

CHAPTER IV

FINDING AND DISCUSSION

This chapter aims to discuss social semiotic three metafunctions of communication such as representational, interactive and compositional metafunction. The discussion of these three main stages in social semiotic theory of communication helps to reveal the mechanism deployed by *Women's Health magazine* in representing women's body image. This chapter is organized into two sections. Section one is divided into two parts which are visual text in using social semiotic three metafunctions and written text in SFL by Halliday. Section two discusses the issues found on the magazine covers.

4.1 Finding

From all the articles in these five *Women's Health magazines*, it could be seen that *Women's Health* bring the "How Happy You Feel With Whatever Body You Have". However, as women nowadays living in a media-saturated world, they will basically be told to attain a slim body that is both toned and curvy. In order to get that kind of ideal body, media such as *Women's Health magazine* force women in a very subtle way to do actions to transform their body into the one which media call as women's ideal body image.

Furthermore, in answering the research question, i.e. How *Women's Health* magazine US edition represent women's body image in their covers during

July to December 2014 issues, I found that *Women's Health magazine* employ the unrealistic “Healthy” skinny look such as be curvy and strong yet thin at the same time in representing women’s body image.

Moreover, this conclusion is supported by the repetition of words: Sexy, Hot, Lean, Sculpted, Flat, Tight, Slim, Healthy, Body, Sex, Belly, Abs and Butt in the written text of five *Women's Health magazine* covers form July to December 2014. Then, all these words found have relation with the connotation meaning of power and strength. All models on the cover appear to have strong core and abs which means their physique is strong. This happens because Women’s Health magazine utilize the booming “strong is the new sexy’ campaign at that time among media overseas to secretly objectify, discipline and shape women’s body in the name of strong and powerful women. In this case, *Women's Health* as a side who always provide and offer any guides and tips in either dieting or exercising to shape their viewers’s body. In this way anyway, they can influence their viewer’s mind without coercion.

Regardless of what I have discussed above, I also find there is an inconsistency in *Women's Health magazine* between the visual text and the written text itself.

These are the total percentage of all articles’ nominal groups from *Women's Health magazine* July-December 2014 US edition:

| No | Nominal Groups | Sum of Groups | Percentage |
|----|----------------|---------------|------------|
| 1 | Deictic | 8 | 6,06% |

| | | | |
|---|------------|----|--------|
| 2 | Numerative | 8 | 6,06% |
| 3 | Epithet | 26 | 19,69% |
| 4 | Classifier | 22 | 16,67% |
| 5 | Head | 51 | 38,63% |
| 6 | Qualifier | 17 | 12,87% |

The Dominant Process of All *Women's Health Magazine* Editions:

| No | Types of Process | Sum of Clause | Percentage |
|----|------------------|---------------|------------|
| 1 | Material Process | 24 | 88,88% |
| 2 | Mental Process | 2 | 7,40% |
| 3 | Verbal Process | 1 | 3,70% |

All these data can be perceived through all the *Women's Health magazine* issues during July to December 2014 US edition.

4.2 Discussion

4.2.1 Visual Text

Below is the analysis of five *Women's Health* magazine covers. They are organized into several subsections discussing the process of each stage which are representational, interactive and compositional.

4.2.1.1. Women's Health magazine July/August 2014

Women's Health

Lean Body

SECRETS

- > Flat-Belly Moves
- > Killer Tush Toners
- > Fast Fat Blasters

Hot Sex Buzz!

New Bedroom Toys (Epic Orgasms Await—for Him, Too)

Health Update
CURE PAIN WITH THIS ONE SOLUTION

Shailene Woodley
Smart, Cool & Shockingly Uncensored

Best Summer EVER!
Yummy Drinks, Sexy Hairstyles, and 57 More Fun Ideas

Swimsuit Magic
Shrink a Size—Instantly!
Shopping Guide p. 42

4 Food Rules Slim Women Follow

July/August 2014
\$4.99 US (DISPLAY UNTIL AUGUST 5, 2014)

0 71486 01251 1 0.8>

WomensHealthMag.com

FSR

Representational Meaning

This magazine cover of Women's Health in July/August 2014 US edition's theme is 'Find The Perfect Fit'. The content of this edition is about finding out the most suitable workout for each individual since to be sure, working out is not a one-style-fits-all proportion ("Letter From The Editor", 2014).

In the case of classificational structure, *Women's Health* use Shailene as their representation who belongs to all the articles which are featured on the magazine covers such as what is written by Kress-Van Leeuweun (1996, p.79) the participant is represented as 'species' that all belongs to the overarching categories. Furthermore, the image of Shailene is considered to have in common with all articles on the covers. In *Lean Body Secrets* article, Shailene's body image best represents the result of the *flat-belly moves* and *toners* and the *fast fat blasters*. In the next article *Hot Sex Buzzz!* Shailene's life which is claimed as little-bit-weird yet totally fun (Women's Health, 2014, p.101) can represent how women actually love to get a little kinky in their sexual life even happily willing to use sex-toy for a new fun experience with their partner. Moreover, having ideal body such as Shailene's is able to change women's life to be better in all aspects including the sexual one (Miller, E, 2005). In *Cure Pain With This One Solution* article says that physical and mental health is actually connected (Women's Health, 2014, p.59). It means that if a person has physical issue such as body dissatisfaction, she will likely have emotional blows and anxiety disorder. This is the point where Shailene's body image is represented as the solution to eliminate

all these emotional and mental disorders by having an ideal body since no body dissatisfaction equals no anxiety disorder. The rest of the articles which are *Swimsuit Magic*, *Best Summer Ever!* and *4 Food Rules Slim Women Follow* represent Shailene's image as the *body goal* if the readers follow the tips from *Women's Health* and the ultimate answer if women want to have a great summer, enjoy this season and feel confident in their swimsuit during the season. The tips and guides which are given also imitate how Shailene's live her life in healthier lifestyle (Women's Health, 2014, p.101).

Next, analytical structure where Shailene's image is considered as a whole (Kress-Van Leeuwen, 1996, p.87). The whole in this case means Shailene image or can be said as *the carrier* which actually is cut around knees is viewed as a whole depiction of a fearless, confident and bold woman with the ideal body example in align with *Women's Health* trademark ("Rodale Inc.", 2012). Through this depiction, *Women's Health* explicitly encourage their female readers to believe that woman is supposed to have ideal body (Y, Yamamiya et al, 2005). The attributes themselves in Shailene image are her clothes and the accessories she wears which are necklace, breacelets and watch. The purpose she wears two pieces of mini clothes is to show her lower belly and inner thighs. For most of women, these two body parts are the hardest to get rid off. Taking look at Shailene's image, we can see clearly that her lower belly is flat with small waist and soft curves and her inner thighs are tight. This means she is the depiction what most women call as ideal body nowadays (Hart, Maria, 2015). For the accessories, according to Rheyenne Weaver ("The Link Between Clothing Choices and

Emotional States”, 2012) wearing accessories for women can boost their confidence and give positive energy.

The last is symbolic structure. Shailene’s image is classified into *symbolic attributive process* since it is placed in the foreground and there is salient detail behind her image that has conspicuous light yellow color and the participant just pose for the viewers (Kress-Van Leeuweun, 1996, p.105). When an image is placed in a good foreground with an eyecatching background, it is intended to add interest, depth, emotion and mood to the image. It is also used to lead the viewer’s eye directly to the main subject which in this case is Shailene image (“School of Digital Photography”, 2014). The other symbol is Shailene who shows her flat lower belly. According to Libby Babet (2014) strong core and flat abs especially the lower area shows that someone frequently does athletic performance and all down into good diet and lifestyle. Based on the Shailene Woodley article (Women’s Health, 2014, p.101) we know how Shailene really concerns on her diet and workout. Short hair which is owned by Shailene can also be called as a symbol. The famous Hollywood Hairdresser, Richard Ward, in Dailymail UK (2008) says that a woman with short hair shows confidence.

Interactive Meaning

In *Women’s Health magazine* cover in July/August edition, the image of Shailene as the model cover looks at and adress the viewers directly. She also makes gestures that can be interpreted as body language to the viewers. Shailene’s image put her hand around her hips and show her flat belly while she pretends to

bite her thumb on the other hand seductively . This body language create some kind of imaginary relation between her and the viewers. Shailene’s body gesture is also known as the ‘readiness’ gesture, that is she is ready and invites the viewers to take action along with her (“The More Common Gestures Seen Daily”, n.d.). In this case, taking action might be interpreted as doing exercises and start living a healthier lifestyle to get a sculpted flat abs such as hers.

Next, the way Shailene’s image is cut around her knees means that it is taken in *medium shoot* and considered as a *social distance* (Kress-Van Leeuwen, 1996, p.124). Even though the viewers know Shailene as an actress, however in this case Shailene’s image is represented as close as friends to the viewers. *Women’s Health* as the advertisers use this advertising strategy because it can best influence many groups of women from different cultures and backgrounds (Meyer, H, 2012).

Furthermore, Shailene’s image on the *Women’s Health* cover is classified as an image with *subjective point of view*. According to Kress and Van Leeuwen (1996, p.129) *Women’s Health* use her image for the purpose of giving the depiction and visualization of how women’s ideal body should look like based on their ideology. Moreover, Shailene’s image which is taken in frontal angle with her eyes seem to look down on the viewers makes her to be depicted as symbolic power of the producers over their viewers (Harrison, C, 2002).

Compositional Meaning

Shailene's image is considered as one element which is placed in the middle and the other elements around it can be called as margins. Shailene's image is presented as the main core of the information to which all the elements around it must be related to her image (Kress and Van Leeuweun, 1996, p.196). Kress and Van Leeuweun call this kind of combining mode between Given-New with Centre and Margin which is often used in magazine cover layout as *the triptych*. In triptych composition form, there is no sense of Given and New. The only applicable regulation is how The Centre shows a key theme.

From the *Lean Body Secrets* article it represents Shailene's fit body image, *Hot Sex Buzzz!* Article represents how the ideal body image can boost a woman's confidence to get more fun on the bed by trying some kinky yet fun experience with their partner (Women's Health, 2014, p.112), and this kind of woman is tried to be clearly visualized by Shailene's image and her "little-bit-weird" yet totally fun personality. *Cure Pain With This One Solution* (Women's Health, 2014, p.59) again talks about how physical appearance can effect mental health. This article hints that having Shailene's body image can be the way out for not having mental health which is caused by physical appearance issue. The *Shailene Woodley* article clearly talks all about Shailene. The left articles which are *Best Summer Ever!*, *Swimsuit Magic* and *4 Food Rules Slim Women Follow* all talk about the guide for women to get *Summer body goal* which is of course like Shailene's as the representation. This explains Kress-Van Leeuwen's *the triptych* theory that

Shailene's image is placed in the foreground centre to be used as mediator to bridge all issues on *Women's Health magazine* July/August edition.

Talking about composition, then we also talk about salience. The top section of the magazine cover which is the title of Women's Health magazine is the most salient element due to its biggest size and red color. In her book, Tracy Edwards (2011, p.5) says the red color here can be interpreted as energy, passion, action, ambition and determination. In this case, red color is really suitable into fitness world which is part of *Women's Health magazine* ("Rodale Inc", 2012). Moreover there is a little bit overlap from "*Fitness Special!*" to clear up that this month edition is mostly about fitness. The light yellow strike on the foreground, image behind the image of shailene means mind, intellect, optimistic and cheerful (Edwards, T, 2011, p.9) this color is chosen to represent Shailene's personality. Compared than other articles titles, the *Lean Body Secrets* has the biggest size and the words "*Lean Body*" has the boldest color in black while the word "*Secrets*" is in red which make it contrast. This article really catches the readers' attention to right away read the wole article inside. Moreover the word *Secrets* that strikes in red can arouse the viewers' curiosity to find out what is actually hidden out from public to get that perfect body. The next is the article *Best Summer Ever!* which is the only article written in blue. Moreover, how the yellow strike overlap the blue title really makes it more salient. Again, Tracy Edwards (2011, p.12) says the blue color represents the harmony in everyday life, in this case it can be interpreted as foods, drinks, hairstyles and many more during summer. The last salient part is of course the way Shailene dresses up in two pieces mini clothes and showing her

lower abs slightly. This can be interpreted as the sign of “Summer is finally coming”. Summer which is identic with women showing their flat belly in their bikini is represented through Shailene’s two pieces clothes with her lower belly view.

Women's Health

Fall Style Guide

(FLIP OVER)

SEXY ABS & BUTT!

