetics products because they create the main group of all the advertisements found in this title. *Sugar* and *Bliss* publish the same promotional materials very often, which can be caused by the fact that they are closely connected in their topics.

Sugar LadMag encompasses only one page (5.5%) of advertisement which deals with help arranged for abandoned dogs. In this title any advertisement promoting fashion, cosmetics or even the title itself cannot be found.

The analysis of extratextual advertisements has revealed that approximately 10% of every teenage magazine is made by advertisements. The biggest amount of these promotional materials can be found in *Top of the Pops* (16.5%) followed by *Bliss* (11%) and *Sugar* (7.5%). *Sugar LadMag* contains the lowest percentage of extratextual advertisements (5.5%). Figure 3 shows the topics of extratextual advertisements. It can be seen that the most usual topics are hobbies and cosmetics. As it was outlined in the theoretical part of this work, the main objective of advertisements is to sell a product. Self-advertisements promoting the next issue of a particular teenage magazine belong to this category as well but this research has revealed few full-page advertisements which are not published with the intention to earn money but they try to help.

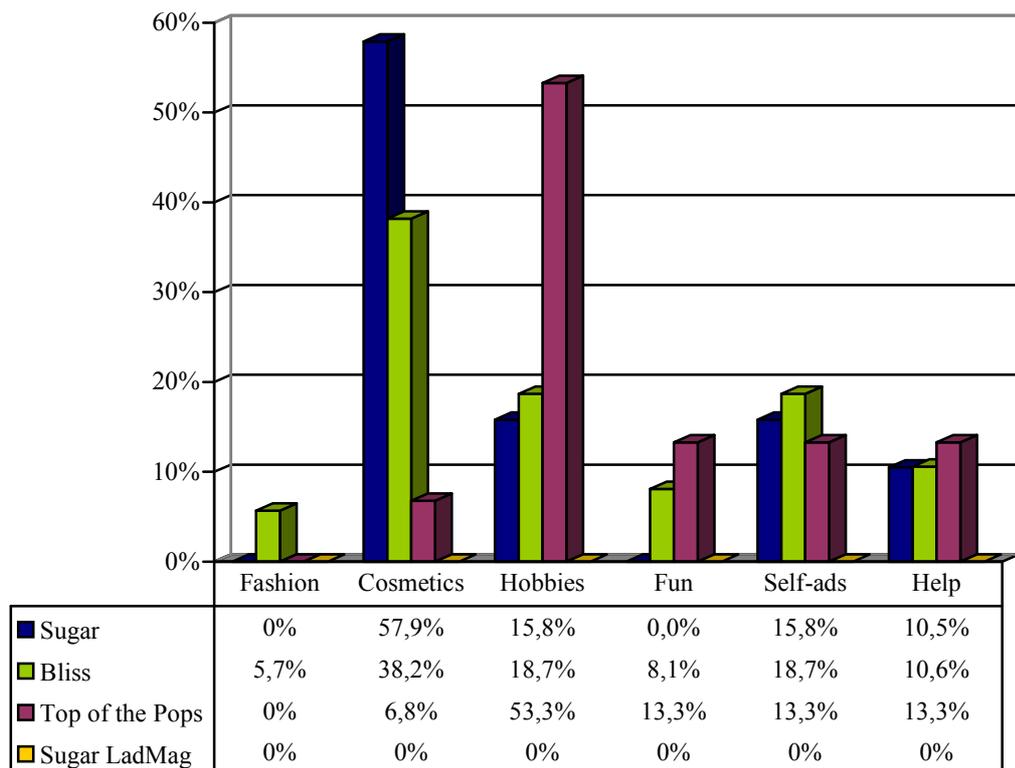


Figure 3: Topics of Extratextual Advertisements (self-created)

Although the teenage magazines represent one category of consumers’ magazines, the analyzed titles are not the same. They contain similar topics but they focus on different target readers. Figure 4 shows the percentage of all the topics mentioned in the title’s content. It reveals that *Sugar* represents titles mainly discussing fashion and beauty news which advise girls what to buy and what to wear to look ‘cool’. On the other hand, *Bliss* is a title prioritizing readers’ relationships providing readers with advice and tips how to have a satisfied partnership and many friends. *Top of the Pops’s* and *Sugar LadMag’s* main concerns focus on celebrities’ gossip and lives with the difference that the former prefers articles about pop stars and movie stars.

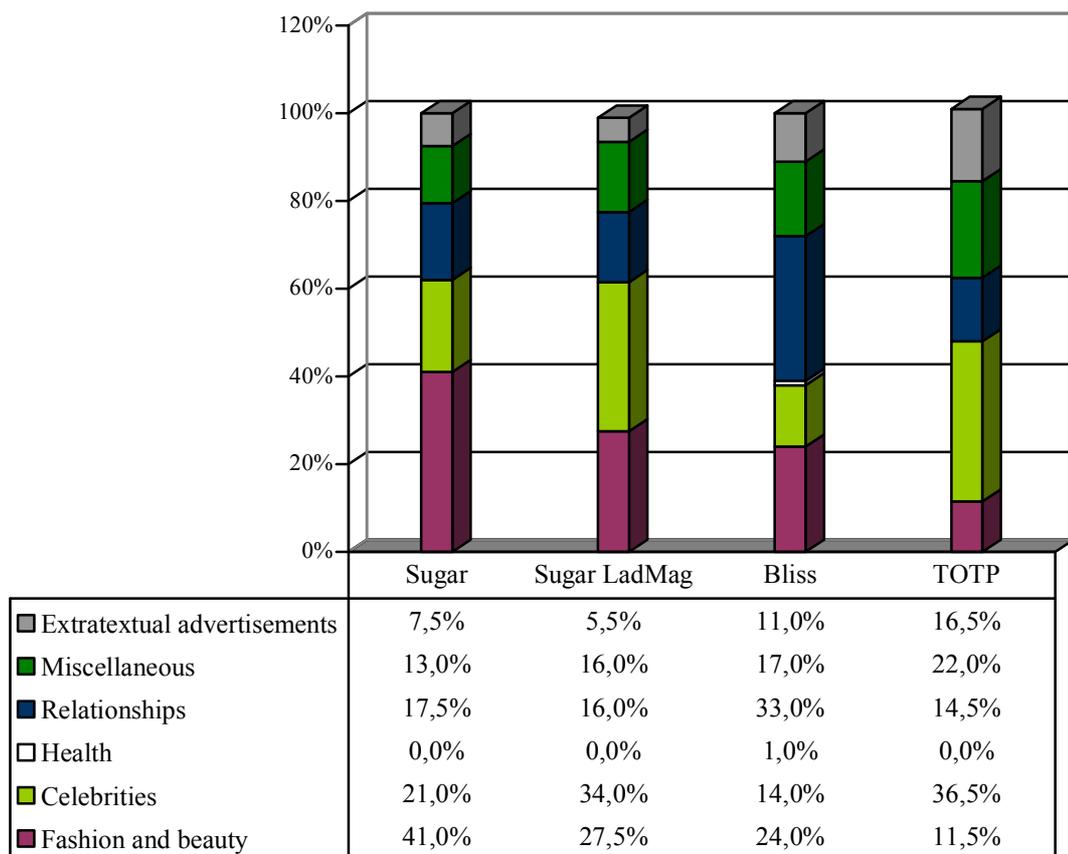


Figure 4: Topics of Magazines Analyzed (self-created)

10.2 Analysis of the Non-textual Part of Teenage Magazines

One of the characteristic features of teenage magazines is their colourfulness. Each article is accompanied by a picture or a photo, especially celebrities and shopping tips columns which are, in fact, mostly based on compromising photos.

Considering the size and colours of headlines, their depiction is typical for tabloids presentation. Magazines' designers frequently use combinations of gaudy colours, in order to attract customers. Designers' and editors' job is to create big, attractive and colorful headlines carrying a sensational meaning.

A front cover is a typical example of designers' and editors' co-operation because the front cover always sells the magazine. All front covers of the analyzed teenage magazines present a full-page photo of a smiling celebrity interviewed or introduced in the current issue. This is accompanied by huge, colourful cover-lines usually ending by question marks and exclamation marks or three full stops.

Inside the magazine, designers use aggressive tools to attract a reader's attention or to emphasize something. Figure 5 shows some of the non-textual tools published in teenage magazines which increase article attractiveness. The first picture was published in *Sugar LadMag* and it resembles a traffic sign with the title "Warning" continuing with a slogan "Contains brutally honest love advice". In my opinion this picture captures more attention than a headline itself, especially with the combination of words *brutally* and *love*. The second picture ("All you need to know. Right now!") lures readers to read the article while the third picture ("Only in the next issue of Bliss") tries to sell the next issue. All the analyzed magazines contain the same form and content of graphical means and thus any comparison of colours or shapes cannot be made.

I think that scandalous content participates in tabloids' creation from one half. The second half is represented by a visual depiction through which it is sent to a reader.



Figure 5: Non-textual Tools Catching Readers' Attention (self-created)

CONCLUSION

This bachelor thesis deals with a content of teenage magazines (textual as well as non-textual) and the way how this content is expressed – the language of teenage magazines.

The language of teenage magazines definitely enriches young girls' vocabularies but at the expense of formal language. Teenage magazines contribution lies in the creation of neologisms and in the fact they do not teach young girls to use vulgarisms or generally impolite words. In my opinion an informal language increasingly substitutes a formal one in media in general, which may endanger Standard English in a future. The form in which the words are presented is amusing and interesting. Teenage magazines use a wide range of different linguistic means, such as rhyme, puns or alliteration, which consequently make the language dynamic, attractive and entertaining.

The content of teenage magazines for girls is mostly made of superficial topics. This fact is understandable considering the scope of girls' interests at their teens. Teenage magazines provide their readers with a wide range of information from relationships through celebrities' lives to fashion and beauty tips and they do not forget to offer them some products, which is the aim of the advertisements published. The content of every teenage magazine is also made by non-textual means, such as pictures, photos or even headlines depiction, which attract readers to read the article. Teenage magazines could contain more educational topics written in a form which is comprehensible and interesting to their target readers.

Teenage magazines are representatives of a special kind of literature which has its supporters as well as opponents. But it definitely has its own value, positive as well as negative, in the girls' evolution and influences them a lot.

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APPENDICES

P I Typical Features of the Teenage Magazines' Language.

P II An overview of Columns Published in Teenage Magazines (see enclosed CD).

APPENDIX P I: TYPICAL FEATURES OF THE TEENAGE MAGAZINES' LANGUAGE

1. PUNS

Beat your boy bugs

BOY BUG *Ear fear* He doesn't know how to listen, so he never knows how you feel.

BOY BUG *Phone phobic* He takes forever to reply to your texts, leaving you fuming.

BOY BUG *Communication coward* He's a wuss when it comes to being slushy.

BOY BUG *Time crime* He's always out with his mates or playing on his P53.

BOY BUG *Girlie guy* He's got a lot of good girl mates – and they are seriously starting to cramp your style.

For more lad advice, go to mybliss.co.uk/lads

“He's the one,” you told your mate, confident your lad was the best boy ever. But that was yesterday. Today you've deleted his number, taken him off your MySpace and told everyone you're single. And all because he keeps doing that one thing which really gets under your skin – but he has no clue what it is. Boys' behaviour is always going to be baffling, so we've asked the experts to help guide us through the confusion of ladland and exterminate the things that bug us the most.

Swat it Getting guys to hear you is always tough. You're trying to organise a cosy Friday night in with DVDs and he tells you that he's all ears, but really you know he zoned out way back when you told him to put down his DS. In this situation, the first thing you need to do is get him on his own without any distractions. Avoid nagging him – that's guaranteed to make him switch off – and forget being subtle, because it confuses the hell out of lads. Be blunt and if you don't get an answer first time, ask again!

Swat it For you, your mobile's an extra limb. You couldn't live without it. But he only uses it to make calls. When he really needs to. We quizzed James, 17, a bliss reader's brother, to get a boy's view. “If a guy doesn't reply instantly, it doesn't mean he's not interested,” he says. “If you don't have a go for not texting back within five minutes, we know you're laid-back. The last thing a guy wants is an uptight girlfriend.” So don't stress out if he hasn't got back to you, 'cause he's not losing sleep over you not texting back!

Swat it Sure, both of you need your space. But when he's so far away that you feel like you're in different time zones, you need to talk. Boys aren't always aware they're neglecting you, so whether it's a mate or a boyfriend, you just have to tell him that you'd like to see more of him. “Try to find activities you can do together, whether it's studying, watching the football or going for a pizza,” advises relationship expert Emma Jones. “The more he realises he can have fun with you, the more you'll hang out together.”

Swat it It's not easy for guys to open up to anyone – whether it's you, his mum or a mate. That's why it's best not to bowl straight in and tell him his suppressed emotions are driving you mad. Instead, try seeing it from another angle. “Boys have a different way of expressing their feelings and find it tough to talk about their emotions,” says Emma. “Look for gestures, such as hand holding, as this says more than words ever will.”

Swat it You can pretend you're fine with it, but the fact that he's got a lot of good mates with Stacey, Jo, Laura and Lucy is something that'll bug even the sanest gal. And the worst bit is, you know he'd never cheat on you or neglect you to be with them. So, instead of letting the situation irritate you, be proud that he's so popular. “The fact that he has a lot of girl mates means he'll be more in tune with what they want and this will be good news for you,” explains Emma. After all, you don't want to be known as the girl who wouldn't let him have any female friends – especially if you've got a bunch of boy mates yourself.

Figure 1: Alliteration

GET IT or regret it!

mybliss.co.uk For the most amazing comps ever, go to mybliss.co.uk/win NOW!

GORGEOUS QUALITY. JUST A PHONE CALL AWAY!

WIN! a two-day London trip
To celebrate the launch of new uber fashionable Extra Fusion chewing gum flavours, Strawberry Peach and Orange Mango, bliss has teamed up with Wrigley's Extra Fusion and Stylizers Style Consultancy to give one special reader the ultimate makeover!

The lucky winner's two-day pampering package includes:
 • Day 1 A stylish and image consultation, a personal shopping experience at Topshop Oxford Circus, a voucher worth £150, an individual style guide from Stylizers and, as if that wasn't enough, a one-night stay in a London hotel with a parent or a friend.
 • Day 2 The pampering continues at Paul Edmunds hair salon in Knightsbridge with a fabulous cut and restyle.

To finish off the overall transformation, the winner will enjoy a luxurious manicure and pedicure. It's incredible prize is worth over £1,000!

Five runners-up will receive an amazing goodie bag with a year's supply of yummy Extra Fusion gum and a stylish red nail paint from Nails Inc.

0901 055 0071

6 TO WIN!

Neat feet 8 TO WIN!
Love your season footwear but can't afford the price tag? Well, lucky for you we have eight gorge pairs of the Hey Now boots from Hush, worth £60 each, to give away! Wear them with jeans or track tights and shorts – they're the ultimate addition to your new winter wardrobe. Check out even more amazing footwear at heybliss.co.uk.

0901 055 0072

Go for gold! 10 TO WIN!
Think of yourself as the Fabianna Adlington? This Olympic gold medal Speedo and John Lewis are giving bliss readers the chance to win the ultimate swimmer's kit, worth £33. And we've got 10 up for grabs! The goodie bag includes a super stylish Speedo Splashback Swim Suit, a Performance Junior Race Cap and a smart set of Mariner Mirror Goggles. If you don't win, you can still compete in style by checking out the latest Speedo swimwear at johnlewis.com.

0901 055 0073

Mobile must-have 5 TO WIN!
bliss has teamed up with ALCATEL to celebrate the launch of the OT3319, a cute, funky flip phone stocked exclusively at Woolworths. There are five to win, along a limited edition goodie pack, worth £25.

0901 055 0074

Think pink 5 TO WIN!
We heart Charlie and they heart you! You've got the chance to win the ultimate beauty bag, worth £25. We've got five to give away, each packed with fragrances, make-up and an illuminating Charlie mirror.

0901 055 0075

Book bonanza 13 TO WIN!
In the mood for a good read? We've got 13 copies of *Dragon*™ by Christopher YOUNG, worth £16.99 each, up for grabs. We reckon you'll love this long-awaited sequel to *Dragon and Edelz* – it's a fantastic tale of warriors, zombies and all things mystical. Don't miss out on the magic – get yours for free!

0901 055 0076

Cool case 5 TO WIN!
Just downloaded your favourite song and want your friends to hear it? You need the fantastic new Eye Play™ from Thom Laurus Ltd. It's perfect for storing your MP3 player, glasses or mobile, and the case connects to your iPhone or MP3 player. Available in a range of colours and worth £27.95, we've got five up for grabs.

0901 055 0077

Wii love it! 4 TO WIN!
Pack your bags and take a trip to the city as *Animal Crossing: Let's Go To The City* allows players to create their own idyllic life in the country and also introduces an exciting new city area to explore. Plus there are cool new features, such as the Wii Speak accessory, which allows you to chat to other players in the game. To celebrate the launch of the game, Nintendo is giving away a Wii and *Animal Crossing: Let's Go To The City*, worth £219.98, to one winner. Three runners-up will each win with a copy of the game, worth £39.99.

0901 055 0078

Music madness 6 TO WIN!
Looking for some tunes to liven up your life? Don't splash your cash – get this brilliant bundle of CDs for free! We've got six sets to give away, containing Massive Attack, Pop Party 6 and Hip-Hop Classics Collection, plus the new Strictly Come Dancing CD, so you and your mates can perfect your moves before the big Christmas party. Each CD is worth £15.99, which means you can save your money for more important things... like that amazing dress to wow your crush!

0901 055 0080

WIFI BT calls cost 30p. Your phone company may charge more than the stated amount. Ask permission from whoever pays the phone bill before you call. Phone lines close on 31 January 2009 (non-replicable). Excludes HPS BAN. Grand prizes, marked with * above, are available until the date you start for 31 January 2009. Terms and conditions of the promotion apply to all prizes and prizes. Prizes are non-transferable and no cash alternative offered. No correspondence will be entered into. Employees of Party, the promoter or any other participating company, its agents, and their relatives may not enter. Entrants must be normally resident in the UK. The promoter accepts no responsibility for lost, mislaid, delayed, misdirected, damaged, defuncted or undelivered entries. The editors decision is final.

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Figure 2: Assonance

DATE, MATE OR SLATE?

GET IT or regret it!

HOT VS WHAT?!

BRITNEY SPEARS VS PAMELA ANDERSON

ADMIRING YOUR BDAY CAKE VS TONGUING YOUR BDAY CAKE

HION
SEASON'S TRENDS. **HOT VS NOT**

Two women are shown: one in a black leather jacket and one in a patterned dress.

Figure 3: Rhyme



Figure 4: Homophones



Figure 5: Intertextuality



BLURD OF THE MONTH
A BLENDED WORD

'FAD' 'Cause using two words is so last season
Derivative: Fit + lad
Usage: "Check out the fad in History! Yum!"

Serious **shopaholics**
 ASHLEY and **MILEY** join
 forces as they totter
 off on yet another
 spending spree!

HAVE YOU GOT A
999 MATE-
MERGENCY?
Is your friendship healthu
at hand? **999** more assistance?