Shed pounds
and firm up
with these
powerful
new moves

**NO, YOU
DON'T HAVE
TO KICK
CAFFEINE**
HOW TO
MAKE IT WORK
FOR YOU

**Anti-Age
Your Hair...
Overnight!**
Mega volume
+ serious shine

The Big Bang Theory's
Kaley Cuoco-Sweeting
shares her confidence-building tips

Quickie Sex
Hot tricks to
reach your
peak—pronto!

**BURN FAT
ALL DAY**
Surprising ways
to boost your
metabolism

4
**SECRETS
WEALTHY
WOMEN
KNOW**
WE GOT
THEM
TO SPILL

September 2014

\$4.99 US/DISPLAY UNTIL SEPT 9, 2014



WomensHealthMag.com



Representational Meaning

This magazine cover of Women's Health in September 2014 US edition raising theme 'Fit Is the New Black'. The content of this month is about the combo of athletic and style, just like how athletics and fashion have converged over the past couple years ("Letter From The Editor", 2014).

In the case of classificational structure, *Women's Health* use Kaley Cuoco as their representation who belongs to all the articles which are featured on the magazine covers such as what is written by Kress-Van Leeuweun (1996, p.79) the participant is represented as 'species' that all belongs to the overarching categories. Furthermore, the image of Kaley is considered to have in common with all articles on the covers.

In Sexy Abs & Butt! article, Kaley's body image is used to represent a women's body who frequently climbing as a sport. Kaley's strong broad shoulder and her slim tight waist which is slightly shown on the cover resemblant to Sasha DiGiulian's shoulder and waist, a woman climber who is featured in the *Sexy Abs & Butt!* Article (Women's Health, 2014, p.134). The next article, *No, You Don't Have To Kick Caffeine*, talks about the pros and cons relate on coffee. Some of the pros which are mentioned there say that caffeine can boost your energy, confidence and even improve daily performance (Women's Health, 2014, p.146). These caffeine's impacts are translated into the blue color of Kaley's tank which is according to Tracy Edwards (2011, p.15) it represents confidence. Moreover, Kaley's personality whiich is said as 'pretty strong' in the artice (Women's

Health, 2014, p.108) in align with coffee's taste which is also pretty strong. In *Anti-Age Your Hair...Overnight!Mega Volume+Serious Shine* article Kaley's new healthy short hair cut represents how celebrities hollywood really paying attention and taking care their "crown" very well. In that article states even though the stars' hair always get blowed, curled or straightened, their hair always look luscious by following few repair strategies (Women's Health, 2014, p.39). The Kaley Cuoco-Sweating article talks all about Kaley, so it is clear if the Kaley's image on the cover represents the whole content of the article. In *Quickie Sex* article, Kaley's image on the magazine cover who smirk can be interpreted as a naughty self-satisfied smile ("The More Common Gestures Seen Daily", n.d.) which connects the topic about how women actually are pretty lustful too to be able to take first action to have a quickie sex with their partner in order to satisfy their naughty lust. Next article is *Burn Fat All Day*. According to Kendyl Klein (2013) in nearly every Health Magazine there are various headlines promising fat blasting secrets. In align with Kendyl's statement, *Burn Fat All Day* article talks about working big muscle such as shoulders and glutes to burn more fats and calories throughout the day (Women's Health, 2014, p.55). Again, Kaley's shoulder shape and how she stands in side position to show off her well built glutes indicate that she frequently work her shoulders and glutes muscles, in align with the content of the article. The last article, *4 Secrets Wealthy Women Know* shares the similarity with Kaley Cuoco's article that discusses about advice for climbing the career ladder in the future (Women's Health, 2014, p.107). That is

why it is possible to use Kaley's image to also represent this *4 Secrets Wealthy Women Know*.

Next, analytical structure where Kaley's image is considered as a whole (Kress-Van Leeuwen, 1996, p.87). The whole in this case means Kaley's image or can be said as *the carrier* which actually is cut around knees is viewed as a whole depiction of a confident and bold woman in align with *Women's Health* trademark ("Rodale Inc.", 2012). Through this depiction of Kaley's body, *Women's Health* explicitly encourage their female readers to believe that woman is supposed to have ideal body (Y, Yamamiya et al, 2005). The attributes themselves in Kaley's image are her clothes which are blue tank and jeans and also the accessories she wears which are necklace, breacelets and a ring. The purpose she wears tank and a little roll up her tank is to show her shoulders, waist and oblique in order to convince the viewers to follow the daily exercise routines and all the diet guides which are given inside the magazine itself to get the the ideal body image such as hers (Kendyl Klein, 2013). While her jeans is perfectly hold and shape her firm glutes. For the accessories, according to Rheyenne Weaver ("The Link Between Clothing Choices and Emotional States", 2012) wearing accessories for women can boost their confidence and give positive energy.

The last is symbolic structure. Kaley's image is classified into *symbolic suggestive process* since the colors on the magazine cover all blend together into blue, with the focus is fully into Kaly's image and it creates a mood and atmosphere (Kress-Van Leeuweun, 1996, p.105). According to Tracy Edwards (2011, p.15) blue color represents confidence, which indirectly also

symbolize Kaley's personality. The other symbol is Kaley's outfit which is casual since she only wears tank and jeans. According to *Women's Health* article (2014, p.109) a woman who wears tank and jeans as an outfit means she is confident and comfortable enough with her body and skin to show off her curves. Next symbol is Kaley's new stylist short hair cut. According to the famous Hollywood hairdresser, Richard Ward, in Dailymail UK (2008) says that a woman with short hair shows confidence.

Interactive Meaning

In *Women's Health* magazine cover in September edition, the image of Kaley as the model cover looks at and address the viewers directly. She also makes gestures that can be interpreted as body language to the viewers. Kaley's image put her hand around her hips and show her waist and nice shaped oblique. This body language create some kind of imaginary relation between her and the viewers. Kaley's body gesture is also known as the 'readiness' gesture, that is she is ready and invites the viewers to take action along with her ("The More Common Gestures Seen Daily", n.d.). In this case, taking action might be interpreted as doing exercises. Moreover, she also puts one of her hand on her bum. When a woman put her hands on bum it means she is trying to show sexual affection and interest ("The More Common Gestures Seen Daily", n.d.). Women's health magazine use Kaley's image in this pose so that the viewers can compare how their body especially bum look like to Kaley's which later on can affect dissatisfaction among them (Kendyl Klein, 2013). Then, Kaley's image is used to

invite the readers to do the exercise routine in order to get a nice shape bum so they can attract their partner more.

Next, the way Kaley's image is cut around her knees means that it is taken in *medium shoot* and considered as a *social distance* (Kress-Van Leeuwen, 1996, p.124). Even though the viewers know Kaley is an actress, however in this case Kaley's image is represented as close as friends to the viewers. *Women's Health* as the advertisers use this advertising strategy because it can best influence many groups of women from different cultures and backgrounds (Meyer, H, 2012).

Furthermore, Kaley's image on the *Women's Health* cover is classified as an image with *subjective point of view*. According to Kress and Van Leeuwen (1996, p.129) *Women's Health* use her image for the purpose of giving the depiction and visualization of how women's ideal body should look like based on their ideology. Moreover, Kaley's image which is taken in frontal angle in low shot with her eyes seem to look right on the viewers' eye makes her to be depicted as symbolic power of the producers who will always keep an eye on their viewers (Harrison, C, 2002).

Compositional Meaning

Kaley's image is considered as one element which is placed in the middle and the other elements around it can be called as margins. Kaley's image is presented as the main core of the information to which all the elements around it must be related to her image (Kress and Van Leeuwen, 1996, p.196). Kress and Van Leeuwen call this kind of combining mode between Given-New with Centre

and Margin which is often used in magazine cover layout as *the triptych*. In triptych composition form, there is no sense of Given and New. The only applicable regulation is how The Centre shows a key theme.

From the *Sexy Abs & Butt* article Kaley's image is the representation of how climbing will shape and give feminine curves to women's body (Women's Health, 2014, p.134). In *No, You Don't Have To Kick Caffeine* article Kaley's personality resemblant to coffee's characterization which is 'Pretty Strong' (Women's Health, 2014, p.146). Another article, *Anti-Age Your Hair...Overnight!* Kaley is the example and representation of Hollywood actress who pay attention to the latest haircut and really take care her "crown" very well (Women's Health, 2014, p.39). *Kaley-Cuoco Sweetening* article it is all about Kaley, starts from her personality, lifestyle and fashion style. So, Kaley's image really represent the whole content of this article about. In *Quickie-Sex* article, Kaley is used as the depiction of a sexually confident women who would not be shy to "take first action" towards her partner (Women's Health, 2014, p.120). Next, *Burn Fat All Day*, use Kaley's image as the representation of a woman who frequently use her major muscles such as shoulders, glutes and legs (Women's Health, 2014, p.55). It looks from Kaley's well shape upper and lower body. The last article, *4 Secrets Wealthy Women Know*, this article content resemblant to Kaley's principle in life on how to be a successful women in the future (Women's Health, 2014, p.122). This explains Kress-Van Leeuwen's *the triptych* theory that Kaley's image is placed in the foreground centre to be used as mediator to bridge all issues on *Women's Health magazine* September edition.

Talking about composition, then we also talk about salience. The top section of the magazine cover which is the title of Women's Health magazine is the most salient element due to its biggest size and red color. In her book, Tracy Edwards (2011, p.5) says the red color here can be interpreted as energy, passion, action, ambition and determination. In this case, red color is really suitable into fitness world which is part of *Women's Health magazine* ("Rodale Inc", 2012). Right above the title of Women's Health there is a little information written as *Fall Style Guide* in yellow stripes. The combination of yellow color which is seen against black texts is often used to issue a warning (Edwards, T, 2011, p.9). In this case it is an issue clue about Fall fashion. In this September edition, the most salient element is realized by how the color of blue really dominates the entire cover. The blue color, including her tanks and jeans really represents Kaley's personality which is confident and it is in alignment with what Tracy Edwards (2011, p.12) says about blue color in her book. Furthermore, there is accentuation towards Kaley's image through her shadow slightly in light grey color as the background of her image. Thus, we can tell that the Kaley's image is the most salient element on the cover (Kress-Van Leeuwen, 1996, p.202). Next, the top left side article "*Sexy Abs & Butt!*" is written in the biggest size and boldest color of all. Even more, the explanation below is underlined in yellow to attract the viewers' attention. The way where and how this article is placed is intended to emphasize how important this article compared to others. So the producers indirectly tell the viewers to read this article first before starting to read the others. The last is how out of place the number 4 in "*4 Secrets Wealthy Women Know*"

article is circled in yellow also gives salience. The yellow color actually is not used in all articles featured, but only in the “*Sexy Abs & Butt!*” and “*4 Secrets Wealthy Women Know*” articles. Yellow means as determination, intellect and energy (Edwards, T, 2011, p.9). In both articles’ context, then yellow can be interpreted that it takes the viewers’ determination, intellect and energy to get the result which is offered in the article. In this case is to get firm fit body (Women’s Health, 2014, p.134) and successful women in the future (Women’s Health, 2014, p.122).

Tone-at-Home **Special**

Women's Health

DREAM SEX
Introducing the no-effort orgasm...enjoy one tonight!

That Bod! That Hair!
Kate Hudson shares all her secrets

FIRM UP EVERY INCH
THIS ONE POWERFUL MOVE DOES IT!

GUILT-FREE FAST FOOD
10 HEALTHY DRIVE-THRU PICKS

INSTANT MOTIVATION
How to light a fire under your own a**!

CRAZY-HOT ABS!
in 15 minutes
Shortcuts to a lean, sexy belly

FAKE A GOOD NIGHT'S SLEEP
QUICK FIXES FOR DARK CIRCLES & TIRED SKIN

Representational Meaning

This magazine cover of *Women's Health* in October 2014 US edition raising theme 'Go Even Bigger in Life'. The content of this month is about being fearless and embrace ways to explore women's full potential, whether it is about attaining seemingly out-of-reach fitness goals or outside fitness world ("Letter From The Editor", 2014).