Figure 6: Neologisms

2. FEATURES OF INFORMAL LANGUAGE



Figure 7: Colloquialisms



Figure 8: Ellipsis

Snort support

I was at a party recently and got talking to this boy I'd liked for ages. I was really enjoying his company and we were getting on brilliantly, I couldn't believe it! Then he said something really funny and I couldn't help laughing hysterically – in fact, I laughed so hard that I accidentally farted. And it stank. Whoops.

Nicole, 14, Stowmarket

“I asked my mates to go to M&S with me and they were like ‘ew’ but they’ll go to charity shops ‘cause that’s cool. People should stop being so snobby – you can get cool stuff everywhere!”

Danielle, 15, Scotland

Shameful celeb slip-ups!

oops!



Figure 9: Interjections

1.2. Top of the Pops



Figure 12: Celebrities' Gossip Column in *Top of the Pops* (June 08) – Gossip2Go



Figure 13: An Interview with a Famous Person in *Top of the Pops* (June 08)

1.3. Sugar



Figure 14: Celebrities' Gossip Column in *Sugar* (February 09) – Insider



Figure 15: An Interview with a Famous Person in *Sugar* (February 09) – Sugar idol

1.4. Sugar LadMag

THIS MONTH CELEB LADS ARE MAINLY: GIRLFRIEND GROOMING
THIS LOT JUST CAN'T KEEP THEIR HANDS OFF EACH OTHER. FACT

PETE DINKLE
Pete was really starting to rub off on Ashlee. Literally.

VERNON KAY
Tina likes boys to fall at her feet and for her dress while they're down there.

RUSSELL BRAND
We always thought Russ was a really nice guy when it came to girls.

AND THE GIRLS ARE AT IT TOO...

WAYNE ROONEY
Cool smartons Wayne up. She might want to have a word about that cap while she's at it.

LADS' LEAST ROMANTIC VALENTINES
THIS LOT ARE A ROMANCE-FREE ZONE

"I sent my girlfriend an email last year. It wasn't even an e-card. It was just a normal email. We've been going out two years. But it had kisses on it and stuff." **Martin King, 17, Greater Manchester**

"A girl once cooled me a meal but I must have been allergic to it 'cause I spent the whole night on the loo. It was memorable for all the wrong reasons!" **Jonathan Cripps, 17, Hampshire**

"I go to an all-boys boarding school so I've pretty much spent every Valentine's Day alone, watching movies. Or getting wedged by other lads." **Spencer Smith, 16, Somerset**

"I broke up with a girl on Valentine's Day. She turned up at my door with a bear that had 'I love you more than me' on it. She had to go." **Charlie Rowe, 16, London**

KISSING POSITION OF THE MONTH: THE BIG CHILL
Your monthly guide to ultimate snog satisfaction

- 1 This one requires intelligence, in that you need to be able to boil a kettle and locate a fridge. Sticky, we know. Once you've done that, prepare one hot drink and one cold drink.
- 2 Take one and hold your blindfolded boy the other. Have a sip and then start snogging, letting the drinks swish around your mouths.
- 3 Now his mind's blown, work your hands through his hair and take off the blindfold. Don't be afraid to be a bit messy! Just don't burn yourself - not attractive.
- 4

DIFFICULTY RATING: 7/10 - Trust is essential to pull off this bad boy!

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BOY BITES 36% OF BOYS ADMIT TO KEEPING

Figure 16: Celebrities' Gossip Column in *Sugar LadMag* (February 09)

"GIRLS CAN BE SCARY"
Gossip Girl's Luke Crawford on washing up, naughty home movies and teen girls.

COVER STORY

DO YOU EVER MISS ANONYMITY?
"I have tried but I just can't do it. Although as far as teenage girls go, they can be really quite scary - grabbing my pants and my hair and stuff like that."

WHAT ABOUT THE GAY RUMOURS?
"You haven't really 'made it' and someone speculates on your sexuality? When I heard people thought I was gay, I was like, 'That's a creed!'"

IT'S BEEN MORE DIFFICULT TO MEET GIRLS SINCE I GOT FAMOUS

WHAT'S IT LIKE BEING A 'HEART-THROB'?
"It's actually been more difficult to meet someone since I got famous. You can't be sure if they like you or your fame. But I don't have a checklist of what I'm looking for. I'll just know when I meet her."

YOU DON'T GET JEALOUS SEEING PENN BADGLEY [DARK] AND BLAKE LIVELY [SERENA] SNOOGING?
[Laughing] "They don't snog on set. I think they know we take the time, they've caught them kissing. They are sweet, though. It was Penn's birthday the other day and Blake organized our private party in a pub. It was filled with ping pong tables and there were about 15 of us all singing happy birthday. He loved it!"

DO YOU ALL HANG OUT WITH EACH OTHER OFF SET?
"Totally. We get on well. We'll be out there after shooting an 80-hour week and we'll go. What are you guys doing? Want to go to the gym?"

YOU AND ED [WESTWICK] LIVE TOGETHER, RIGHT? HOW'S THAT?
"It's great. We have a big screen and an amazing sound system. The place is surprisingly clean for two blokes. I'm a bit of an obsessive compulsive so I really do keep things neat."

SOUNDS LIKE FIM BEING WITH YOUR MATE'S 24/7...
"I'd love to tell you we have big spots, but we don't. We're not very exciting really!"

NO PARIS HILTON-STYLE 'HOME VIDEOS' ON THEIR WAY TO THE INTERNET THEN?
"Definitely not. I promise. And there won't be any diva behaviour or teased or pishing. Although actually I did do that once. I shouldn't really talk about it. I was with a group of school friends in Cancun, Mexico. There's a TV, but it was mainly just some spliff and a drink. Don't tell anyone!"

WE PROMISE...

BEARD OR CLEAN SHAVEN?
"BEARD. MOST DEFINITELY."

BLAKE OR LETHBRIDGE?
"I CAN'T ANSWER THAT!"

SERENA OR BLAKE?
"I'LL SAY SERENA. BLAKE'S A BIT HIGH MAINTENANCE!"

3 CORDS OR 4 HEADPHONES?
"I DON'T KNOW. BOTH CAN BE CRUEL. BOTH? I'M GOING TO CRUEL BOTH."

AMERICAN GIRLS OR ENGLISH GIRLS?
"I REALLY LIKE BRITISH ACCENTS."

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Figure 17: An Interview with a Famous Person in *Sugar LadMag* (February 09) – CoverStory

2.3. Sugar



Figure 22: Fashion Column in *Sugar* (February 09) – SugarStyle



Figure 23: Beauty Column in *Sugar* (February 09) – SugarStyle

2.4. Sugar LadMag

READ BEFORE YOU SHOP

LADS RATE FASHION

DOES SNAKESKIN MAKE OUR SKIN CRAWL? HERE'S WHAT WE REALLY THINK OF THE NEW SEASON'S TRENDS. *Hot vs Not*

BOYS GO GOK

COLOUR CLASH
HOT 27% | NOT 73%

ROCK CHICK
HOT 71% | NOT 29%

SNAKESKIN
HOT 29% | NOT 71%

'20s-STYLE
HOT 50% | NOT 50%

MASCULINE TAILORING
HOT 24% | NOT 76%

GIRLIE FRILLS
HOT 55% | NOT 45%

HOT "She looks really fun. I'm not sure about the tights - but the blue shoes are cool. She's obviously not afraid to wear what she wants!"
Peter Smith, 15, Cheshire

NOT "Back away from the skinned tights! The whole outfit is too bright!"
Dominic Gomez, 15, Lancashire

HOT "The boots look great and I love the whole black hip & look. The outfit shows off her curves too!"
Will France, 17, West Yorkshire

NOT "Everyone's wearing that jacket at the moment. Yawn! I like girls who wear more original clothes!"
Sam Eastell, 16, West Yorkshire

HOT "I like the berry skirt and the fact that the top doesn't match - it shows she's confident!"
Mark Chapman, 14, Tyne & Wear

NOT "Why does her bag need to be that big on only think it's to cover up the emerald skirt!"
Bianca Bunting, 15, Leicestershire

NOT "I'd ask if her tights were fancy dress or just wearing so - and I wouldn't like her!"
Frankie Robinson, 16, Tyne & Wear

HOT "I'm into it. It reminds me of L!Lo - and she always looks it!"
Michael Phillips, 14, London

HOT "You have to have attitude to wear an outfit like this - hot!"
Alex Fennell, 14, Merseyside

NOT "It's basic. Let's be about to do a parachute jump in those baggy trousers. They're hideous!"
Marcus Temple, 14, Wales

NOT "The frills of this annoy me - it's a tacky rate Plus it completely hides her shape!"
Terry Brown, 17, Essex

HOT "She looks sexy. But then girls always look good in that dress!"
Daniel White, 14, Hertfordshire

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Figure 24: Fashion Column in *Sugar LadMag* (February 09) – BoysGoGok

3. TOPIC OF RELATIONSHIPS

3.1. Bliss

blissreallife

"I lost two brothers"

Chelsie, 15, FROM NORWICH, WAS DEVASTATED WHEN DEATH AND LIES TORE HER FAMILY – AND HER LIFE – APART...

"Staring at the screen, I gulped back the tears. Mum had an email from a stranger – and it sounded as if he was my little brother Michael's dad. 'This can't be happening again,' I thought. 'How can I lose another brother? Years of lies suddenly came crashing down around me.'"

Baby brother
"My parents split up when I was six, leaving me and my two brothers – Danny", now 19, and Michael, now 10 – to live with Mum. Dad moved in with his new girlfriend and we didn't see so much of him.

Text shock
"Five years later, when I was 13, my mum got remarried. At first I got on really well with my stepdad, but as I got older I started to resent the time he spent with Mum. I rebelled by drinking and smoking and, worst of all, self-harming for a while."

Ben's death
"Then just after Christmas last year, my life took another blow. I'd bought Mum's phone and saw a text message from the man I knew my mum had been engaged to when she was 18. It said 'I've been reading why he would be texting her now, so I couldn't resist reading on. 'Have you seen my emails? he wrote. 'I had to find out what the matter how bad the repercussions would be for me. Trembling, I rang him. He was furious and demanded to see the emails. Looking back, I probably should have gone to Mum first, to give her a chance to explain. But I thought Mum was in the wrong, so I spoke to Dad.'"

In the open
"Mum hit the roof when she found out what I'd done. My dad insisted that we all have DNA tests to be sure, and the results proved that Michael wasn't his biological son – he was my half-brother. I felt so betrayed that my own mum had kept the truth from me for so long, it was almost as if I'd lost yet another brother. I knew I'd done the right thing by bringing the truth out in the open, but I felt so down that I started self-harming again."

Family support
"Dad found out a few months later and took me straight to the doctor, who booked me in to see a therapist. I'd thought that my problems were stupid, but Dad made me realise that I needed help. 'You've gone through a lot, Chelsie, you need to talk about how you feel,' he explained."

Looking forward
"Mum still finds it hard to get over me telling Dad the truth about my brother, but I don't regret what I did at all. For me, the most important thing is that nothing changes my relationship with Michael."

I felt so betrayed, like I'd been bereaved all over again

mybliss.co.uk

Figure 25: Readers' Life Stories Column in Bliss (July 08) – BlissRealLife

blissSurgery

blissBODY
Dr Jane Gilbert is a qualified doctor who specialises in cosmetic medicine. She is based at 151A, 151B & 151C, 151D, 151E, 151F, 151G, 151H, 151I, 151J, 151K, 151L, 151M, 151N, 151O, 151P, 151Q, 151R, 151S, 151T, 151U, 151V, 151W, 151X, 151Y, 151Z, 151AA, 151AB, 151AC, 151AD, 151AE, 151AF, 151AG, 151AH, 151AI, 151AJ, 151AK, 151AL, 151AM, 151AN, 151AO, 151AP, 151AQ, 151AR, 151AS, 151AT, 151AU, 151AV, 151AW, 151AX, 151AY, 151AZ, 151BA, 151BB, 151BC, 151BD, 151BE, 151BF, 151BG, 151BH, 151BI, 151BJ, 151BK, 151BL, 151BM, 151BN, 151BO, 151BP, 151BQ, 151BR, 151BS, 151BT, 151BU, 151BV, 151BW, 151BX, 151BY, 151BZ, 151CA, 151CB, 151CC, 151CD, 151CE, 151CF, 151CG, 151CH, 151CI, 151CJ, 151CK, 151CL, 151CM, 151CN, 151CO, 151CP, 151CQ, 151CR, 151CS, 151CT, 151CU, 151CV, 151CW, 151CX, 151CY, 151CZ, 151DA, 151DB, 151DC, 151DD, 151DE, 151DF, 151DG, 151DH, 151DI, 151DJ, 151DK, 151DL, 151DM, 151DN, 151DO, 151DP, 151DQ, 151DR, 151DS, 151DT, 151DU, 151DV, 151DW, 151DX, 151DY, 151DZ, 151EA, 151EB, 151EC, 151ED, 151EE, 151EF, 151EG, 151EH, 151EI, 151EJ, 151EK, 151EL, 151EM, 151EN, 151EO, 151EP, 151EQ, 151ER, 151ES, 151ET, 151EU, 151EV, 151EW, 151EX, 151EY, 151EZ, 151FA, 151FB, 151FC, 151FD, 151FE, 151FF, 151FG, 151FH, 151FI, 151FJ, 151FK, 151FL, 151FM, 151FN, 151FO, 151FP, 151FQ, 151FR, 151FS, 151FT, 151FU, 151FV, 151FW, 151FX, 151FY, 151FZ, 151GA, 151GB, 151GC, 151GD, 151GE, 151GF, 151GG, 151GH, 151GI, 151GJ, 151GK, 151GL, 151GM, 151GN, 151GO, 151GP, 151GQ, 151GR, 151GS, 151GT, 151GU, 151GV, 151GW, 151GX, 151GY, 151GZ, 151HA, 151HB, 151HC, 151HD, 151HE, 151HF, 151HG, 151HH, 151HI, 151HJ, 151HK, 151HL, 151HM, 151HN, 151HO, 151HP, 151HQ, 151HR, 151HS, 151HT, 151HU, 151HV, 151HW, 151HX, 151HY, 151HZ, 151IA, 151IB, 151IC, 151ID, 151IE, 151IF, 151IG, 151IH, 151II, 151IJ, 151IK, 151IL, 151IM, 151IN, 151IO, 151IP, 151IQ, 151IR, 151IS, 151IT, 151IU, 151IV, 151IW, 151IX, 151IY, 151IZ, 151JA, 151JB, 151JC, 151JD, 151JE, 151JF, 151JG, 151JH, 151JI, 151JJ, 151JK, 151JL, 151JM, 151JN, 151JO, 151JP, 151JQ, 151JR, 151JS, 151JT, 151JU, 151JV, 151JW, 151JX, 151JY, 151JZ, 151KA, 151KB, 151KC, 151KD, 151KE, 151KF, 151KG, 151KH, 151KI, 151KJ, 151KK, 151KL, 151KM, 151KN, 151KO, 151KP, 151KQ, 151KR, 151KS, 151KT, 151KU, 151KV, 151KW, 151KX, 151KY, 151KZ, 151LA, 151LB, 151LC, 151LD, 151LE, 151LF, 151LG, 151LH, 151LI, 151LJ, 151LK, 151LL, 151LM, 151LN, 151LO, 151LP, 151LQ, 151LR, 151LS, 151LT, 151LU, 151LV, 151LW, 151LX, 151LY, 151LZ, 151MA, 151MB, 151MC, 151MD, 151ME, 151MF, 151MG, 151MH, 151MI, 151MJ, 151MK, 151ML, 151MM, 151MN, 151MO, 151MP, 151MQ, 151MR, 151MS, 151MT, 151MU, 151MV, 151MW, 151MX, 151MY, 151MZ, 151NA, 151NB, 151NC, 151ND, 151NE, 151NF, 151NG, 151NH, 151NI, 151NJ, 151NK, 151NL, 151NM, 151NN, 151NO, 151NP, 151NQ, 151NR, 151NS, 151NT, 151NU, 151NV, 151NW, 151NX, 151NY, 151NZ, 151OA, 151OB, 151OC, 151OD, 151OE, 151OF, 151OG, 151OH, 151OI, 151OJ, 151OK, 151OL, 151OM, 151ON, 151OO, 151OP, 151OQ, 151OR, 151OS, 151OT, 151OU, 151OV, 151OW, 151OX, 151OY, 151OZ, 151PA, 151PB, 151PC, 151PD, 151PE, 151PF, 151PG, 151PH, 151PI, 151PJ, 151PK, 151PL, 151PM, 151PN, 151PO, 151PP, 151PQ, 151PR, 151PS, 151PT, 151PU, 151PV, 151PW, 151PX, 151PY, 151PZ, 151QA, 151QB, 151QC, 151QD, 151QE, 151QF, 151QG, 151QH, 151QI, 151QJ, 151QK, 151QL, 151QM, 151QN, 151QO, 151QP, 151QQ, 151QR, 151QS, 151QT, 151QU, 151QV, 151QW, 151QX, 151QY, 151QZ, 151RA, 151RB, 151RC, 151RD, 151RE, 151RF, 151RG, 151RH, 151RI, 151RJ, 151RK, 151RL, 151RM, 151RN, 151RO, 151RP, 151RQ, 151RR, 151RS, 151RT, 151RU, 151RV, 151RW, 151RX, 151RY, 151RZ, 151SA, 151SB, 151SC, 151SD, 151SE, 151SF, 151SG, 151SH, 151SI, 151SJ, 151SK, 151SL, 151SM, 151SN, 151SO, 151SP, 151SQ, 151SR, 151SS, 151ST, 151SU, 151SV, 151SW, 151SX, 151SY, 151SZ, 151TA, 151TB, 151TC, 151TD, 151TE, 151TF, 151TG, 151TH, 151TI, 151TJ, 151TK, 151TL, 151TM, 151TN, 151TO, 151TP, 151TQ, 151TR, 151TS, 151TT, 151TU, 151TV, 151TW, 151TX, 151TY, 151TZ, 151UA, 151UB, 151UC, 151UD, 151UE, 151UF, 151UG, 151UH, 151UI, 151UJ, 151UK, 151UL, 151UM, 151UN, 151UO, 151UP, 151UQ, 151UR, 151US, 151UT, 151UU, 151UV, 151UW, 151UX, 151UY, 151UZ, 151VA, 151VB, 151VC, 151VD, 151VE, 151VF, 151VG, 151VH, 151VI, 151VJ, 151VK, 151VL, 151VM, 151VN, 151VO, 151VP, 151VQ, 151VR, 151VS, 151VT, 151VU, 151VV, 151VW, 151VX, 151VY, 151VZ, 151WA, 151WB, 151WC, 151WD, 151WE, 151WF, 151WG, 151WH, 151WI, 151WJ, 151WK, 151WL, 151WM, 151WN, 151WO, 151WP, 151WQ, 151WR, 151WS, 151WT, 151WU, 151WV, 151WW, 151WX, 151WY, 151WZ, 151XA, 151XB, 151XC, 151XD, 151XE, 151XF, 151XG, 151XH, 151XI, 151XJ, 151XK, 151XL, 151XM, 151XN, 151XO, 151XP, 151XQ, 151XR, 151XS, 151XT, 151XU, 151XV, 151XW, 151XX, 151XY, 151XZ, 151YA, 151YB, 151YC, 151YD, 151YE, 151YF, 151YG, 151YH, 151YI, 151YJ, 151YK, 151YL, 151YM, 151YN, 151YO, 151YP, 151YQ, 151YR, 151YS, 151YT, 151YU, 151YV, 151YW, 151YX, 151YY, 151YZ, 151ZA, 151ZB, 151ZC, 151ZD, 151ZE, 151ZF, 151ZG, 151ZH, 151ZI, 151ZJ, 151ZK, 151ZL, 151ZM, 151ZN, 151ZO, 151ZP, 151ZQ, 151ZR, 151ZS, 151ZT, 151ZU, 151ZV, 151ZW, 151ZX, 151ZY, 151ZZ

blissBOTHERS
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Ask the expert
"I've known I was a lesbian since I was 12. Now I'm 15 and my mates are starting to suspect I'm gay. But I still haven't told anyone about it. Should I come out?" Anon, 15, by email