In the case of narrative structure, *Women's Health* October cover can be said as an Events since there is only a vector which is an arrow and a goal (Kress-Van Leeuwen, 1996, p.64). From the first article, *Dream Sex*, Kate's image especially with her showing abs relates on sexual thing. It represents sex, erotic, pleasure and body arousal (*Women's Health*, 2014, p.120). *Women's* magazine features both editorial and advertising content seems to be meant to connect between women's body image and their sexual life (Conlin, L et Kim, Bissel, 2014). The next article, *Crazy-Hot ABS!*. In this article there is an arrow as a vector leads right on Kate's hard rock abs. This can be interpreted that *Women's Health* magazine target their viewers to get abs result such as Kate's if they follow the 15 minutes workout guide information like what is written on the magazine cover (*Women's Health*, 2014, p.74). *Fake A Good Night's Sleep* article use Kate's image as the representation and depiction of a mum and an actress at once who is super busy and may be considered having lack of sleep but still manage to look fresh everyday (*Women's Health*, 2014, p.50). The *Kate Hudson* article talks all about Kate and what she does in her life. It makes sense if the article use Kate's image on the magazine cover as the representation of the whole article

content (Women's Health, 2014, p.63). Another article, *Firm Up Every Inch*, again, in this article Kate's body image is represented to be embodiment of what will you get if you do the exercise moves frequently. The answer should be lean, toned body with a sexy belly such as Kate's (Women's Health, 2014, p.78). *The Guilt-Free Food* article discuss about healthy choices which is provided by fast-food chains for your every meal time. In this case, Kate's body image, especially her flat belly on the cover is connected with the healthy choice meals in the Guilt-Free Food article. It is as if the result of Kate's flat belly on the cover is supported and nourished by the healthy choice meals (Women's Health, 2014, p. 102). The last article, *Instant Motivation*, uses Kate's image on the cover as one of the examples for the viewers to get an instant motivation. According to Ayarza Manwaring (2008) women get influenced mostly by models whom they look on magazine or television. This is why the content of this article use Kate's image as the embodiment of empowerment and motivation among women.

Interactive Meaning

In the *Women's Health magazine* cover in October edition, Kate as the represented participant is looking outside the picture or someone but not the viewers. In this case, Kate becomes the object of contemplation or adoration for the viewers (Kress-Van Leeuwen, 1996, p.118). Unfortunately, media exposure to women's body image which in this case using the Kate's image as adoration object causing body dissatisfaction among the viewers (Manwaring, Ayarza, 2011).

Kate's image on the cover makes gestures that can be interpreted as body language to the viewers. Kate's image put her hand relaxed around her hips can be interpreted as the 'readiness' gesture, that is she is ready and invites the viewers to take action along with her ("The More Common Gestures Seen Daily", n.d.). In this case, taking action might be interpreted as doing exercises and start living a healthier lifestyle to get a crazy-hot abs such as hers.

Next, the way Kate's image is cut around her knees means that it is taken in *medium shoot* and considered as a *social distance* (Kress-Van Leeuwen, 1996, p.124). Even though the viewers know Kate is an actress, however in this case Kate's image is represented as close as friends to the viewers. *Women's Health* as the advertisers use this advertising strategy because it can best influence many groups of women from different cultures and backgrounds (Meyer, H, 2012).

Furthermore, Kate's image on the *Women's Health* cover is classified as an image with *subjective point of view*. According to Kress and Van Leeuwen (1996, p.129) *Women's Health* use her image for the purpose of giving the depiction and visualization of how women's ideal body should look like based on their ideology. Moreover, Kate's image which is taken in frontal angle in order to lead the viewer's eye directly to the main subject which in this case is Kate's image ("School of Digital Photography", 2014).

Compositional Meaning

Kate's image is considered as one element which is placed in the middle and the other elements around it can be called as margins. Kate's image is presented as the main core of the information to which all the elements around it must be related to her image (Kress and Van Leeuweun, 1996, p.196). Kress and Van Leeuweun call this kind of combining mode between Given-New with Centre and Margin which is often used in magazine cover layout as *the triptych*. In triptych composition form, there is no sense of Given and New. The only applicable regulation is how The Centre shows a key theme.

Start from the first article, *Dream Sex*, Kate's body image is used as a symbol of arousal, sex, and body to get pleased. Kate is represented as a woman in the article who may have dream to have sex either with her partner or maybe other celebrity or actor (Women's Health, 2014, p.120). In *Crazy-Hot Abs!*, Kate's body image is the representation of what is meant to be the crazy-hot abs according to the article itself (Women's Health, 2014, p.74). *Fake A Good Night's Sleep* article uses Kate as the example of visualization of an actress who manages to stay fresh regardless of all her activities either as a mother or an actress (Women's Health, 2014, p.50). The *Kate Hudson* article, talks about Kate's life such as her activities and her career. That is why the cover makes Kate as the cover of this edition (Women's Health, 2014, p.63). Next is *Firm Up Every Inch* talks about how Kate's body image on the cover becomes the visualization of what the viewers will get after following the exercise guide (Women's Health, 2014, p.76). Another, *Guilt-Free Fast Food*, relates Kate's body image, especially

her flat abs as the result of what healthy eating can do to your body. This article informs that currently the fast-food chains also offer the healthy choice meal for the customers (Women's Health, 2014, p.102). The last one *Instant Motivation*, Kate's image on the cover is used as a symbol of women empowerment as well as motivation for the viewers to get inspired (Women's Health, 2014, p.148). This explains Kress-Van Leeuwen's *the triptych* theory that Kate's image is placed in the foreground centre to be used as mediator to bridge all issues on *Women's Health magazine* October edition.

Talking about composition, then we also talk about salience. The top section of the magazine cover which is the title of Women's Health magazine is the most salient element due to its biggest size and red color. In her book, Tracy Edwards (2011, p.5) says the red color here can be interpreted as energy, passion, action, ambition and determination. In this case, red color is really suitable into fitness world which is part of *Women's Health magazine* ("Rodale Inc", 2012). In this month's edition, the most salient part is Kate's hard rocking abs that is exposed on the foreground cover which is followed by an arrow that emanates from article title of "Crazy-Hot ABS" or according to Kress-Van Leeuwen (1996, p.64) it is called as *event*. Her fully exposed belly in the center of the magazine cover with a good lightning, tone and focus shot really makes the viewers' view and attention first at her lean and sexy belly ("School of Digital Photography", 2014). The Crazy-Hot ABS! Article itself is as salient as Kate's image as in the foreground. The way it is written in the boldest black and biggest size also catch the viewer's attention. Moreover, it is connected to Kate's belly. The suppression

under the *Shortcuts to a lean, sexy belly* with a light yellow line also show that Kate's belly is the ultimate abs goal. The reason why the producers use light yellow color in underlining that part because yellow means optimistic (Edwards, T, 2011, p.9). Thus, it can be interpreted that the producers want the viewers to be optimistic in reaching their fitness goal such as earning the lean and sexy abs.

Beside that, another salient part on the cover is the double circle in the Kate Hudson's article which is used to resemble dart's target board that the viewer's should be targeting to know and reveal the secret behind Kate's body and hair. The producer use the double circle to assert the viewers do not miss this article that reveals Kate's stunning appearance secrets (Kress-Van Leeuwen, 1996, p.202). The last salient part is in the last right bottom article *Instant Motivation*. It is the only article title which is blocked in bold blue color. The producer seems if there is any woman needs a booster or motivation, then just right away take a look at this page. In this case, the blue color is a symbol of trust and wisdom (Edwards, T, 2011, p.12) , that is why it is used to represent the *instant motivation* article since it takes self-trust and self-wisdom to be a successful person. Again, the use of underlining under the words *your own* in light yellow color is repeatedly used. The meaning of light yellow color is still the same like the previous one. It represents the optimistic, to rhyme the *Instant Motivation* article contents (Edwards, T, 2011, p.9).



Look Great, Feel Great!

Women's Health

NEXT LEVEL SEXY!

- ≡ Flat Abs
- ≡ Sculpted Arms
- ≡ Tight Butt

FIGHT OFF THE FLU WITH COFFEE, SEX, WINE... (no joke!)

Get More Out of Your 24
AVOID THESE SNEAKY TIME-SUCKS

BEND, DON'T SNAP
YOGA MOVES THAT MELT STRESS—FAST!

Slim Down Now!
How to eat, drink & still shrink

IF YOUR VAGINA COULD TALK 10+ HEALTH SECRETS IT WOULD SHARE

November 2014
\$4.99 US/DISPLAY UNTIL NOV 18, 2014

0 71486 01251 1 11 >

WomensHealthMag.com

FSR

Representational Meaning

This magazine cover of Women's Health in November 2014 US edition raising theme 'New Beginnings'. The content of this month is about set the new fresh challenge to achieve bigger accomplishments ("Letter From The Editor", 2014).

In the case of classificational structure, *Women's Health* use Ashley as their representation who belongs to all the articles which are featured on the magazine covers such as what is written by Kress-Van Leeuweun (1996, p.79) the participant is represented as 'species' that all belongs to the overarching categories. Furthermore, the image of Ashley is considered to have in common with all articles on the covers.

From the first article, Next Level Sexy! Ashley's body image on the magazine cover is used as the representation of the "New Sexy" according to Women's Health's ideology. Ashley's image on the cover who stands in side view really show her sculpted arms, tight butt and how flat her abs is. Ashley's image as the New Sexy or Next Level Sexy explains that women nowadays not only dress up cute to hang out with their friends, but they also can look cute and pretty attractive instead of looking too boyish or masculine while they are working out . (Women's Health, 2014, p.70). Next, *Fight Off The Flu With Coffee, Sex, Wine* article uses Ashley's image as the depiction of wellness. In this case, Ashley's fit body is considered as the ideal healthy looking physique that can kick "diseases" away (Women's Health, 2014, p.82). Another article, *Get More Out of Your 24,*

the Ashley's image is used as a symbol of productive and active woman. The content of article that give guide how women are able to manage their 24 hour effectively is in align with Ashley's daily which really utilize her 24 hour time not only by meeting clients or hanging out with friends but also to be active and productive such as training at home or going to the gym (Women's Health, 2014, p.114). Another one is *Yoga Moves That Melt Stress-Fast!* This article discuss about balance in life with Yoga. Yoga is describe as an energetic moves yet can calm people's mind at once. In this case, Ashley's image on the cover is used as the symbol of an energetic yet calm woman. As an actress, Ashley still manage to work out and frequently goes to the gym. She does it not only to stay energetic but also to clear her mind to be calm (Women's Health, 2014, p.158). *Ashley Greene* article talks about Ashley's tricks to stay gorgeous and fit. That makes Ashley's image on the cover really depicts the whole content of the Ashley Greene article (Women's Health, 2014, p.144). In *Slim Down Now!* article, the result of Ashley's body is used as the reflection of what nutritious foods actually can do to your body (Women's Health, 2014, p.98). It indirectly reveals how is Ashley's lifestyle to get her current ideal body image. The last one, *If Your Vagina Could Talk*, turn Ashley's image on the cover as the depiction of an intellect woman. Ashley as a woman is seen more than just an aesthetic body figure but she is depicted as a woman with brain. The content of *If Your Vagina Could Talk* article tells that as a woman we are supposed to know about our own private anatomy, and this can be interpreted through Ashley's image that women should be more than just vagina

and body figure. Then Ashley's image is interpreted as an intellect woman (Women's Health, 2014, p.148).

Next, analytical structure where Ashley's image is considered as a whole (Kress-Van Leeuwen, 1996, p.87). The whole in this case means Ashley's image or can be said as *the carrier* which actually is cut around knees is viewed as a whole depiction of a sexy, fearless, confident and bold woman with the ideal body example in align with *Women's Health* trademark ("Rodale Inc.", 2012). Through this depiction, *Women's Health* explicitly encourage their female readers to believe that woman is supposed to have ideal body (Y, Yamamiya et al, 2005). The attributes themselves in Ashley's image are her clothes and the accessories she wears which is a bracelet. According to Rheyenne Weaver, the purpose she wears a tight mini dark blue dress is to emphasize her figure and to show off her "best assets" which in this case is her flat abs, sculpted arms and tight butt, moreover the dress' material holds her curves perfectly. While for the accessories, women wear accessories in order to boost their confidence and give positive energy ("The Link Between Clothing Choices and Emotional States", 2012).

The last is symbolic structure. Ashley's image is classified into *symbolic attributive process* since it is placed in the foreground and there is salient detail behind her image that has conspicuous light yellow color and the participant just pose for the viewers (Kress-Van Leeuwen, 1996, p.105). When an image is placed in a good foreground, it is intended to add interest, depth, emotion and mood to the image. It is also used to lead the viewer's eye directly to the main subject which in this case is Ashley's image ("School of Digital Photography",

2014). Another symbol is Ashley's tight mini dress that reveals her sculpted arms and back clearly. Her tight mini dress can be interpreted as an attraction. According to Joy Zoodsma (2012) when fashion meets fitness in women's fitness magazine, instead of women working out in whatever clothes are available and practical, they are expected to look "cute" or attractive while exercising. Ashley's sculpted arms and back itself can be interpreted as the symbol of strength, discipline and determination. According to Libby Babet (2014) strong arms and back shows that someone frequently does athletic performance and all down into good diet and lifestyle. She also adds that those sculpted arms and back also can not be earned or hold without constant exercise that take discipline and determination.