Party pooper?
"I've got my school Christmas party in a few weeks and I'm so excited about it. Everyone is going, including the lad I really fancy, and I've been planning my outfit for months! Then I checked my calendar and found out my period is due on the very same day. What if I look or can't ride? The whole evening could be ruined. I'd hate to cancel at the last minute and miss out on any chances I have with my crush. Please help! Laura, 14, Bristol

READER ADVICE
"Tell your real friends they'll be there for you. If they don't understand, they aren't worth it. I have gay friends and it doesn't bother me in the slightest." Holly, 16, Tunbridge Wells

blisspromotion

blissBODY
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'OMG!'

Send us your stories! And you could win the star prize. Email bliss@pammi.co.uk or log on to mybliss.co.uk/cringes

WHAT'S SENDING THE CRINGE-O-METER CRIMSON?

Star letter

Crushing to the ground

One day after school, I was sitting on a tree branch with my BFF when her brother walked over with my crush. We chatted for a while and as they turned to leave, my crush said, "Nice to meet you, Hannah." Ginning, I leaned over to reply, lost my balance and fell out of the tree! My mate, her brother and my crush were all in hysterics.
Hannah, 14, Essex

This month's star cringe wins two signed sets of Grace Dent's *Shower Books*, including her latest, *Shower: The Fame Diaries*.

What a phoney

The other day, I was walking past a big group of lads on my own. Not wanting to look sad, I got my phone out of my pocket and pretended to be talking to someone. Then the phone actually started ringing and all the boys laughed at me, because they'd realised I'd been faking it!
Lauren, 16, Stevenage

In a flap

Last summer, I was walking along the local pier eating an ice cream, when I felt a bird flapping at my ear. I ducked to avoid it, but when I went to lick my ice cream it'd disappeared! Turns out a seagull had eaten it and had pooped down my back, in front of a massive group of tourists. Gross. Now every time a bird flies by, I jump!
Red-faced, 14, by email

Slip-up shame

I was trudging along the school corridor to my next lesson, with my bag, PE kit and guitar, and didn't notice a 'wet floor' sign - until I slipped and knocked it over. My bags flew everywhere and even worse, the class fiddle and his mates appeared just in time to see me face down on the floor. They told the whole year and I've never lived it down.
Hollyoaks fan, 14, Bristol

Lost in translation

This year, I started working in a restaurant at the weekends. One Saturday I got chatting to the new and rather goolzy French chef, who told me that he hardly went out because he hadn't made many friends yet. I felt

really sorry for him, so I invited him to come and hang out with my mates and me, but he misunderstood and thought I'd asked him out on a date. He didn't stop telling the rest of the staff, who all found it hilarious.
Corinne, 16, Shropshire

Picnic pooper

My friends and I were playing volleyball in our local park this summer when I hit the ball so hard that it landed near a family having picnic and made their baby cry Embarrassed, I ran over to apologise, but I tripped and landed face first in their massive pot of potato salad. Cringe!
Lu, 13, by email

Button barmy

I was out with my cousin when she had to stop to use the cashpoint. I stood and fiddled with the buttons on the machine next to her while I waited, but it wasn't until she asked if I was actually using the machine that I realised there was a huge queue of angry people waiting behind me!
Embarrassed, 16, by email

Cinema shame

My mates dragged me to see a horror movie, and the only other people in the cinema were a couple a few rows in front of us. I was getting really into it when my friend leaned over from behind and made me jump so badly, my drink went flying all over the couple! I apologised, but they still went ballistic at me!
Kasey, 15, Pease

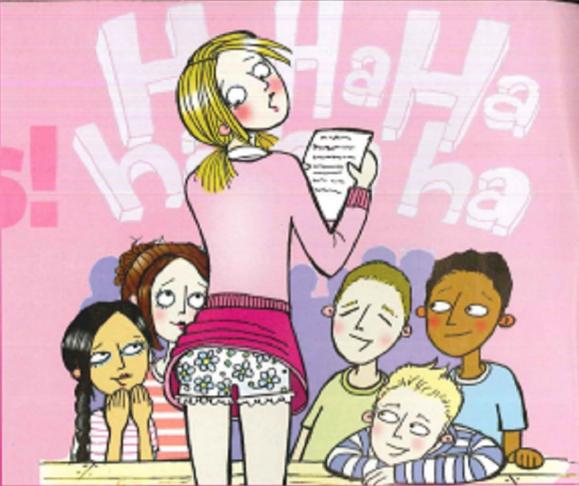
mybliss.co.uk

Get a new ID Move house Don't go out Wear a mask Hide your face

Figure 27: The Column of Contretemps in *Bliss* (December 08) – “OMG!”

Your oops!

Wanna share your slip-ups with the world? Each issue's Top Trauma gets an iPod Shuffle and a £15 music voucher!



Double disaster
I won a prize at a party and had to stand up to accept it, but my dress got caught in the tablecloth and I dragged all the cups and plates onto the floor! I was so embarrassed, I ran to the loo. Then when I finally went back to get my prize, the heel of my shoe snapped!
TARA, TYNF AND WEAR

Pant problems
While I was giving a speech in assembly, I walked across the stage and everyone started laughing. I didn't know why until I realised, to my horror, that my skirt had crumpled up and everyone, including the lush lads at the front, got a look at my flowery granny pants!
DANIELLE, TYNF AND WEAR

Corny clothes
I was shopping with my best friend for an outfit to wear to the school disco, but my dad decided to come with us. He never lets me wear any of the clothes I want to wear, so he picked the outfit for me. I ended up having to wear a big jumper with a unicorn on it - and my crush was at the party. Cringe!
JENNIFER, SMAL

High School howler
Once in high school, I completely over-plucked my left eyebrow, all the way up where you're not supposed to. I had no idea what I was doing and it looked terrible! My mom was like, 'What did you do to yourself?' I was so embarrassed!
ASHLEY TISDALE

Spitting mad
I was at my friend's party when I saw my ex-boyfriend coming towards me. I got ready to show off by blowing a bubble with my bubble-gum, but as I blew, I did it too hard and spat it out at him instead! I went bright red and my mates were in hysterics.
JADE, EBHT

Horsey horror
My friend and I were going out for the day, when we saw some really cute boys. But just as they got close, my friend pushed me into a load of mud and horse poo. It was all over my lips and tasted mingie. Then one cute lad said, 'Is that your new perfume?' The shame.
OWELL & KATI

Un-bear-able shame
At school, everyone was talking about a mini-earthquake they'd felt the night before, and someone asked me if I'd felt it. Not realising that the boy I fancied was standing right next to me, I said, 'No, but that might have been what made my toddy fall out of bed? How embarrassing.'
OLIVIA, WAKESFISD

Win! Each Top Trauma wins a cool iPod Shuffle and a £15 voucher to download from iTunes Music Store thanks to the fab website www.soundstation.org.uk/totp

WRITE TO: Your Oops, TOTP Magazine, BBC Worldwide, 80 Wood Lane, London W12 0TT. TEXT*: TOTPA OOPS plus your name and address to 83010. EMAIL: totp.magazine@bbc.co.uk, with OOPS in the subject line and your name and address.

Passionate about music? Youth Music is a UK-wide charity that enables young people to make music, regardless of their background or ability.
*Text entries will cost 25p plus your standard operator text tariff. Ask the M8 payer first. For full terms and conditions, see page 20. Closing date 20 June 2008.

Figure 30: The Column of Contretemps in *Top of the Pops* (June 08) – Your oops!

3.3. Sugar



Figure 31: Readers’ Life Stories Column in *Sugar* (February 09) - Sugar Best for Real Lives



Figure 32: Problem Pages in *Sugar* (February 09) – Your Problems Sorted!

Shameful CONFESSIONS

When embarrassing things happen to good people

"It was finger-licking bad"
SHOP SHAME
 "I was rushing between shops during a frozen day of Christmas shopping. I'd bought some pooch moisturiser for my mum and just had my nan's pizzle to go. I grabbed a sandwich for my lunch, shoved it in my bag, and headed into M&S to get some green-friendly pet porridge. Pulling my purse out to pay, I noticed a big splat of mayo had ended on top of it, so I licked it off... Except it wasn't mayo, it was moisturiser. The cashier looked at me like I was really gross - to be fair, I was standing there spitting moisturiser into my hand. What was I thinking licking 'mayo' off my grubby old purse anyway?"
 Diane, 36, Lincolnshire

"Over here, fit lads... er!"
 "One day my mates and I were having a laugh in a shopping centre when one of them spotted some serious fitness geeks on the escalators. I could only see them from behind so cheekily shouted, 'Nice burns, lads!' But the smug grin was wiped off my face when they turned around and, to my horror, I saw one of them was my cousin! The worst bit was that some actual hot guys from school were watching and now think I fancy my relatives. Not good."
 Hannah, 15, South Yorkshire

"My request was denied"
 "I met this super-fit lad at my BFF's party and I was chatting him up like crazy, but didn't get his number. Guilted that I'd missed my chance, I described him to my mate, who said she recognised him, and agreed to give me his number. After loads of text firing he said he would add me on Facebook, but when I logged on I couldn't find him anywhere - instead I had a friend request from some weirdo mate of my friend. That was when I realised our taste in men was very different. I let my mate tell him the bad news."
 Stephanie, 18, London

"I couldn't hold it in"
 "I was shopping with my mum in an electrical store. She was looking for TV cables - mine! So I headed to the games section. As soon as I saw the new Wii console I got a little overexcited, to say the least, especially when I looked the cool singing and dancing games. Rushing back to my mum, I blurted out, 'Mum, can you please let me have a wee wee?' The whole store stopped and stared - even my mum was embarrassed. Major cringe."
 Tazzy, 15, West Midlands

"I looked like a boy"
HAIR HORROR
 "Wanting to look my best for a party, I thought I should probably get rid of the dark hair growing above my upper lip. I got a good look when you're on the smog. So I bought myself some facial hair removal cream. I was so desperate to defuzz I only

"I tucked into her meal"
WRONG TABLE
 "I'd popped to the loo at a restaurant while my family ordered. On the way out, I clocked a hot lad, so I strutted back to our table and saw my meal waiting for me. I'd just shoved a load into my mouth when I heard a man say, 'Why are you eating my wife's dinner?' I'd been too busy eyeing up the cute boy to notice I'd sat at the wrong table! Aargh."
 Carol, 17, Surrey

Share your shame
 EMAIL: shareyourshame@sugar.com
 WRITE TO: Sugar Shame, 64 North Row, London WC1R 7AL. Every letter on this page goes to a random fifteen chosen and not to be used (except EEP! which raises money for Breast Cancer Campaign) (Direct to our online copycat).

WIN!

Share your shame
 @sugarjstape.com

Figure 33: The Column of Contretemps in *Sugar* (February 09) - Shameful confessions

3.4. Sugar LadMag

REAL LIFE

"MY SHAME AT BEING BULLIED BY GIRLS"

STEVE SELLERS, 16, FROM WALES, TELLS HOW HE WAS SPAT ON AND GROPED BY GIRLS. FOUND HIS BODY DISGUSTING AND TRIED TO KILL HIMSELF WITH A KNIFE.

Be honest - when you look at me, what do you see? Someone fat? Someone you'd never fancy or go out with? Someone you wouldn't want to be friends with? Well if you do, it's nothing I haven't heard about myself all my life - by girls like you, girls I desperately wanted to like me.

When I was 13 when they started to pick me back from all term and one of the popular girls happened in the corridor in front of all her friends, she spotted me - I couldn't believe she was talking to me. "What are you doing here?" she asked. "Then she giggled. You don't belong here, Fatty. Get lost." As I walked away, she started laughing and in my ears, I felt so small. And that was just the beginning of their campaign against me.

BULLIED BEFORE
"Being bullied wasn't anything new. I'd been picked on since I was four, being called 'Fatty' and 'Fat Off' and 'Fathead' at school. Often they'd get violent - knocking me to the ground, punching and kicking me until I couldn't breathe. I remember staring at the school through the legs of the bullies and wishing so hard for a teacher to see what was happening. But they never did - and I couldn't tell anyone. I just clung to the hope that if I pretended nothing was wrong it would eventually stop. So I hid the bruises with long sleeves and dark handkerchiefs.

"But however bad that was, being picked on by girls was so much worse. The laughs that followed me down the corridor were more humiliating than any of the licks to the head I had from boys. Like so pathetic and small. I should have been able to let their comments bounce off me. Like a wall would. It just made me feel even more worthless and disgusting. "Over the next few months it got worse. Girls started grabbing at me in the corridors and shouting 'Fatty' and 'Fat

"The laughs from girls were worse than licks to the head from boys"

Boy' whenever I walked past them. But name-calling wasn't enough for them - soon they were spitting at me or throwing drinks over my head. Anything to make me feel uncomfortable and humiliated. Every time I saw that group of girls heading in my direction I felt sick with a mixture of fear and shame. That's the way they made me feel - they were girls I was supposed to be impressing them



grabbing at my stomach and poking at my groin. When they escaped their clucking hands and raucous comments, I ran to an empty classroom and cried."

SELF-LOATHING
"I was really my self-esteem was in bits. At home in my room I would stand in front of the mirror and think, 'You're disgusting. A worthless piece of rubbish. No one will ever want to be with you.' I was using that body and my stupid fat face.

"Desperate to make the bullying stop, I did everything I could to change myself - having my hair cut and wearing cooler clothes. I spent months begging my parents to buy me a bag that everyone was talking about. When I stroked into school I was sure this would be it - the girls would think I was OK and let me be. But, instead, they shouted 'Look at the fat try hard.' When I was 15, I even joined Weight Watchers. I lost a stone and felt better, but one of the girls noticed and pointed it out to the others. "You're looking better because of us, aren't you?" she said, laughing nastily. "We control you!"

Ashamed, I stopped going, and let the weight creep back on.

"One night I found myself in my room with a bread knife in my hand, thinking about how much I wanted to die. I knew all I had to do was slice my wrist and it would all be over - no one could hurt me any more. But suddenly I heard my little sister, Sarah, talking on her mobile next door and I realised I couldn't go through with it. Imagine if she found me - I couldn't do that to her. Even if I didn't care about my life, I had to care about hers.

"I knew the strings had to be changed. There was one teacher I really trusted so I went to him directly. It was so difficult admitting what was happening - that girls were bullying me - but I knew I had to. He spoke to them, and - incredibly - they left me alone. One even apologised to me, saying 'I can't believe I went along with it. I had no idea how much we were putting you through. I regret it so much.' I even think of her as a friend now. I couldn't believe it was that simple, and that I'd suffered needlessly for so long. Once my confidence began to return, I began a bullying initiative at school - allowing victims a chance to talk to other pupils about any problems they were having and I was eventually made head boy for all my hard work.

"I'm at college studying to be a medical professional and when I finish I want to work promoting healthy living, which I've volunteered for a year. But, most importantly, I've finally accepted who I am and I'm happy. So you may look at me and see someone fat, but I can finally look in the mirror and see someone who's worth something."



"The thought of my sister Sarah stopped me from hurting myself!"

GET HELP
If you're being bullied, you're not alone. There are people who can help you. Call 0800 1111.

LAD MAG
LAD MAG 17

Figure 34: Readers' Life Stories Column in *Sugar LadMag* (February 09) - RealLife

4. TOPIC OF HEALTH

4.1. Bliss

bliss promo

Smoothie operator

LOVE YOUR FOOD AND GET HEALTHY!

Get gorgeous!
Struggling to love your body? It can be hard if you don't feel you've been blessed with a fabulous figure, but the good news is that you can change some things about your lifestyle. Forget faddy diets – they don't work. Munching healthy, balanced grub and leading an active life will help you reach and maintain a healthy weight. Here's what to do...



FAT OR FICTION?
Carbs are fattening = FICTION

by blending your fave fruits with low-fat yoghurt.

- ✳ Don't ditch dairy products, just choose lower fat varieties. Growing bones need calcium!
- ✳ Drink six to eight glasses of water a day – sometimes we think we're hungry when we're just dehydrated.
- ✳ Don't skip breakfast! Missing meals won't help you lose weight, but will mean you miss out on important nutrients.



✳ Fill up on starchy foods like bread and pasta, but choose wholegrain varieties that will keep you satisfied for longer. Eat plenty of fruit and veg too, as well as some meat, fish and dairy.

✳ The odd chocolate treat won't do you any harm!

✳ Snack on fruit instead of chocolate bars and crisps. Eat five portions of a variety of fruit and vegetables a day – a glass of fruit juice is one. Or make yourself a smoothie

It's what they're cooked in or served with – butter on bread or cheese on pasta – that adds the fat. So try spicing up your spaghetti with tomato and garlic instead of piling on the Parmesan.

Get moving!
If you take in more energy from food than you can burn off through activity, you'll gain weight. So it's important to get moving as well as making changes to your diet.

- Instead of meeting your mates for a pizza scoffing session, head down to your local leisure centre for a pool party. Swimming is great exercise and a good laugh, too.
- Skint? Get dancing! Some music + your mates = a free party in your bedroom!
- Give rollerskating a go. You'll burn a ton of calories, have a great time – and taking the odd tumble is just part of the fun!