Interactive Meaning

In *Women's Health magazine* cover in July/August edition, the image of Shailene as the model cover looks at and address the viewers directly. She also makes gestures that can be interpreted as body language to the viewers. How she stands in a side way and her hand is placed around her face and she also presents her face to the viewers as if it was on a platter for them to admire. Moreover this gesture also can be used as flattery gesture ("The More Common Gestures Seen Daily", n.d.).

Next, the way Ashley's image is cut around her knees means that it is taken in *medium shoot* and considered as a *social distance* (Kress-Van Leeuwen, 1996, p.124). Even though the viewers know Ashley is an actress,

however in this case Ashley's image is represented as close as friends to the viewers. *Women's Health* as the advertisers use this advertising strategy because it can best influence many groups of women from different cultures and backgrounds (Meyer, H, 2012).

Furthermore, Ashley's image on the *Women's Health* cover is classified as an image with *subjective point of view*. According to Kress and Van Leeuwen (1996, p.129) *Women's Health* use her image for the purpose of giving the depiction and visualization of how women's ideal body should look like to be admired by others based on their ideology. Moreover, Ashley's image which is taken in frontal angle with her eyes seem to look down on the viewers makes her to be depicted as symbolic power of the producers over their viewers (Harrison, C, 2002).

Compositional Meaning

Ashley's image is considered as one element which is placed in the middle and the other elements around it can be called as margins. Ashley's image is presented as the main core of the information to which all the elements around it must be related to her image (Kress and Van Leeuwen, 1996, p.196). Kress and Van Leeuwen call this kind of combining mode between Given-New with Centre and Margin which is often used in magazine cover layout as *the triptych*. In triptych composition form, there is no sense of Given and New. The only applicable regulation is how The Centre shows a key theme.

In the very first article on the upper left, *Next Level Sexy!* Ashley's image on the cover is the embodiment of what *Women's Health* call as the *Next Level Sexy* itself or can be called as the *New Sexy*. Her figure on the cover which reveals flat abs, sculpted arms and tight butt is align with the description in this article (Women's Health, 2014, p.70). Next article, *Fight Off The Flu With Coffee, Sex, Wine...* makes the Ashley's image as the symbol of wellness which stay away from any diseases. Ashley's active and healthy lifestyle makes her appropriate to be the symbol of wellness in this article (Women's Health, 2014, p.82). In *Get More Out of Your 24* article, Ashley's image is used as the embodiment of what this article depict of a productive and active women. The similarity of the article content and Ashley's daily activities makes her image on the cover is connected to the article (Women's Health, 2014, p.114). Another article called *Yoga Moves That Melt Stress-Fast!* Turns Ashley's image into an energetic yet calm women, again in align with the content of the article itself (Women's Health, 2014, p.156). In *Ashley Greene* article, since it is all about Ashley, then it is best to use Ashley's image as on the magazine cover (Women's Health, 2014, p.142). On the upper right side article, *Slim Down Now!* In this article Ashley's body image on the cover reflects of what nutritious foods can do to your body such as what the article explains. The last article, *If Your Vagina Could Talk*. In this case, Ashley's image on the cover is meant to be the symbol of an intellect woman. Ashely's image is considered as a woman with a brain, not just as an aesthetic figure (Women's Health, 2014, p.148). This explains Kress-Van Leeuwen's *the triptych*

theory that Ashley's image is placed in the foreground centre to be used as mediator to bridge all issues on *Women's Health magazine* November edition.

Talking about composition, then we also talk about salience. The top section of the magazine cover which is the title of *Women's Health magazine* is the most salient element due to its biggest size and red color. In her book, Tracy Edwards (2011, p.5) says the red color here can be interpreted as energy, passion, action, ambition and determination. In this case, red color is really suitable into fitness world which is part of *Women's Health magazine* ("Rodale Inc", 2012). Beside the bold red title of *Women's Health magazine*, the article title of *Next Level Sexy!* and *Slim Down Now!* are also salient. Compared to the other articles, these two have bigger size and written in bold black. These two article titles also use underline in blue color. I believe this way of writing which is in bold black is used as the producers' tactics to get the viewers' attention and warn them at once to read both articles first before reading the others (Edwards, T, 2011, p.16). Similarly with *Women's Health magazine* in July/August 2014 edition, there is light yellow strike on the foreground, behind the image of Ashley, making it as the background. This very bright yellow strike really accentuate Ashley image and make it pops out of the cover ("School of Digital Photography", 2014). However, the image of Ashley is also one of the most salient parts on the cover. The way Ashley's image in her dark blue mini dress is placed on the foreground befall on the bright yellow strike really make contrast, so that the viewers' eye will directly focus on her image.

More Energy. Now!

Women's Health

The Walking Dead's Lauren Cohan
Her Real-Life Survival Skills

TOTAL BODY HOTNESS!

Fight Fat & Feel Strong With This Workout

SEXY LASHES

The Trick 2 Million Women Swear By

WANNA ORGASM?

Don't Do These 4 Things

FIERCE ABS!

Got 15 Minutes? Get 'Em

Gift Well—Literally

21 Holiday Presents That Actually Boost Health

EAT RICH, LOOK LEAN
A REVOLUTIONARY SLIM-DOWN PLAN

December 2014
\$4.99 US/DISPLAY UNTIL DEC 23, 2014

0 71486 01251 1 12>
WomensHealthMag.com

Representational Meaning

This magazine cover of Women's Health in December 2014 US edition raising theme 'No Judgments'. The content of this month is about there is actually no perfection of diet or maybe haircut. Even the truth is the new happy, healthy, fit woman is also a real woman with a fun, busy, crazy and messy life. This edition offers women to pass the days when they just want to feel like indulging and be a little bad with foods ("Letter From The Editor", 2014).

In the case of narrative structure, *Women's Health* use Lauren as their representation who belongs to all the articles which are featured on the magazine covers such as what is written by Kress-Van Leeuwen (1996, p.79) the participant is represented as 'species' that all belongs to the overarching categories. Furthermore, the image of Lauren is considered to have in common with all articles on the covers.

From the first article, The Walking Dead's Lauren Cohan, talks everything about Lauren. In this article, there is only a vector which is an arrow that points to the only one participant which is the image of Lauren. This structure is also known as *Events* (Kress-Van Leeuwen, 1996, p.64). There is no Actor on the cover however from where the arrow emanates, there is a sentence "The Walking Dead's Lauren Cohan Her Real-Life Survival Skills". The arrow as a vector leads right on the image of Lauren. This can be interpreted that *Women's Health magazine* want the viewers learn how to survive in real life such as how Lauren doing it in her way, that is why Lauren's image on the foreground cover is used as

the representation of the article content (Women's Health, 2014, p.99). Next article, *Fierce ABS!* In this article Lauren's image is used as the depiction of a woman with what the producers call as the 'Fierce Abs'. Lauren's daily activities including exercising also takes a part in shaping her body especially in the core area as it is shown on the cover that her abs are peeking out through her crop knitted sweater (Women's Health, 2014, p.64). Another article, *Gift Well Literally*. Since the article talks about gift ideas during Christmas holiday then Lauren's image who wears red knitted sweater is used as a christmas symbol. Red knitted sweater which is worn by her is interpreted as festive and joy Christmas holiday in Winter (Edwards, T, 2011, p.5). In *Eat Rich, Look Lean* article, makes Lauren's image on the cover as the embodiment of the right lifestyle can do to your body. Lauren's image is considered as balance in life, whether how to eat right and exercise right not the excessive one (Women's Health, 2014, p.88). On the upper right article, *Total Body Hotness!*, again, in this article, Lauren's body image on the cover is the embodiment of exercising frequently. Lauren's body image which looks strong, tight with feminine curves in the right place is considered as the result if the viewers follow the routine guide (Women's Health, 2014, p.124). Next, *Sexy Lashes* article discuss about Christmas holiday makeup look. Lauren's image which wears makeup on the magazine cover does relate on the article's content. Her image is considered as one of makeup look that women can try on Christmas holiday events (Women's Health, 2014, p.130). The last article, *Wanna Orgasm?* use Lauren's image as women's pleasure symbol in sex (Women's health, 2014, p.110).

Interactive Meaning

In *Women's Health* magazine cover in December edition, the image of Lauren as the model cover looks at and address the viewers directly. She also makes gestures that can be interpreted as body language to the viewers. From the facial expression, she is naturally smiling which is known by how her lip corners pulled up and the muscles around her eyes are contracted. Moreover, her low jaw opens to expose her teeth. This facial expression can be interpreted as the signals that show she is happy. According to Proffessor Ruth Campbell ("The Magic of Smiles And Laughter" n.d.) smiling is claimed contagious, that the producers in this case, try to influence the viewers' attitude on how they respond to the whole magazine's content.

Another gesture, the way she tilts her head to one side means she shows interest in something she fancies. In this case it can be anything, including fancy Christmas gifts she may receive. The last is her body gesture which seems relax by putting her hands up around the head while she wide opens her legs as if she wants to jump. In this case, all these gestures can be interpreted as an excitement, which may be embodied in the form of Christmas holiday ("The More Common Gestures Seen Daily", n.d.).

Next, the way Lauren's image is cut around her knees means that it is taken in *medium shoot* and considered as a *social distance* (Kress-Van Leeuwen, 1996, p.124). Even though the viewers know Lauren is an actress, however in this case Lauren's image is represented as close as friends to the

viewers. *Women's Health* as the advertisers use this advertising strategy because it can best influence many groups of women from different cultures and backgrounds (Meyer, H, 2012).

Furthermore, Lauren's image on the *Women's Health* cover is classified as an image with *subjective point of view*. According to Kress and Van Leeuwen (1996, p.129) *Women's Health* use her image for the purpose of giving the depiction and visualization of how women's ideal body should look like based on their ideology. Moreover, Lauren's image which is taken in frontal angle with her eyes seem to look down on the viewers makes her to be depicted as symbolic power of the producers over their viewers (Harrison, C, 2002).

Compositional Meaning

Lauren's image is considered as one element which is placed in the middle and the other elements around it can be called as margins. Lauren's image is presented as the main core of the information to which all the elements around it must be related to her image (Kress and Van Leeuweun, 1996, p.196). Kress and Van Leeuweun call this kind of combining mode between Given-New with Centre and Margin which is often used in magazine cover layout as *the triptych*. In triptych composition form, there is no sense of Given and New. The only applicable regulation is how The Centre shows a key theme.

From the very first article on the upper left, *The Walking Dead's Lauren Cohan*, the participant on the cover which is Lauren's image is used as an explanation to whom the action of *Real-Life Survival Skills* are aimed (Women's

Health, 2014, p.99). Next, *Fierce ABS!* Use Lauren's image with slightly her abs peeking out as the visualization of what the producers call as the 'Fierce Abs' itself (Women's Health, 2014, p.64). Another article *Gift Well Literally*, use Lauren's image in red knitted crop sweater as a message of Winter holiday season is already started in this edition (Women's Health, 2014, p.113). In *Eat Rich, Look Lean*, shows how Lauren's image as the embodiment of balance, whether in nourishing foods and the exercise (Women's Health, 2014, p.88). Going on to the upper right article, *Total Body Hotness!*. Lauren's image which is in well-shape relates on the theme of this article which is about training whole muscle parts (Women's Health, 2014, p.124). Next, *Sexy Lashes*, it is all about makeup in Christmas holiday theme. The content of this article is actually connected with the Lauren's image on the cover which also wears makeup (Women's Health, 2014, p.130). The last one article, *Wanna Orgasm?*, represents Lauren's image as the symbol of sex and pleasure. The Lauren's image is described as a woman who likes to "have fun on bed", active, fit and also girly with that makeup look (Women's Health, 2014, p.110). This explains Kress-Van Leeuwen's *the triptych* theory that Lauren's image is placed in the foreground centre to be used as mediator to bridge all issues on *Women's Health magazine* December edition.

Talking about composition, then we also talk about salience. The top section of the magazine cover which is the title of Women's Health magazine is the most salient element due to its biggest size and bold color. Different from the previous editions from July to November, this December edition of Women's Health magazine use the bright blue color for their magazine title. This new blue

color is also reinforced by this month's special edition which is put right above the title itself which says *More.Energy.Now!*. Through these two hints, we can interpret that *Women's Health magazine* try to give something fresh for their loyal viewers. In this case, the new blue color as *Women's Health* new title can be related to one-to-one communication where in this case *Women's Health* become the voice of their viewers that speaks the truth through verbal self-expression. Beside that, the blue color also means freedom (Edwards, T, 2011, p.12).

Next is the relations of three primary colors which are red, black and white. Red color which is from the knitted sweater Lauren wears is a symbol for passion in living and something beautiful (Edwards, T, 2011, p.5). This is why this color is put as Lauren's *possessive attribute* to represent women's definition according to *Women's Health* which is a beautiful and living woman ("Rodale Inc.", 2012). The black color is taken from two most salient articles titles on the cover and Lauren's bottom. As well as red, according to Tracy Edwards (2011, p.16) black is symbolized as negative and socially undesirable things. And the last color, white is the symbol for positive, rejoice, happiness and calmness is used as the plain background in order to pop out and contrast another colors side by side (Edwards, T, 2011, p.15).

From all these three vital colors combination, we can draw one conclusion, These three basic and primal colors try to describe and explain LIFE, especially the balanced life. Of course in life there should be the negatives and the positives. That is why the article about Lauren raising theme of real-life survival skills. Moreover, again, the *letter from editor* of this month also talks about balanced life

in the name of *No Judgments!* Title where Amy Keller as *Women's Health* Editor-in-Chief be the voice for women to understand that there is no something in this world which is perfect. There is a part in someone's life which is messy and it is still okay and acceptable ("Letter From The Editor", 2014). At the end she wants to tell the viewers that living life should be balanced. It is obviously okay to be a little naughty here and then be a good one there as long as all is done in moderation. That is why all the main information of this month is delivered to the viewers through these three most salient color of *Women's Health magazine* US edition in December 2014.

Another the last salient parts on the magazine cover is the article *Fierce ABS!* And *Total Body Hotness!*. Both articles are written in bold black color and biggest size of all. The article texts also overlap Lauren's image which it means between the image and the article can relate to each other ("School of Digital Photography", 2014).

4.2.1.6 Visual Text Finding

After analyzing all these five *Women's Health Magazine*, it can be seen that *Women's Health* bring the slogan "How Happy You Feel With Whatever Body You Have". All the models on the cover look happy and confident which can be seen through their body gesture and expression. However, in contradiction, as women nowadays living in a media-saturated world, they will basically be told to attain a slim body that is both toned and curvy. This can be seen from how *Women's Health* use model's image on the cover which either show off or

emphasize their flat belly and round tight butt. Moreover, the use of Caucasian American models on all *Women's Health magazine* covers in representing women's body image because Caucasian American women's body image culture has spread outside America (Meyer, H, 2012).

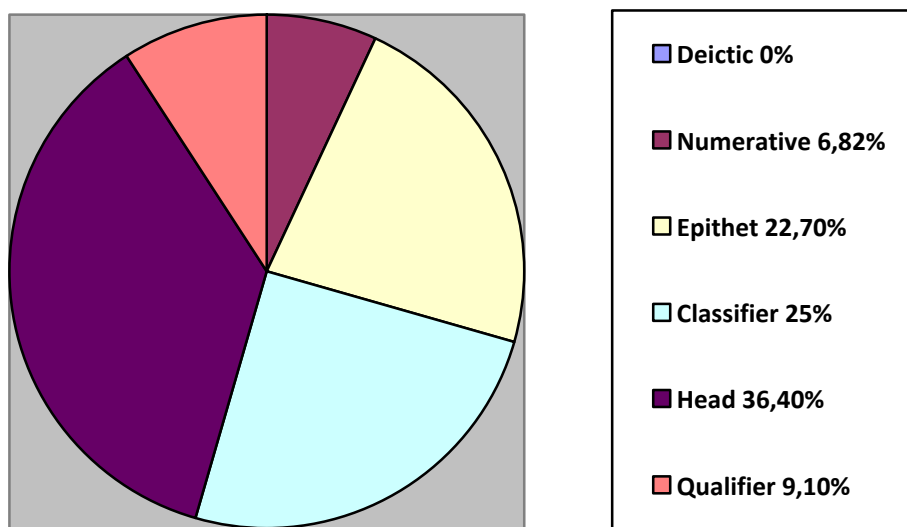
Overall, all models image which are featured on Women's Health cover is actually in align with 2014 beauty standard where women are demanded to have flat belly and big round and tight butt in slim figure which is clearly hard to achieve (Renee Jacques, 2014).

4.2.2 Written Text

In this part of Chapter 4, I will divide every word in the article into *below the clause* table. The way it is read is from the upper left article then go down to the article in the middle until the below article on the left margin. After that, I will move into the upper right article then go into middle article until the below article on the right margin.

4.2.2.1 *Women's Health* magazine July/August 2014

Nominal Groups Chart



Deictic:

Deictic is the element of nominal group that shows the specific or non-specific of the head. It modifies the head as pointing word that show the status of singular and plural and specific and non-specific. According to Halliday (2004, p.181) there are five distributions of deictic: Person deictic, place deictic, time deictic, social deictic and discourse deictic that are used to modify the head of nominal group.

In *Women's Health* magazine July/August 2014, the use of Deictic do not appear. In this edition, instead of Deictic, another nominal groups such as Epithet, Classifier and Head more dominate the whole articles on the cover.

Numerative:

Numerative is the element in nominal group shows the numeral feature of the head. Numerative shows both the quality and quantity of the head (Halliday, 2004, p.183). There are two types of numeratives: Qualitative and Ordering Numerative.

In *Women's Health* magazine July/August 2014, the use of qualitative numerative is more dominated instead of the ordering one. The qualitative numerative is used to modify the head. It happens because the producers need it to describe and explain any tips or guides which are given inside the magazine. Since the guides and the tips are going to be read and followed by the viewers, then they have to be written as clear as possible.

| Numerative Type | Percentage | Words |
|------------------------|-------------------|--------------|
| Qualitative Numerative | 6,82% | 4, 57 |
| Ordering Numerative | | More |

In the first case, the qualitative numerative which appear in “4 Food Rules Slim Women Follow” is modified the head *Food*. The qualitative numerative explains there are actually 4 rules the viewers can follow in order to get a slim ideal body such as Shailene’s body image on the magazine cover (*Women's*

Health, 2014, p.8). While the other one, the qualitative numerative appears in “...57 More Fun Ideas”. In align with the first one, the qualitative numerative is used to modify the head *Ideas*. This qualitative numerative indicates 57 fun ideas that the viewers can try during Summer holiday (Women’s Health, 2014, p.130).

Epithet:

Epithet is the element of nominal group that is used to describe the level of comparison that indicates the quality of the sub-set. In Halliday’s book (2004, p.184) is written there are two types of epithet: Interpersonal and Experiential. In *Women’s Health magazine July/August 2014*, epithet is one of nominal groups that dominates the articles on the magazine cover. With 22,7% percentage, interpersonal epithet is dominant epithet in this *Women’s Health magazine* edition.

The interpersonal epithets that are used in *Women’s Health magazine July/August 2014* are:

| Epithet Type | Percentage | Words |
|-----------------------|------------|--|
| Interpersonal Epithet | 22,7% | Lean, Flat, Killer, Hot, Yummy, Sexy, Fun. |

Those interpersonal epithets are used by the speakers which in this case is *Women’s Health magazine* as the expression of subjective attitude and interpersonal opinion. The use of all these interpersonal epithets on the cover actually best relate on Shailene’s image on the foreground cover. According to

Women's Health ideology, Shailene's body image with flat belly and only wears two pieces mini clothes can be classified as lean, hot and sexy. Lean can be seen through her tight arms and inner thighs and her flat strong lower belly. Hot can be seen through her revealing body, while Sexy can be interpreted through her gesture that looks like she bites her thumb. Moreover the way she teases the viewers by letting her "killer" lower abs peek out through her mini tops further adds the label Hot and Sexy of her image. For the men's point of view, her body can be said as "yummy" which can be interpreted as the body which is so good physically that no one can resist. Beside that, her personality which is already described in one of the articles also say that she is a fun person (*Women's Health*, 2014, p.101). So, the interpersonal epithets *Lean, Killer, Hot, Yummy, Sexy and More Fun* which are used in this edition clearly related, does fit and best describe Shailene's image on the magazine cover.

Classifier:

Classifier is an element in the sequence of nominal group that shows the subclass of the thing. It is significantly used to classify the head by showing smaller class of the head. There are seven types of classifier: material, scale/scope, purpose/function, status/rank, origin, mode of operation and more or less any feature that classify a thing into a smaller categories (Halliday, 2004, p.185).

In this *Women's Health July/August* 2014 edition, there is 25% classifier appear in the articles on the cover.

| No | Types of Classifier | Percentage | Words |
|----|-----------------------------|------------|---|
| 1. | Material Classifier | 25% | Body, Belly, Tush, Fat, Sex, Bedroom, Health, Swimsuit, Food |
| | Function/Purpose Classifier | | Cure, Shopping |

In the material classifier, it is used to classify the head by showing the material class that can make the participant more specific. In this case, the use of classifier in term of material set-item is to accurate the head and the information which the viewers get after reading the article. So that, it will make viewers clear about the content of the article without multi-interpretation. While in the function/purpose classifier, is used to show the purpose and the function of the head. In this case, the viewers know the function of classifiers in these articles is to cure and to shop.

Head:

Head is the core of the nominal group. It does not only reflects the experiential structure but also the logical structure of the nominal group. There are three main types of head: Pronoun, Proper noun and Common noun (Halliday, 20014, p.194). In this *Women's Health July/August edition*, there are 36,4% head which appears in the articles. From this 36,4% percentage, we know that Common nouns dominate the articles on the cover.

Common nouns that are used in *Women's Health July/August edition*:

| Head Type | Percentage | Words |
|--------------|------------|--|
| Common Nouns | 36,4% | Secrets, Moves, Toners, Blasters, Buzz, Toys, Update, Pain, Summer, Drinks, Hairstyles, Ideas, Magic, Guide and Rules. |

Those common nouns which are mentioned above are closely related to Body Image or Body Shape which is represented through Shailene's lean, Hot and Sexy image , Sex which use Shailene's image in mini revealing outfits on the cover as the symbol, Appearance is visualized through Shailene's image such as her short new hairstyle and her choice of clothes and Holiday since this edition is published in July/August when the Summer time is coming. So, it is important to share any drinks and foods or even ideas that can be done during Summer. The reason why the common nouns dominate the articles because they are used to generalize the ideas in the articles featured on the magazine cover which are not specific yet. The producers prefer to use the common nouns, so the viewers will be curious and continue to read the full article with the specific items and informations inside the magazine (Halliday, 2004, p.194).

Qualifier:

Qualifier is the element of nominal group that is placed after the head. Qualifier is used to modify the head by showing the complete idea of the thing. In this *Women's Health July/August edition*, the qualifier's percentage which appears

is 9,1%. All qualifiers which appear after the head is intended to give more information and explanation about the head.

The qualifiers that are used in *Women's Health July/August edition*:

| Nominal Groups | Percentage | The Qualifier |
|---|------------|------------------------------------|
| Shailene Woodley Smart, Cool, Shockingly Uncensored | 9,1% | Smart, Cool, Shockingly Uncensored |
| 4 Food Rules Slim Women Follow | | Slim Women Follow |
| Cure Pain With This One Solution | | With This One Solution |

In the “Shailene Woodley **Smart, Cool, Shockingly Uncensored**”, this qualifier is used to describe the Shailene’s image on the cover which pose so cool with her fresh short hair and looking uncensored through her revealing lower belly and thighs. The other qualifier which is “4 Food Rules **Slim Women Follow**”, makes the Shailene’s image on the cover which is lean yet slender as the example of the slim women who follows this guide which is created by the magazine And the last qualifier which appears in this magazine edition, “Cure Pain **With This One Solution**” offer Shailene’s body image which is classified by the producers as the ideal as the solution to body dissatisfaction problem or in this article case is called as a “pain” which mostly relate to women. All the qualifiers in this edition has the function to help the viewers in identifying Shailene’s image as the only participant in the cover.