For more tips on how to stay healthy and fit, visit www.eatwell.gov.uk

eatwell.gov.uk

mybliss.co.uk 35

Figure 35: Health Column in *Bliss* (July 08) – BlissPromo

5.2. Top of the Pops

Your mystic month

What the stars have in store for you

Hot dates key: ♀❤️♂️👉👈👉👈👉👈

Libra (23 Sep - 22 Oct)
Cecilia Sugababes

If it doesn't seem to be going your way lately, don't worry - it's just yet to get better soon. So take the initiative, send the text you've been putting off, have faith and everything will fall into place. Time to relax.
Lucky colour: red

Scorpio (23 Oct - 21 Nov)
Pinkie Wicks, 1011111111

By all means blow your money the moment it hits your purse this month. Hold on to a little longer and you'll find the outfit of your dreams and still have the cash to splurge on it. You'll feel happier and you'll look gorgeous, too! Love matches a date. Sagittarius last. Don't forget to smile!
Lucky colour: red

Sagittarius (22 Nov - 21 Dec)
Lucas Crowley, 22 Nov 2004

You're having the time of your life this month. Everyone wants to be your friend and you're never short of dates. Don't go easy though - remember who's important to you and don't push your dates away.
Lucky colour: red

Capricorn (22 Dec - 20 Jan)
Henry McFly, 23 Dec 2005

Right, it's time for you to have a massive clean-out! Look through your wardrobe and take anything you don't wear to the local charity shop. You'll feel great about yourself and you'll have loads of space to stock up on new things! Think about helping around the house.
Lucky number: 5

Aquarius (21 Jan - 19 Feb)
Filly Huggins, 21 Feb 2001

You've been arguing with someone close to you, but this is the perfect time to say sorry. You'll all feel better for clearing the air and then you can enjoy your evenings and weekends without feeling left out. There's no going back!
Lucky colour: red

Pisces (20 Feb - 20 Mar)
Chantelle Church, 21 Feb 2006

Hi-ho, you're feeling bored - it's time to take action... read! Buy your next shopping trip, join a new club and just get out there again. You'll make loads more friends and your confidence will soar! Meet date Friday 30 September.
Lucky colour: red

Aries (21 Mar - 20 Apr)
Kenna Kingstony, 20 Mar 2005

You've been feeling a bit lonely lately and wanting that your friends were all that interested in you. They do care really - you just haven't noticed when you've been ignoring them at home. Get out there and have some fun! Time to party.
Lucky number: 2

Taurus (21 Apr - 20 May)
David Beckham, 21 May 2005

If you've been spending more time with your computer than your friends lately, it's a good moment to make a change. They're missing you, and you're missing out on exciting things with them!
Lucky colour: blue

Gemini (21 May - 20 Jun)
Russell Brown, 16 Jun 2005

Have you been worrying about something but you're not sure what it is? It's the boy who doesn't seem to notice you, then forget him. Just some new talent in town with your mates and show all his dog while you're at it!
Lucky colour: blue

Cancer (22 Jun - 21 Jul)
Nicola Phylipovic, 22 Jun 2005

Think positive, aim high, and things can only get better. Your luck is about to change in a big way. Keep an eye out for a female friend, she should be needing your support later this month.
Lucky colour: blue

Leo (22 Jul - 21 Aug)
Lisa Jones, 22 Aug 2005

Oh-oh, you've fallen out with your best mate and don't know what to do. She's probably taking a more right now waiting for your text, so it's time to make the first move. Go on, give it a go and you'll see (maybe you were even wrong).
Lucky colour: blue

Virgo (22 Aug - 21 Sep)
Cameron Diaz, 20 Aug 2002

This time of year is always great for you. The sun is out, you're feeling confident and there's a cute fella looking your eye on for quite a while. Gosh a quarter that with him where you can and you might find he's interested in you, too! Love out for a date-day boy on the bus. Meet someone! Tuesday 23 September.
Lucky colour: blue

Star signs are ruled by the four elements of the zodiac: Fire, Air, Earth and Water. Find out which controls you and what it means.

Fire signs
ARIES • LEO
SAGITTARIUS

Fire signs are always ready to try new things and can be fearless. You're fun to be with, you're a challenge and you're full of energy. But friends and family beware - if you're not happy, you'll show your fiery temper!

Element: Red, orange

Air signs
GEMINI • LIBRA
AQUARIUS

With your head in the clouds, you're often in your own world. Air signs are also be persuasive and don't like to lose an argument! You change your groups and ideas all the time and don't have a lot to say.

Element: Blue, grey

Earth signs
TAURUS • VIRGO
CAPRICORN

Like the earth in the ground, you're strong and you can never really be changed. You're usually hard and reliable, your money is always tight to you, if they have a problem, you'll be a great listener. You're hard to be fooled and you're a very good listener.

Element: Green, brown, yellow

Water signs
CANCER
SCORPIO • PISCES

Just like the mysterious, deep ocean there's a lot more to you than people think. Water signs are sensitive, compassionate and kind and can be quite emotional. You're hard to be fooled and you're a very good listener.

Element: White, purple

Figure 38: Horoscope in *Top of the Pops* (October 08)

Win! NINTENDO DS & SPIDERWICK CHRONICLES GAME

To be in with a chance of winning a Nintendo DS Lite and a brand new Spiderwick Chronicles game pack (valued at £49.99) simply complete and post in the puzzle below. Call 0901 077 0714, text TOTP A or B (followed by your answer, plus your name, age and address to 82010), or send your answer and details in a sealed envelope marked TOTP A or B to the address on p22.

ACROSS

- Danish pop band that had a hit with 'Smile', 'Alba' (4)
- White type of business is 'Bakery' (6)
- Wagtails is set in this country (9)
- 6 notes had a hit with this track, 'Altera' (5)
- Jack Newlin's film, 'The Winner' (6)
- Legend of 'The' (5)
- 10th of Cheryl, Kimberley, Nadine and Nade's band name (7)
- This Kate Nash single will help clean your teeth (6)
- Lyrics from Britney's hit 'You Drive Me Crazy' (Baby You're My Love) (4)
- 2007 Factor winner, _____ Jackson (4)

DOWN

- Dodgy and Night At The Museum star, _____ (3)
- TV presenter Ms Deeley's first name (3)
- According to their song, in what country would Gills find it to be able to speak the language? (4)
- This girl's back in Albert Square with Ricky, _____ (4)
- Her Don't best mate and co-presenter (3)
- Ex of _____ (4)
- 8 & 12 down, Dr Seuss film, _____ (4)
- NSM actress and singer, _____ (3)
- See 8 down (3)
- Her Lutz, Peter and Bobby's dad in 'Footloose', _____ (4)

Win! MP3 WATCH, DVD PLAYER & NATIONAL TREASURE 2 DVD

Oh a quest to get out of homework, George ABC? Forget it, unless that's the ancient Greek in the school archives. Work out which band these ancestors belong to and you could win a MP3 watch, DVD player and National Treasure 2 DVD (out 2 Jun). Ten winners get with the DVD. Call 0901 077 0714, text TOTP A or B (followed by your answer, your name, age and address to 82010), or send your answer and details in a sealed envelope marked TOTP A or B to the address below.

Win! TOTP A or B (followed by your answer, your name, age and address to 82010), or send your answer and details in a sealed envelope marked TOTP A or B to the address on p22.

PUZZLES & WINZES

Competition address: **Top of the Pops Magazine, PO Box 114, Leatherhead, Surrey KT22 9DG**

Win! MP3 PLAYER, DANCE PARTY 2 CD & DIGI MAKEOVER

Stacey Slater has thrown a party in Albert Square, but one guest is refusing to go home. Work out who the gals are from the personal helpings on the right and the winner will bag an MP3 player, Dig Makeover and Dance Party 2 CD. Nine winners get with the CD. Call 0901 077 0714, text TOTP A or B (followed by your answer, plus your name, age and address to 82010), or send your answer and details in a sealed envelope marked TOTP A or B to the address on p22.

Win! MOBILE PHONE & HSM GOODIES

In your spare time, most of us like to relax, but who's too busy doing to be in the winners? Find out and you could win a mobile phone and HSM mobile gift pack (valued at £100). Ten winners get with the mobile phone and HSM mobile gift pack. Call 0901 077 0714, text TOTP A or B (followed by your answer, name, age and address to 82010), or send your answer and details in a sealed envelope marked TOTP A or B to the address above.

Figure 39: Teasers in *Top of the Pops* (June 08)

5.4. Sugar LadMag

5 ways to tell if he really likes you

READ THE QUESTIONS AND TICK THE ANSWER THAT MOST APPLIES TO YOUR BOY. WHICH COLUMN HAS MOST TICKS?



Don't be fooled - they secretly hate each other

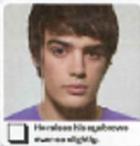
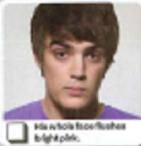
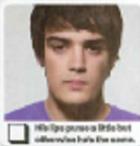
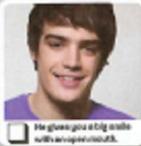
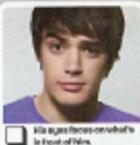
Q1: WHEN YOU FIRST WALK INTO A ROOM...

Q2: YOU DISCUSS...

Q3: HE STANDS...

Q4: HE TEXTS...

Q5: IT'S YOUR BDAY. SO HE...

 <input type="checkbox"/> His expression doesn't really change.	 <input type="checkbox"/> He raises his eyebrows when he's slightly.	 <input type="checkbox"/> His whole face flushes bright pink.
 <input type="checkbox"/> He gives you a snarl. His speed walk.	 <input type="checkbox"/> He gives you a little bit of a smirk but he's serious.	 <input type="checkbox"/> He gives you a big smile with no guard at all.
 <input type="checkbox"/> His eyes focus on what's in front of him.	 <input type="checkbox"/> He glances at you then looks right at the side.	 <input type="checkbox"/> He watches you - but avoids eye contact.
You. As in you make all the convo. He borrows your homework. <input type="checkbox"/>	You. And him. And school, mates and the outside world. <input type="checkbox"/>	You. And how funny it is that his views match yours exactly. <input type="checkbox"/>
With arms folded and his eyes wandering about the room. <input type="checkbox"/>	With half of his body pointing at you and a foot pointing away. <input type="checkbox"/>	Switching his weight from foot to foot with steady eye contact. <input type="checkbox"/>
"Yeah, party was pretty good. C U Monday then." <input type="checkbox"/>	"Party was ACE. Was nice seeing you. Take care." <input type="checkbox"/>	"Was thinking bout U. What U doin? Anything fun? :)" <input type="checkbox"/>
Gives you a load of birthday bumps. That his mate started. <input type="checkbox"/>	Gives you a card from his mum's stash. But he wrote it himself! <input type="checkbox"/>	Gives you a mix CD of really cool songs. And the tune you heart. <input type="checkbox"/>
MOST TICKS THIS COLUMN: NOT INTO YOU Write a list of single lads that out-hot him, and move on to them.	MOST TICKS THIS COLUMN: UNDECIDED He semi-likes you. Try: "Can you help with my art project?" Job done!	MOST TICKS THIS COLUMN: INTO YOU BUT SHY Look at his lips when he talks. It'll show him you're up for a snog.