Transitivity

Material Clause:

| Type of Process | Sum of Clause | Percentage |
|------------------|---------------|------------|
| Material Process | 2 | 7,40% |

Beside the nominal groups, there is the use of transitivity in dividing the article clause on the magazine cover. Material Clause is a clause of doing and happening. In this edition, Material Clause appear twice in the whole articles featured on the cover with 9,09% percentage. In Material Clause, there are one or more main participants consisting of Actor and other participants either Goal, Range, Recipient, Client or Initiator. However, it does not rule out the possibility if in the clause there is no the appearance of Actor, and other participants which is called as Ellipsis (Eggins, Suzanne, 2004, p.214).

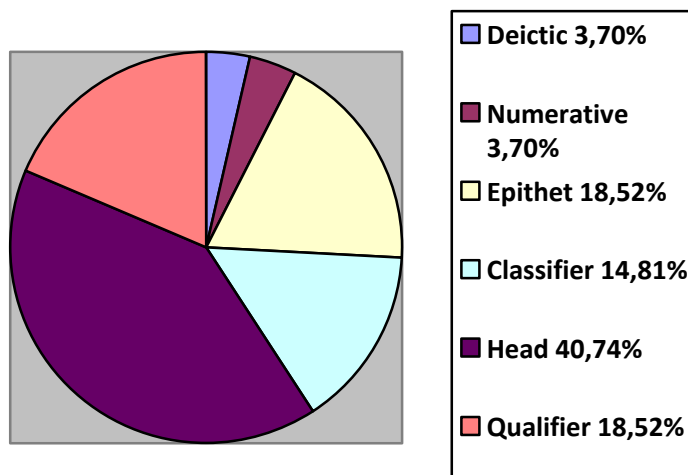
Since this Material Clause appear in magazine, then the emergence of Ellipsis keeps appearing on the cover lines language, especially when it comes to the participants consisting of Actor. Since magazines only have a small space but at the same time they have to attract attention and trigger certain cultural signifiers for the viewers, then they use this linguistic techniques almost in all articles featured on the cover (Reniermedia, 2012).

In *Women's Health July/August 2014 edition*, Ellipsis appears in one of the two articles. In this *Shrink A Size Instantly!* The Actor is considered Ellipsis since the producers do not write clearly who actually The Actor is in the clause.

However, since this article is aimed to the viewers, then we can tell that the viewers are The Actor who are asked to do the process which in this case “Shrink A Size” by the producers. Again, the Material Process in this clause is addressed to the viewers who do the tips in order to get an ideal body such as Shailene’s instantly.

4.2.2.2 *Women’s Health Magazine* September 2014 edition

Nominal Groups Chart



Deictic:

Deictic is the element of nominal group that shows the specific or non-specific of the head. It modifies the head as pointing word that show the status of singular and plural and specific and non-specific. According to Halliday (2004, p.181) there are five distributions of deictic: Person deictic, place deictic, time

deictic, social deictic and discourse deictic that are used to modify the head of nominal group.

In *Women's Health magazine* September 2014, the use of Deictic appear one time with 3,70% percentage. Discourse Deictic is the only Deictic which appear in *Women's Health* September edition.

The deictic discourse that is used in article featured in *Women's Health* September edition is:

The (1)

The use of discourse deictic in the article means that the subset in the article is already identifiable with the information is somewhere inside the article where the viewers can find it (Halliday, 2004, p.181). For the producers, they use it in front of a noun when they believe the viewers know exactly what they are referring to. In this case, the deictic discourse which is used by the producers are referring to Kaley Cuoco-Sweeting's article.

Numerative:

In *Women's Health magazine* September 2014, the use of Numerative appear one time with 3,70% percentage. This numerative is classified as Qualitative Numerative.

Here is the only numerative which appears in *Women's Health* magazine September 2014:

| Numerative Type | Percentage | Word |
|------------------------|-------------------|-------------|
| Qualitative Numerative | 3,70% | 4 |

In this case, the qualitative numerative which only appear in “4 Secrets Wealthy Women Know” is modified the head *Secrets*. The qualitative numerative explains there are actually 4 secrets the viewers as women need to know to reach success (Women’s Health, 2014, p.8). Kaley’s image on the foreground cover is considered by this article as the visualization of a successful women.

Epithet:

In *Women’s Health magazine September 2014*, epithet is one of nominal groups that dominates the articles on the magazine cover. With 18,52% percentage, interpersonal epithet is dominant epithet in this *Women’s Health magazine* edition.

The interpersonal epithets that are used in *Women’s Health magazine September 2014* are:

| Epithet Type | Percentage | Words |
|-----------------------|-------------------|-----------------------------|
| Interpersonal Epithet | 18,52% | Sexy, Mega, Hot, Surprising |

Those interpersonal epithets are used by the speakers which in this case is *Women’s Health magazine* as the expression of subjective attitude and interpersonal opinion. The use of all these interpersonal epithets on the cover actually best relate to Kaley’s image on the foreground cover. According to

Women's Health ideology, Kaley's body image that wears casual outfit such as tanks and jeans can be interpreted as Sexy and Hot. Sexy and Hot can be seen through her strong and well-built shoulders , her flat lower belly and one of the most salient body parts is her tight round glutes. Moreover the way she stands in aside and put her hand in glutes pose is adding more sexiness to her image.

Aside from Kaley's body image, the way she smirks to the viewers makes her image full of surprise ("The Magic of Smiles And Laughter" n.d.). Further, Kaley Cuoco who is rising among Hollywood actress is classified as a Mega Hollywood Star by *Women's Health magazine* (Women's Health, 2014, p.107). So, the interpersonal epithets *Sexy, Hot, Mega* and *Surprising* which are used in this edition clearly relate, does fit and best describe Shailene's image on the magazine cover.

Classifier:

In this *Women's Health September 2014 edition*, there is 14,81% percentage of classifier which appear in the articles on the cover:

| No | Types of Classifier | Percentage | Words |
|----|---------------------|------------|----------|
| 1. | Material Classifier | 14,81% | Big Bang |
| | Mode of Classifier | | Quickie |

In the material classifier, it is used to classify the head by showing the material class that can make the participant more specific. In this case, the use of classifier in term of material set-item is to accurate the head and the information

which the viewers get after reading the article. So that, it will make viewers clear about the content of the article without multi-interpretation. While in the mode of classifier, is used to show the narrower class of the head that state the mode of operation in a discourse. In this case, the mode of operation's function to let the viewers know the mode that the articles operate but also describe how the participant will operate it.

Head:

In this *Women's Health September edition*, there are 40,74% percentage of head which appears in the articles. From this 40,74% percentage, we know that Common nouns dominate the articles on the cover.

Common nouns that are used in *Women's Health September edition*:

| Head Type | Percentage | Words |
|--------------|------------|---|
| Common Nouns | 40,74% | Abs&Butt, Volume, Shine, Theory, Sex, Tricks, Ways, Secrets |

Those common nouns which are mentioned above are closely related to Body Image or Body Shape which is represented through Kaley's tight flat abs and round butt, Sex which use Shailene's image in mini folding tanks on the cover as the symbol and Appearance is visualized through Kaley's image such as her short yet stylish, volume and shiny hairstyle and her choice of clothes. The reason why the common nouns dominate the articles because they are used to generalize the ideas in the articles featured on the magazine cover which are not specific yet.

The producers prefer to use the common nouns, so the viewers will be curious and continue to read the full article with the specific items and informations inside the magazine (Halliday, 2004, p.194).

Qualifier:

In this *Women’s Health September edition*, the qualifier’s percentage which appears is 18,52%. All qualifiers which appear after the head is intended to give more information and explanation about the head.

The qualifiers that are used in *Women’s Health September edition*:

| Nominal Groups | Percentage | The Qualifier |
|--|------------|---------------------------|
| Hot Tricks To Reach Your Peak-Pronto | 18,52% | To Reach Your Peak-Pronto |
| Surprising Ways To Boost Your Meatbolism | | To Boost Your Meatbolism |
| 4 Secrets Wealth Women Know | | Wealth Women Know |

In “Hot Tricks **To Reach Your Peak-Pronto**”, makes the Kaley’s image on the cover as the symbol of sex. Kaley is represented as a woman whose sexual life is fulfilled and satisfying. The next, “Surprising Ways **To Boost Your Meatbolism**” again Kaley’s body image is considered ideal. That is why this

article gives tips for women in how to boost their metabolism in order to get an ideal body such as Kaley’s body on the cover. And the last qualifier which appears in this magazine edition, “4 Secrets **Wealth Women Know**” offer Kaley’s image which is considered by *Women’s Health* as the example of a successful women who best visualize the main content of this article . All the qualifiers in this edition has the function to help the viewers in identifying Kaley’s image as the only participant in the cover.

Transitivity

Material Clause:

| Type of Process | Sum of Clause | Percentage |
|------------------|---------------|------------|
| Material Process | 7 | 25,93% |

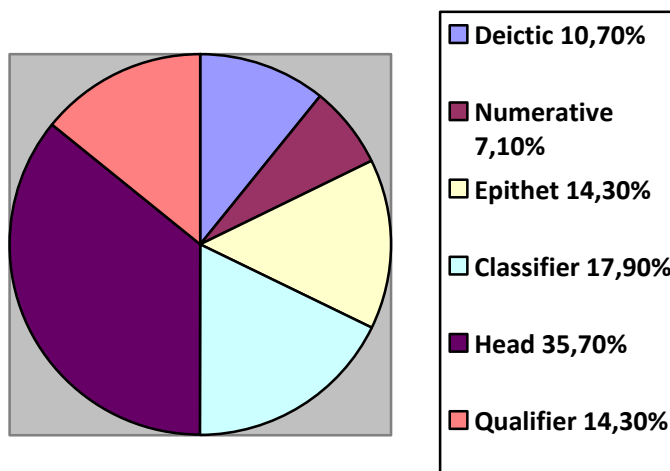
In this *Women’s Health September 2014 edition*, the emergence of Ellipsis keeps appearing on the cover lines language, mainly when it comes to the participants consisting of Actor. Since magazines only have a small space but at the same time they have to attract attention and trigger certain cultural signifiers for the viewers, then they use this linguistic techniques almost in all articles featured on the cover (Reniermedia, 2012).

In *Women’s Health September 2014 edition*, Ellipsis appears in four of the seven articles. Even though in this 4 articles The Actor is considered Ellipsis, since these articles offer tips and guides which are aimed to the viewers by the producers, then we can tell that the viewers are The Actor who do the process.

Yet, in this case of “How To Make It Work For You” article, The Actor is not the viewers but the producers who do the process for the viewers as their client.

4.2.2.3 *Women’s Health Magazine* October 2014 edition

Nominal Groups Chart



Deictic:

In *Women’s Health magazine* October 2014, the use of Deictic appear three time with 10,70% percentage. Discourse Deictic is the only Deictic which appear in *Women’s Health* October edition.

The deictic discourse that is used in article featured in *Women’s Health* October edition is:

That (2) This (1)

The use of discourse deictic in the article means it refers to the aspect of surrounding discourse (Halliday, 2004, p.181). For the producers, they use it in

front of a noun when they believe the viewers know exactly what they are referring to. In this case, the deictic discourse which is used by the producers are referring to Kate Hudson’s article and Firm Up Every Inch’s article.

Numerative:

In *Women’s Health magazine* October 2014, the use of Numerative appear two times with 7,10% percentage. This numerative is classified as Qualitative Numerative.

Here is the only numerative which appears in *Women’s Health magazine* October 2014:

| Numerative Type | Percentage | Words |
|------------------------|------------|---------|
| Qualitative Numerative | 7,10% | One, 10 |

In the first case, the qualitative numerative appears in “This One Powerful Move Does It!” is modified the head *Move*. The qualitative numerative explains there is this one powerful move for the readers to firm up their body (*Women’s Health*, 2014, p.76). Kate’s body image on the foreground cover is considered by this article as the visualization of a firm ideal body for women. The second qualitative numerative appears in “10 Healthy Drive-Thru Picks”. Again, Kate’s body image on the cover is considered by the producers as the embodiment of what healthy eating choice can do to your body (*Women’s Health*, 2014, p.102).

Epithet:

In *Women's Health magazine October 2014*, there is 14,30% percentage of epithet, where interpersonal epithet is dominant epithet in this edition.

The interpersonal epithets that are used in *Women's Health magazine September 2014* are:

| Epithet Type | Percentage | Words |
|-----------------------|------------|--|
| Interpersonal Epithet | 14,30% | Crazy-Hot, Powerful, Guilt-free, Healthy |

Those interpersonal epithets are used by the speakers which in this case is *Women's Health magazine* as the expression of subjective attitude and interpersonal opinion. The use of all these interpersonal epithets on the cover actually best relate to Kate's image on the foreground cover. According to *Women's Health* ideology, Kate's body image that wears long sleeve tops which is folded on the belly and tied knot can be interpreted as Crazy-Hot. Moreover the way Kate pose and shows off her sculpted and strong belly confidently, makes her to look so powerful.

Aside from Kate's body image, the way she lives her live healthy by eating no junk foods can be trully seen through her figure (*Women's Health*, 2014, p.63). So, the interpersonal epithets *Crazy-Hot*, *Powerful*, *Guilt-free* and *Healthy* which are used in this edition clearly relate, does fit and best describe Kate's image on the magazine cover.

Classifier:

In this *Women's Health October 2014 edition*, there is 17,9% percentage of classifier which appear in the articles on the cover:

| No | Types of Classifier | Percentage | Words |
|----|------------------------------|------------|--|
| 1. | Material Classifier | 17,9% | Dream |
| | Mode of Operation Classifier | | Quick, Fast, Drive-Thru, Instant |

In the material classifier, it is used to classify the head by showing the material class that can make the participant more specific. In this case, the use of classifier in term of material set-item is to accurate the head and the information which the viewers get after reading the article. So that, it will make viewers clear about the content of the article without multi-interpretation. While in is used to show the narrower class of the head that state the mode of operation in a discourse. In this case, the mode of operation's function to let the viewers know the mode that the articles operate but also describe how the participant will operate it.

Head:

In this *Women's Health October edition*, there are 35,70% percentage of head which appears in the articles. From this 35,70% percentage, we know that Common nouns dominate the articles on the cover.

Common nouns that are used in *Women's Health October edition*:

| Head Type | Percentage | Words |
|--------------|------------|--|
| Common Nouns | 35,70% | Sex, Abs, Shortcuts, Fixes, Bod!, Hair!, Move, Food, Picks, Motivation |

Those common nouns which are mentioned above are closely related to Body Image and Physical Appearance which is represented through Kate's strong and sculpted abs and healthy long shiny hair, Sex which use Kate's image in long sleeve crop tshirt on the cover as the symbol and Empowerment is visualized through Kate's image which as a woman she is not only a mom for her two sons, but also an actress and a designer for her own clothing line. She is the inspiration icon who can empower another women (Women's Health, 2014, p.63). The reason why the common nouns dominate the articles because they are used to generalize the ideas in the articles featured on the magazine cover which are not specific yet. The producers prefer to use the common nouns, so the viewers will be curious and continue to read the full article with the specific items and informations inside the magazine (Halliday, 2004, p.194).

Qualifier:

In this *Women's Health October edition*, the qualifier's percentage which appears is 14,30%. All qualifiers which appear after the head is intended to give more information and explanation about the head.

The qualifiers that are used in *Women's Health October edition*:

| Nominal Groups | Percentage | The Qualifier |
|---|------------|-------------------------------|
| Crazy-Hot Abs in 15 minutes | 14,30% | in 15 minutes |
| Shortcuts to a lean, sexy belly | | To a lean, sexy belly |
| Quick Fixes For Dark Circled & Tired Skin | | For Dark Circled & Tired Skin |
| This One Powerful Move Does It | | Does It |

In “Crazy-Hot Abs **in 15 minutes**”, makes the Kate’s image on the cover as the visualization of what the producers call as Crazy-Hot Abs. Kate is represented as a woman who follow the 15 minutes exercise guides frequently in order to earn the “Crazy-Hot Abs”. The next, “Shortcuts **to a lean, sexy belly**” again Kate’s body image especially her reveal belly is considered as a lean, sexy belly. That is why this article gives tips or “Shortcuts” for women in order to get their own lean, sexy belly such as Kate’s belly on the cover. Another qualifier which appears in this magazine edition, “Quick Fixes **For Dark Circled & Tired Skin**” offer Kate’s image which is considered by *Women’s Health* as the example of a perfect glowing skin without any dark circles to best visualize the main content of this article . The last one “This One Powerful Move **Does It**”, again, another article uses Kate’s body image as the representation of what women’s ideal body is supposed to look like according the *Women’s Health* themselves. This move which is claimed by *Women’s Health* powerful to firm up women’s body presents Kate’s body image as the result that the viewers will get after doing

this what-so-call “Powerful Move”. Overall, all the qualifiers in this edition has the function to help the viewers in identifying Kaley’s image as the only participant in the cover.

Transitivity

Material Clause:

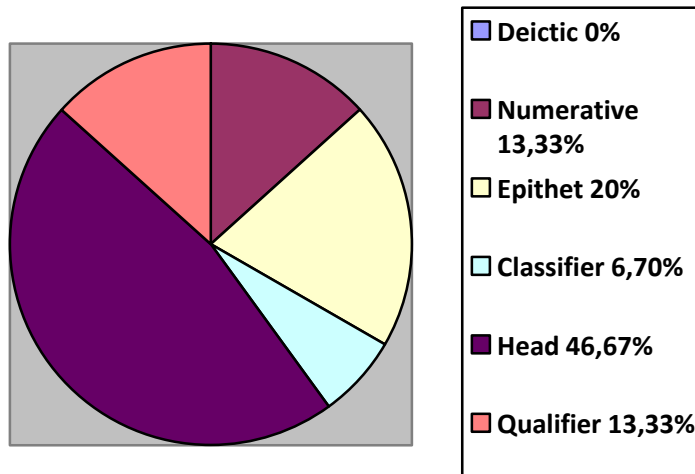
| Type of Process | Sum of Clause | Percentage |
|------------------|---------------|------------|
| Material Process | 5 | 18,52% |

In this *Women’s Health October 2014 edition*, the emergence of Ellipsis keeps appearing on the cover lines language, mainly when it comes to the participants consisting of Actor. Since magazines only have a small space but at the same time they have to attract attention and trigger certain cultural signifiers for the viewers, then they use this linguistic techniques almost in all articles featured on the cover (Reniermedia, 2012).

In *Women’s Health September 2014 edition*, Ellipsis appears in four of the five articles. Even though in this 4 articles The Actor is considered Ellipsis, since these articles offer tips and guides which are aimed to the viewers by the producers, then we can tell that the viewers are The Actor who do the process.

4.2.2.4 *Women's Health Magazine* November 2014 edition

Nominal Groups Chart



Deictic:

In *Women's Health magazine* November 2014, the use of Deictic do not appear. In this edition, instead of Deictic, another nominal groups such as Epithet and Head more dominate the whole articles on the cover.

Numerative:

In *Women's Health magazine* November 2014, the use of ordering numerative is fully used instead of the qualitative one. The ordering numerative is used to modify the head that may contains procedures. It happens because the producers do not show exact and inexact places of number inside the articles.

| Numerative Type | Percentage | Words |
|---------------------|------------|----------|
| Ordering Numerative | 13,33% | Next, No |

In the first case, the qualitative numerative which appear in “Next Level Sexy” is modified the head *Sexy*. The ordering numerative explains there are actually procedures for the viewers in order to be in the next level sexy body such as Ashley’s body image on the magazine cover (Women’s Health, 2014, p.70). While the other one, the ordering numerative appears in “No Joke”. In align with the first one, the ordering numerative is used to modify the head *Joke*. This ordering numerative indicates that this is a serious procedure to promise the viewers to avoid the flu (Women’s Health, 2014, p.82).

Epithet:

In *Women’s Health magazine* November 2014, epithet is one of nominal groups that dominates the articles on the magazine cover. With 20% percentage, interpersonal epithet is dominant epithet in this *Women’s Health magazine* edition.

The interpersonal epithets that are used in *Women’s Health magazine* November 2014 are:

| Epithet Type | Percentage | Words |
|-----------------------|------------|-----------------------|
| Interpersonal Epithet | 20% | Flat, Sculpted, Tight |

Those interpersonal epithets are used by the speakers which in this case is *Women’s Health magazine* as the expression of subjective attitude and interpersonal opinion. The use of all these interpersonal epithets on the cover actually best relate to Ashley’s image on the foreground cover. According to

Women's Health ideology, the purpose of Ashley's image wearing that mini tight dress is to reveal her flat belly, show off how sculpted her arms and back and also how tight is her butt. So, the interpersonal epithets *Flat*, *Sculpted* and *Tight* which are used in this edition clearly relate, does fit and best describe Ashley's image on the magazine cover.

Classifier:

In this *Women's Health* November 2014 edition, there is 6,70% percentage of classifier which appear in the articles on the cover:

| No | Types of Classifier | Percentage | Words |
|----|---------------------|------------|-------|
| 1. | Rank Classifier | 6,70% | Level |

In this case, rank classifier is used to show the status and rank to classify the participant into smaller class that can make it more specify and detail. In this one article, the use of this classifier to describe the characteristics of the head that can make the participants understand clearly what the producers are tryingto explain and describe.

Head:

In this *Women's Health* November edition, there are 46,67% percentage of head which appears in the articles. From this 46,67% percentage, we know that Common nouns dominate the articles on the cover.

Common nouns that are used in *Women's Health* October edition:

| Head Type | Percentage | Words |
|--------------|------------|--|
| Common Nouns | 46,67% | Sexy, Abs, Arms, Butt, Joke, Bend, Slim Down |

Those common nouns which are mentioned above are mostly related to Body Image and Physical Appearance which is represented through Ashley's sculpted arms and back, her flat belly, tight butt and her whole figure which *Women's Health* call as Sexy and Slim. The reason why the common nouns dominate the articles because they are used to generalize the ideas in the articles featured on the magazine cover which are not specific yet. The producers prefer to use the common nouns, so the viewers will be curious and continue to read the full article with the specific items and informations inside the magazine (Halliday, 2004, p.194). In this case, the producers use those common nouns to describe Ashley's image, so that the viewers who are curious to know the way to get that body can read more the article in the inside.

Qualifier:

In this *Women's Health October edition*, the qualifier's percentage which appears is 13,33%. All qualifiers which appear after the head is intended to give more information and explanation about the head.

The qualifiers that are used in *Women's Health* November edition:

| Nominal Groups | Percentage | The Qualifier |
|----------------|------------|---------------|
|----------------|------------|---------------|

| | | |
|------------------|--------|------------|
| Bend, Don't Snap | 13,33% | Don't Snap |
| Slim Down | | Now |

In “Bend, **Don't Snap**”, makes the Ashley's image on the cover as the visualization of the producers' term as “Bend, Don't Snap”. Ashley is represented as a calm woman who can balance between how to eat well and exercise which in this case Bend means Yoga as the exercise. The next, “**Slim Down Now**” again Ashley's body image on the cover is represented as motivation for the viewers to seriously slim down now. Overall, all the qualifiers in this edition has the function to help the viewers in identifying Ashley's image as the only participant in the cover.

Transitivity

Material Clause:

| Type of Process | Sum of Clause | Percentage |
|------------------------|----------------------|-------------------|
| Material Process | 7 | 25,93% |

In this *Women's Health* November 2014 edition, the emergence of Ellipsis keeps appearing on the cover lines language, mainly when it comes to the participants consisting of Actor. Since magazines only have a small space but at the same time they have to attract attention and trigger certain cultural signifiers

for the viewers, then they use this linguistic techniques almost in all articles featured on the cover (Reniermedia, 2012).

In *Women's Health* November 2014 edition, Ellipsis appears in five of the seven articles. Even though in this 5 articles The Actor is considered Ellipsis, since these articles offer tips and guides which are aimed to the viewers by the producers, then we can tell that the viewers are The Actor who do the process.

Verbal Clause:

| Type of Process | Sum of Clause | Percentage |
|-----------------|---------------|------------|
| Verbal Process | 1 | 3,70% |

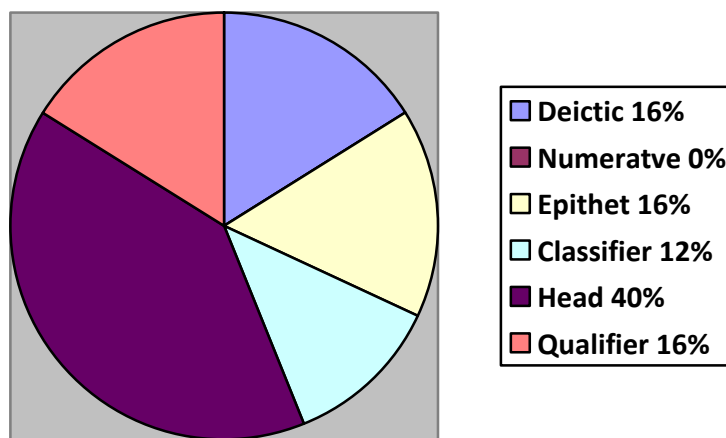
In this *Women's Health* November 2014 edition, not only the emergence of Ellipsis that keeps appearing on the cover lines language in material process, but also it still appears in Reported and Receiver of verbal process. Since magazines only have a small space but at the same time they have to attract attention and trigger certain cultural signifiers for the viewers, then they use this linguistic techniques almost in all articles featured on the cover (Reniermedia, 2012).