VERDICT

16 | LADMAG

DESK: CHRIS HANCO; LADY: VIKTORIA; PHOTOS: MARTIN BARBER; STYLING: CARA CHAMBERS; HAIR: MAKE-UP: LINDSEY POOLE @ ITHEE

Figure 42: Quiz in *Sugar LadMag* (March 09)

6. ADVERTISEMENTS

6.1. Fashion Advertisements

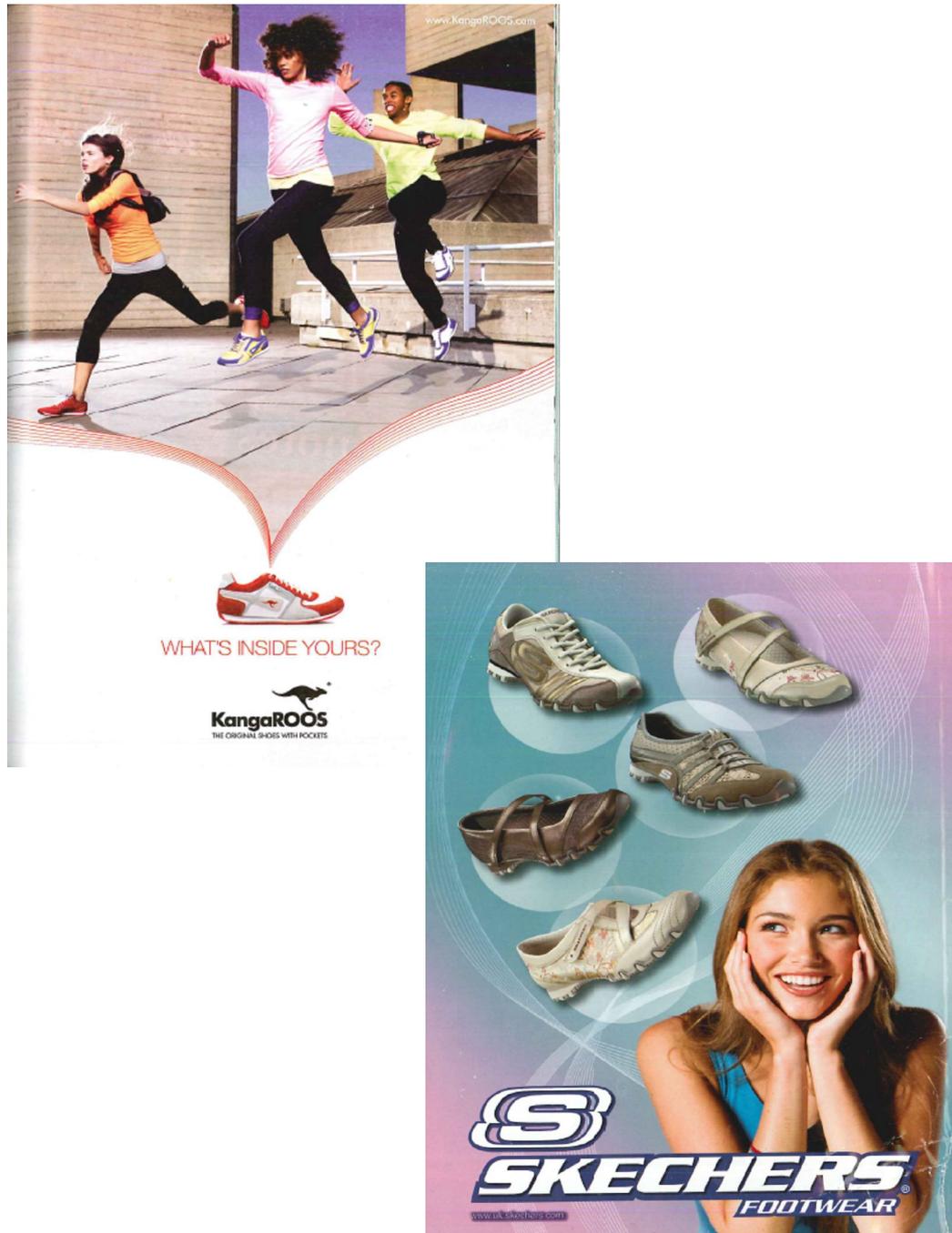


Figure 43: Fashion Advertisements in *Bliss* (July 08)

6.2. Advertisements Offering Cosmetics



Figure 44: Advertisements Offering Cosmetics in *Sugar* (February 09)

6.3. Hobbies Advertisements



Figure 45: Hobbies Advertisement in *Top of the Pops* (October 08)

6.4. Fun Advertisements

The image contains three separate music advertisements. The top-left is for McFly, featuring a purple background and a photo of the band members. The top-right is for The Hoosiers, with a white background and a decorative border of trees and a house. The bottom advertisement is for Gabriella Cilmi, with a dark green background and a photo of the artist smiling.

Forestry Commission LIVE MUSIC IN UNIQUE LOCATIONS
 The Forestry Commission by arrangement with Nature Balker and Pesticide Management Policies

McFly

PLUS GUESTS

FRIDAY 11 JULY 2008
HIGH LODGE
THETFORD FOREST
 NEAR BRANDON, SUFFOLK

Ticket sales: **01842 814612**
 Buy online: forestry.gov.uk/music
 info: mcflyofficial.com & myspace.com/mcfly



The Hoosiers

Plus Special Guests

Saturday 11 October GRIMSBY AUDITORIUM 04492 240	Tuesday 21 October WOLVERHAMPTON CIVIC HALL 01902 768
Sunday 12 October SHEFFIELD ACADEMY 0114 272 288	Wednesday 22 October CARDIFF ARENA 01493 22 44 6
Monday 13 October NEWCASTLE ACADEMY 0191 472 288	Friday 24 October PLYMOUTH PAVILIONS 01752 346 189
Wednesday 15 October GLASGOW ACADEMY 0141 909 100	Saturday 25 October BRIGHTON CENTRE 01443 67 211
Friday 17 October EDINBURGH CORN EXCHANGE 01463 993 990	Monday 27 October LONDON BRIXTON ACADEMY 0144 67 200
Sunday 19 October MANCHESTER APOLLO 0161 477 200	

14 19 CC hatbox 020 2289 248
 Buy online: www.gigandkiss.com
www.gigandkiss.com
 www.gigandkiss.com

A Memphis Music, UK Concerts & DJ Events promotion by arrangement with GAA
 'The Trick To Life' The Number 1 Album out now
www.thehoosiers.co.uk www.myspace.com/thehoosiers

gabriellacilmi.com
 New Album 'Lessons to be Learned'
 Out Now on Universal



Sat 7th June
London Bush Hall
 08712 200 260 artisticket.com
 08700 600 100 ticketweb.co.uk

Sun 8th June
Manchester Ruby Lounge
 0161 832 1111 gigsandkiss.com

Mon 9th June
Glasgow Oran Mor
 08444 999 990 gigsinscotland.com

Mevo Pickles, SIM Concerts and DJ presents by arrangement with Primary Ticket International

Figure 46: Fun Advertisement in *Top of the Pops* (June 08)

6.5. Self-advertisement

The advertisement is set against a bright yellow background. At the top, it says "You'd be CRAZY to miss the next" in a handwritten font, followed by the "top of the pops" logo in large, bubbly blue letters with "MAGAZINE" underneath. A blue and white swirl logo is in the top right corner. Below the logo, the website "www.totpmag.com" is printed in a green banner. On the left, a green circle contains the text "THE MAG FOR HSM GOSSIP!". The central focus is a pink notebook with "Pineapple" and three stars written on it, with a white padlock on the spine. To its right, two smaller notebooks in grey and black are shown, also with padlocks. Handwritten text says "It's lockable!" with an arrow pointing to the padlock, and "Collect all 3 colours" with an arrow pointing to the other notebooks. Below the notebooks, there are two promotional boxes. The left box features a photo of three people from "High School Musical 3" and says "Pssst! Wanna know even more HIGH SCHOOL MUSICAL 3 SENIOR YEAR secrets?". The right box features a photo of three people from "Camp Rock" and says "Plus! Exclusive Disney CAMP ROCK 12-page pull-out". At the bottom, a pink banner with white text reads "ON SALE Wednesday 8 October".

Figure 47: Self-advertisement in *Top of the Pops* (October 08)

6.6. Advertisements Offering Help

I have run away and I need help

Runaway Helpline is a 24 hour confidential Freephone service for runaways operated by the charity Missing People. It offers help and advice to young people who have run away from home or care, or who have been forced to leave.

0808 800 7070
24 hour confidential Freephone helpline
runawayhelpline@missingpeople.org
www.missingpeople.org.uk/runaway

Runaway Helpline is supported by
capital help london child

A PROBLEM STARTS TO STOP BEING A PROBLEM WHEN YOU LET IT OUT

Whatever Your Worry, it's better Out than in. **ChildLine** 0800 1111

For confidential advice and support from someone you can trust, call us on **0800 1111** or go to ChildLine.org.uk

Figure 48: Advertisements Offering Help in *Bliss* (July 08)