In *Women's Health* November 2014 edition, Ellipsis appears in Reported and Receiver part of the clause. Even though in this clause The Receiver is considered Ellipsis, since this article offer informations which are aimed to the viewers by the producers, then we can tell that the viewers are The Receiver who are placed as the ones who receive the message. While the Ellipsis Reported, the

producers do not write it clearly in the article's title because what The Sayer wants to tell or deliver is put in the content of the article.

4.2.2.5 *Women's Health Magazine* December 2014 edition

Nominal Groups Chart



Deictic:

In *Women's Health magazine* December 2014, the use of Deictic appear three time with 16% percentage. Discourse Deictic is the only Deictic which appear in *Women's Health* December edition.

The deictic discourse that is used in article featured in *Women's Health* December edition is:

The (2) Her (1) A (1)

The use of discourse deictic in the article means it refers to the aspect of surrounding discourse (Halliday, 2004, p.181). For the producers, they use it in front of a noun when they believe the viewers know exactly what they are referring to.

Numerative:

In *Women's Health magazine* December 2014, the use of Numerative do not appear. In this edition, instead of Numerative, other nominal group such as Head more dominate the whole articles on the cover.

Epithet:

In *Women's Health magazine* December 2014, epithet has 16% percentage where interpersonal epithet is dominant epithet in this *Women's Health magazine* edition.

The interpersonal epithets that are used in *Women's Health magazine* November 2014 are:

| Epithet Type | Percentage | Words |
|-----------------------|------------|--|
| Interpersonal Epithet | 16% | Real-Life, Fierce, Revolutionary, Sexy |

Those interpersonal epithets are used by the speakers which in this case is *Women's Health magazine* as the expression of subjective attitude and interpersonal opinion. The use of all these interpersonal epithets on the cover

actually best relate to Lauren’s image on the foreground cover. Women’s Health themselves, represent Lauren’s image such as the way she is in her real life (Women’s Health, 2014, p.99). According to *Women’s Health* ideology, the way of Lauren’s image wearing crop knitted sweater that slightly shows off her abs and matched with that printed bottoms makes her looks sexy, fierce and revolutionary. So, the interpersonal epithets *Fierce*, *Revolutionary* and *Fierce* which are used in this edition clearly relate, does fit and best describe Lauren’s image on the magazine cover.

Classifier:

In this *Women’s Health* December 2014 edition, there is 12% percentage of classifier which appear in the articles on the cover:

| No | Types of Classifier | Percentage | Words |
|----|-----------------------------|------------|---------------------|
| 1. | Function/Purpose Classifier | 12% | Survival, Slim-Down |

In the function/purpose classifier, it is used to show the purpose and the function of the head. In this case, the viewers know the function of classifiers in these articles is to tell tips about how to survive in life and how to slim-down for women.

Head:

In this *Women's Health* December edition, there are 40% percentage of head which appears in the articles. From this 40% percentage, we know that Common nouns dominate the articles on the cover.

Common nouns that are used in *Women's Health October edition*:

| Head Type | Percentage | Words |
|--------------|------------|--|
| Common Nouns | 40% | Lauren Cohan, Skills, Abs, Gift, Eat, Look, Plan, Hotness, Lashes, Trick |

Those common nouns which are mentioned above are mostly related to Lauren Cohan and her skills in life (Women's Health, 2014, p.99), Body Image and Physical Appearance which is represented through Lauren's hot peeking abs, and Christmas Holiday since this edition is published in December which is Christmas season. Some articles in this edition talk about Christmas holiday preparation such as gift, makeup look, and plan how to still enjoy Christmas foods without sacrificing our body. The reason why the common nouns dominate the articles because they are used to generalize the ideas in the articles featured on the magazine cover which are not specific yet. The producers prefer to use the common nouns, so the viewers will be curious and continue to read the full article with the specific items and informations inside the magazine (Halliday, 2004, p.1

Qualifier:

In this *Women's Health* December edition, the qualifier's percentage which appears is 16%. All qualifiers which appear after the head is intended to give more information and explanation about the head.

The qualifiers that are used in *Women's Health* December edition:

| Nominal Groups | Percentage | The Qualifier |
|------------------------------------|------------|--------------------------|
| Gift Well Literally | 16% | Well Literally |
| Eat Rich | | Rich |
| Look Lean | | Lean |
| The Trick 2 Million Women Swear by | | 2 Million Women Swear by |

In “Gift **Well Literally**”, this article represent the Christmas theme which is also raised in this edition. This article gives idea what to give the viewers’ beloved ones in Christmas. The next, “Eat **Rich**” and “Look **Lean**” in this article, Lauren’s body image is depicted as the result of what Eat Rich can effect your body to Look Lean. Another one, “The Trick **2 Million Women Swear by**” represent Lauren’s image on the cover with one of Christmas Makeup Look example that can be tried by the viewers to celebrate this Christmas holiday season. Overall, all the qualifiers of the nominal groups in this edition has the function to help the viewers in identifying Lauren’s image as the only participant in the cover.

Transitivity

Material Clause:

| Type of Process | Sum of Clause | Percentage |
|------------------|---------------|------------|
| Material Process | 3 | 11,11% |

In this *Women's Health* December 2014 edition, the emergence of Ellipsis keeps appearing on the cover lines language, mainly when it comes to the participants consisting of Actor. Since magazines only have a small space but at the same time they have to attract attention and trigger certain cultural signifiers for the viewers, then they use this linguistic techniques almost in all articles featured on the cover (Reniermedia, 2012).

In *Women's Health* November 2014 edition, Ellipsis appears in 2 of the 3 articles. Even though in this 2 articles The Actor is considered Ellipsis, since these articles offer tips and guides which are aimed to the viewers by the producers, then we can tell that the viewers are The Actor who do the process.

Mental Clause:

| Type of Process | Sum of Clause | Percentage |
|-----------------|---------------|------------|
| Mental Process | 2 | 7,40% |

Similar with the material process above, In this *Women's Health* December 2014 edition, the emergence of Ellipsis keeps appearing on the cover lines language, mainly when it comes to the participants consisting of Senser. Even though in this 2 articles The Senser is considered Ellipsis, since these

articles offer tips and guides which are aimed to the viewers by the producers, then we can tell that the viewers are The Senser who feel the phenomenon.

4.2.2.6 Written Text Finding

Here is the words in three dominant nominal groups which continue appearing from *Women's Health magazine* July to December 2014:

Epithet:

| July/August | September | October | November | December |
|--------------------|------------------|----------------|-----------------|-----------------|
| Lean | Sexy | Crazy-Hot | Flat | Sexy |
| Flat | Hot | Health | Sculpted | |
| Hot | | | Tight | |
| Sexy | | | | |

Classifier:

| July/August | September | October | November | December |
|--------------------|------------------|----------------|-----------------|-----------------|
| | | | | |

| | | | | |
|--------|---------|---------|-------|------------|
| Body | Quickie | Quick | Level | Slim-Down |
| Belly | | Fast | | Total Body |
| Sex | | Instant | | |
| Health | | | | |

Head:

| July/August | September | October | November | December |
|-------------|------------|---------|-----------|----------|
| Moves | Abs & Butt | Sex | Sexy | Abs |
| Toners | Sex | Abs | Abs | Hotness |
| | | Body | Butt | |
| | | | Slim Down | |

From all the words above in five *Women's Health* magazine, there are connotation meanings which can be concluded as power and strength. It happens because at that time during the middle of 2014, there was a booming "Strong Is The New Sexy" campaign among media overseas. As one of popular health and

fitness magazines for women, *Women's Health* take a part and adapt this campaign into their contents in 2014.

Moreover, I can tell that Nominal Groups Table is more dominant compared than Clause Level Table. It can be perceived since all the words in nominal groups are used to identify models as in the visual text on the magazine covers.

4.2.2.7 Pre Conclusion Finding

a. Women's Health magazine July/August 2014

By having 27,07% Epithet, 25% Classifier and 36,40% Head, Shailene is represented as a healthy, confident and active woman. Her body really visualize what *Women's Health magazine July/August 2014* call as the "Lean Body". The way she poses to the viewers as if she demand the viewers to take along with her to exercise and start healthy living in order to get ideal body such as hers.

Shailene's image is also placed as close as a friend to the viewers. The way Shailene's image shows off her flat belly really meets 2014's beauty standard which women are supposed to have super slim and flat belly. But there is the contradiction appear on this edition where Shailene's face looks so happy and she herself looks so confident and comfortable in her own skin, yet all the articles featured around her image on the cover keep demanding the viewers to do weight loss, instead of being healthy and happy with whatever body they have.

b. Women's Health magazine September 2014

By having 18,52% Epithet, 14,81% Classifier and 40,74% Head, Kaley is represented as healthy, strong, sexy and confident woman. Her body really visualize what *Women's Health magazine September 2014* call as the "Sexy Abs & Butt". Similar with Shailene, Kaley's image also show off her flat and tight lower belly. Moreover the way she poses and stands

in side view really emphasize her butt's shape which looks firm and round. This kind of body image she has really in align with 2014 beauty standard where women are demanded to have flat belly with round and tight butt.

Furthermore, The way she poses to the viewers as if she demand the viewers to take along with her to exercise and start healthy living in order to get ideal body such as hers. But there is the contradiction appear on this edition where Kaley's face looks so happy and she herself looks so confident and comfortable in her own skin, yet all the articles featured around her image on the cover keep demanding the viewers to do weight loss, instead of being healthy and happy with whatever body they have.

c. Women's Health magazine October 2014

By having 14,30% Epithet, 17,90% Classifier and 35,70% Head, Kate is represented as healthy, strong, hot and confident woman. Her revealing body especially her abs really visualize what *Women's Health magazine* October 2014 call as the "Crazy-Hot abs with a lean sexy belly". Similar with two previous images, Kate's image also show off her flat and tight belly, but not only she slightly show lower belly such as Shailene and Kaley, but she also really fully shows off her strong core. Moreover the way she poses in that gesture really emphasize her abs's shape which looks so sculpted and strong. This kind of body image she has also fits the 2014 beauty standard where women are demanded to have flat and strong belly.

Furthermore, The way she poses to the viewers as if she demand the viewers to take along with her to exercise and start healthy living in order to get ideal body such as hers. But there is the contradiction appear on this edition where Kate's face looks so happy and she herself looks so confident and comfortable in her own skin, yet all the articles featured around her image on the cover keep demanding the viewers to do weight loss, instead of being healthy and happy with whatever body they have.

d. Women's Health magazine November 2014

By having 20% Epithet, 6,70% Classifier and 46,67% Head, Ashley is represented as healthy, strong, sexy and confident woman. Her body really visualize what *Women's Health magazine* November 2014 call as the "Next Level Sexy". Quite different with the previous images, Ashley's image instead of revealing her abs, she stand in a side pose to really show off and emphasize her butt's shape which clearly look firm and round. This kind of body image she has, really in align with 2014 beauty standard where women are demanded to have flat belly with big, round and tight butt.

Furthermore, The way she poses to the viewers as if she seduce the viewers to make them adore and envy her vbody, so they will end up take along with her to exercise and start healthy living in order to get that ideal body image. But, again, there is the contradiction appear on this edition where Ashley's image looks so confident and comfortable in her own skin,

yet all the articles featured around her image on the cover still keep insisting the viewers to do weight loss and get slimmer, instead of being healthy and happy with whatever body they have.

e. Women's Health magazine December 2014

By having 16% Epithet, 12% Classifier and 40% Head, Lauren is represented as healthy, strong, fierce and confident woman. Her body really visualize what *Women's Health magazine* December 2014 call as the "Fierce Abs". Similar with the Shailene and Kaley images, Lauren's image also let her abs peeking out of her crop sweater. Her abs looks so flat and sculpted through her crop sweater. This kind of body image she has, really in align with 2014 beauty standard where women are demanded to have flat belly with no fats yet strong and sculpted.

Again, in this December 2014 edition, there is a contradiction appear where Lauren's image looks so confident and comfortable in her own skin, yet all the articles featured around her image on the cover still keep insisting the viewers to do weight loss and get slimmer, instead of being healthy and happy with whatever body they have.

